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A Market Analysis for Nebraska City

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A MARKET ANALYSIS
FOR
NEBRASKA CITY

by
David R. DiMartino
with
Murray Frost

May, 1985



Center for Applied Urban Research
University of Nebraska at Omaha



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This study was conducted by staff members of the Center for Applied Urban Research. David R. DiMartino and Murray Frost were project directors. Dr. DiMartino authored the report. Tim Humberger served as data processing supervisor, and Robert T. Hober supervised and coordinated the interviewers. Interviewers were CAUR staff members. Joyce Carson and Loni Saunders served as word processors.

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THE STUDY

The Center for Applied Urban Research presents this report to the Nebraska City Chamber of Commerce and Business Improvement District Board as the product of the market area analysis conducted for Nebraska City. The analysis took the form of a survey of residents in the Nebraska City market area to determine residents' shopping patterns, motives for and perceptions of shopping, and market area configuration and leakage. The survey was administered to a random-stratified sample of 500 residents living within a 45 mile radius of Nebraska City.

In addition to the survey, a brief examination of the state of the Nebraska City market economy is presented in this report. It is intended to provide a context for the survey results.

THE MARKET ECONOMY: A CONTEXT

Nebraska City has experienced the same recent economic problems in retail activity as those experienced by other communities in Nebraska and by the state and nation as a whole.

Net Taxable Sales.

Nebraska City's recent decrease in net taxable sales has been greater than that for the state as a whole. (See Table A.) However, its decrease has not been as severe as that in other communities of southeast Nebraska. For example, the comparably sized communities of Plattsmouth and Falls City have experienced more dramatic declines in sales.

Selected Characteristics.

The same picture is portrayed by four selected characteristics of retail activity--number of establishments, number of GAF* establishments, sales volume and number of employees--tracked by the Census of Retail Trade from 1972 to 1982. (See Table B.) The number of establishments in Nebraska City and Otoe County have decreased over the period. The decrease is less severe for the city than for the county as a whole, and the decrease has been greater than that for the state, but less than that for the U.S. as a whole. GAF establishments, likewise, have decreased in Nebraska City, though less so in the city than for the county as a whole. The GAF decrease was more severe than for the state and nation as a whole.

Sales volume (not adjusted for inflation) has shown an increase greater than that for the county, state and nation over the 1972-82 period. In the latter half of the period the increase was more modest and equaled the state as a whole but trailed behind the U.S. total.

The final characteristic of market activity, number of employees, increased substantially during the 1972-77 period, then decreased during the 1977-82 period for a sizeable gain during the total period. The overall gain exceeded that for the county as a whole, matched the state's, and lagged slightly behind the U.S. total.

Selected Indicators.

Selected indicators of county economies in southeast Nebraska demonstrate the strength of the Nebraska City (Otoe County) market economy in southeast Nebraska. (See Table C.)

*GAF includes three categories of establishments: General merchandise group stores, Apparel and accessory stores, and Furniture, home furnishings, and equipment stores.

The indicators of economic health (column A of Table C) demonstrate the relatively sound position of the Nebraska City (Otoe County) market economy in its part of the state--particularly for Factor 1. According to Factor 1, Nebraska City has an economic health comparable to Plattsmouth, and exceeds that of Auburn, Beatrice, Falls City and Pawnee City.

Likewise, the buying power of Nebraska City (Otoe County) appears favorable compared to other southeast Nebraska communities, according to the Retail Intensity Ratio (column B of Table C). Again, Nebraska City (Otoe County) exceeds several of its neighboring communities, including Auburn, Beatrice, Pawnee City and Plattsmouth.

Finally, the drawing power of Nebraska City (Otoe County) is strong as compared to its neighbors, according to the indicator of Distributive Nodality (column C of Table C). That measure indicates the better position of Nebraska City (Otoe County) than Auburn, Pawnee City or Plattsmouth.

Summary.

The various measures examined here indicate that Nebraska City has shared in the national economic trends of a more moderately growing economy. While Nebraska City's retailing has experienced some decrease in recent years, its economic condition relative to other places is not bad. Further, its basic economy is sound, and appears better off than that of many of its neighboring communities.

TABLE A

CHANGE IN NET TAXABLE SALES, 1983-84,
FOR PLACES IN SOUTHEAST NEBRASKA*

Place	Size of Place (1980 population)	% Change in Net Taxable Sales	
		1983-1984	1982-1983
Omaha	314,267	+2.0	+4.0
Lincoln	171,932	- 2.3	+4.5
Bellevue	21,813	+10.6	+7.3
Beatrice	12,891	- 14.8	- 0.7
Nebraska City	7,127	- 12.9	- 2.4
Plattsmouth	6,295	- 21.8	- 5.4
Falls City	5,374	- 17.1	- 3.3
Auburn	3,482	- 12.7	- 2.9
Nebraska Total		- 3.9	- 1.1

*Net taxable sales in 1984 include no food sales items while three months of 1983 include no food sales; food sales were exempted from sales tax effective October 1, 1983.
Source: Nebraska Department of Revenue, Research Division.

TABLE B

SELECTED RETAIL CHARACTERISTICS, 1972 TO 1982

	Nebraska City ¹	Otoe County	State of Nebraska	United States ⁵
Number of All Establishments: ²				
1972	127	217	16,918	1,912,871
1977	125	203	15,249	1,855,068
1982	119	192	16,402	1,322,058
% change 72-77	- 1.6	- 6.5	- 9.9	- 3.0
<u>77-82</u>	- 4.8	- 5.4	+ 7.6	- 28.7
72-82	- 6.3	- 11.5	- 3.1	- 30.9
Number GAF Establishments: ³				
1972	24	36	2,399	302,303
1977	22	32	2,626	327,616
1982	17	22	2,001	261,297
% change 72-77	- 8.3	- 11.1	+ 9.5	+ 8.4
<u>77-82</u>	- 22.7	- 31.3	- 23.8	- 20.2
72-82	- 29.2	- 38.9	- 16.6	- 13.6
Sales (in \$1,000's): ⁴				
1972	21,103	28,621	3,194,586	440,221,656
1977	36,938	50,034	4,963,422	699,634,863
1982	50,615	64,795	6,774,893	1,033,727,988
% change 72-77	+75.0	+74.8	+55.4	+58.9
<u>77-82</u>	+37.0	+29.5	+36.5	+47.8
72-82	+139.8	+126.4	+112.1	+134.8
Number of Employees:				
1972	547	725	86,787	11,210,998
1977	725	977	103,136	13,040,082
1982	658	846	105,492	14,416,632
% change 72-77	+32.5	+34.8	+18.8	+16.3
<u>77-82</u>	- 9.2	- 13.4	+ 2.3	+10.6
72-82	+20.3	+16.7	+21.6	+28.6

¹Data not available separately for the Nebraska City Central Business District.

²Several changes have occurred in the method of compiling data for the Census of Retail Trade. Most important of these is the separate enumeration of space leased from department stores, resulting in the inflation of 1982 figures as compared to 1977.

³GAF includes three categories of establishments: General merchandise group stores, Apparel and accessory stores, and Furniture, home furnishings, and equipment stores.

⁴Data are not adjusted for the 1972 to 1982 inflation rate of 130.3 percent.

⁵The 1982 figures for United States totals are "preliminary"; "final" figures were unavailable at the time of this writing.

Source: *Census of Retail Trade* for 1972, 1977, and 1982, U.S. Department of Commerce.

TABLE C

SELECTED ECONOMIC INDICATORS FOR SOUTHEAST NEBRASKA COUNTIES

County	Largest City	County Population (1980)	City Population (1980)	A		B	C
				Rank via Indicators of Economic Health (1977)		Retail Intensity Ratio ² (1972)	Distributive Nodality ³ (1974)
				Composite of 14 Variables	Factor 1 ¹		
Otoe	Nebraska City	15,183	7,127	63	24	.95	4
Cass	Plattsmouth	20,297	6,295	20	22	.56	5
Douglas	Omaha	397,038	314,267	22	4	1.18	2
Gage	Beatrice	24,456	12,891	70	38	.86	3
Johnson	Tecumseh	5,285	1,926	92	75	.54	5
Lancaster	Lincoln	192,884	171,932	5	1	1.10	1
Nemaha	Auburn	8,367	3,482	72	28	.78	5
Pawnee	Pawnee City	3,937	1,156	85	85	.72	5
Richardson	Falls City	11,315	5,374	82	52	.96	2
Sarpy	Bellevue	86,015	21,813	18	2	.62	5

(rankings from high = 1 to low = 93)

(rankings from high = 1.41 to low = .22)

(rankings from high = 1 to low = 5)

¹Factor 1 rankings are computed from the 5 most important variables, out of the 14 different indicators analyzed, to indicate levels of and changes in economic conditions.

²The retail intensity ratio is computed as the ratio of the county's share of total state sales as compared to the county's share of total state population. It is an indicator of the buying power of the county.

³The Distributive Nodality Index is a measure of the attractiveness of a county, or its drawing power for other areas. It is a composite index made up of 71 different measures of the economy.

THE SURVEY RESULTS

The findings of the survey of 500 randomly selected residents of Nebraska City and its surrounding area are presented below. The data gathered is presented in the tables following the text. A breakdown of who responded to the survey by area is presented in Table 1. A map of the study area, description of the survey design and copy of the questionnaire are each presented in the Appendices at the end of the report.

Respondents' Characteristics.

The demographic characteristics of the respondent group is helpful, at times, in understanding the responses received from a survey. Respondents' characteristics for this study are arrayed in Table 2, and are summarized below.

Females outnumbered males among respondents in a ratio of roughly 2 to 1; that is typical of surveys unstratified by sex. Women are more likely to respond to telephone surveys, and they may be the more appropriate respondent in market survey research due to their greater shopping activity traditionally.

Respondents were fairly evenly distributed among the three age groupings: 18 to 39 years of age (33.7 percent), 40 to 64 (37.3 percent), and 65 or older (29.0 percent). The age distribution suggests a relatively older population in the area; that is confirmed by examining the median age in 1980 of the population in Nebraska and Iowa counties included in the study area (below).

State of Nebraska	29.7	State of Iowa	31.2
Cass County	30.7	Fremont County	35.3
Johnson County	39.4	Mills County	32.1
Nemaha County	33.1	Montgomery County	36.1
* Otoe County	36.0	Page County	32.9
Richardson County	39.3		
Pawnee County	45.0		

Married respondents outnumbered unmarrieds by a ratio of approximately 2 to 1. One-fifth of respondents (19.8 percent) lived alone, and the modal household size (40.0 percent) was two persons.

Approximately half of respondents (49.2 percent) were currently employed, over one-third (34.9 percent) were not currently employed, and the remainder said they were homemakers. The relatively high proportion not currently employed include predominantly retirees, and reflect the relatively older age of the respondents (and area population). The distribution of employment by occupation and industry is also shown in Table 2.

Nearly equal proportions of respondents who reported their family income said they received greater than \$20,000 per year (47.4 percent) and less than \$20,000 per year (52.4 percent). Only 20 (4.4 percent) reported family incomes of less than \$10,000 per year.

As for the residential environment of respondents, most respondents (70 percent) lived in cities and towns, nearly one-quarter (22.6 percent) lived on farms, and few (7.4 percent) lived in rural, but non-farm locations. Even after Nebraska City respondents are removed from the total sample, urban residents constitute a majority of respondents (245 of 395, or 62.0 percent).

Nearly three-quarters of all respondents (73.1 percent) have lived in the general area of their current residence for more than ten years. Somewhat related, nearly half (46.8 percent) have friends or relatives living immediately around Nebraska City. Nearly one-quarter (23.8 percent) work in Nebraska City and over one-fifth (22.0 percent) have spouses working in Nebraska City.

Who Shops Nebraska City.

The basic question to be answered by this project is who shops or does not shop in Nebraska City. Respondents to the survey were asked whether Nebraska

City was the place they went "most often" to shop. If Nebraska City was not their primary shopping place, they were asked where they did shop most often, and whether they "ever" shop in Nebraska City.

The answer to that basic question is shown in Table 3. Among all respondents, 30.4 percent reported that Nebraska City was the place they went most often to shop, and an additional 24.2 percent said they shopped Nebraska City, though not most often. Thus, the majority of respondents (273 or 54.6 percent) shopped in Nebraska City at some time.

A more detailed breakdown of respondents' shopping patterns is also displayed in Table 3. Respondents' shopping patterns are analyzed by their demographic characteristics and by their residential locations, as related to Nebraska City.

Shopping by Respondent Characteristics. Demographically, respondents' shopping patterns (whether or not they shop in Nebraska City) did not vary significantly by age, sex, marital status, employment status, length of residence, size of their community, or their family income. In fact, the only demographic characteristics showing any notable variation in shopping patterns were size of household and occupation.

A smaller proportion of one-person households (persons living alone) shopped in Nebraska City--particularly most often--than did other households. The lesser patronage of those households for Nebraska City stores may be due to the fact that many were widow/widower households and were reticent to travel very far alone to shop or were without transportation to do so.

Analysis of Nebraska City shopping by occupation displays significantly less patronage by farmers than the other occupation groups (12.8 percent most often and 41 percent overall), and somewhat more patronage by

operators/fabricators/laborers (or blue-collar workers) than the others (58.3 percent most often and 75.0 percent overall).

Shopping by Respondent Locations. By contrast, the analysis of respondents' shopping patterns by their residential location yielded significant variations in patronage by distance and direction from Nebraska City. For example, while 54.6 percent of all respondents shop Nebraska City at some time, 67.7 percent of respondents within 30 miles of Nebraska City reported shopping there. (See Table 3.) Shopping in Nebraska City decreased dramatically and regularly with increasing distance of respondents' residences from Nebraska City. Patronage also varied significantly with the direction of respondents' residences from Nebraska City--greatest patronage from the southwest and least from the northeast.

Among Nebraska City residents, all but one shopped in Nebraska City and most (86.7 percent) shopped Nebraska City more than any other location. Those not shopping in Nebraska City most often, traveled to Omaha or Lincoln to shop. Nebraska City merchants clearly have strong command over local residents' shopping patterns.

Among respondents living outside but within 20 miles of Nebraska City, over three-quarters (77.8 percent) shopped in Nebraska City and over one-third (34.7 percent) shopped there most often. Respondents residing 20 to 30 miles from Nebraska City shopped there less (34.7 percent) and a small proportion (6.9 percent) shopped Nebraska City most often. Finally, a very small proportion of respondents living more than 30 miles from Nebraska City shopped there (less than 1 percent most often, and only 6.5 percent overall). (See Appendix III for the communities located in each distance zone.)

The tally by state of whether respondents shopped in Nebraska City reflects the variation in shopping by distance from Nebraska City. (See Table 3.)

By direction, the greatest proportion of respondents who shop most often in Nebraska City were located to the southwest (26.9 percent). That area includes counties in southeast Nebraska, and the communities of Humboldt, Pawnee City, Syracuse and Tecumseh.

The smallest proportion of respondents who shop Nebraska City most often resided southeast of Nebraska City. That area includes counties in extreme southeast Nebraska, the southern edge of Iowa, and northwest Missouri. It also includes communities such as Auburn and Falls City in Nebraska, Hamburg in Iowa, and Mound City, Rockport and Tarkio in Missouri.

Conversely, the area northeast of Nebraska City yields the greatest proportion of respondents who never shop in Nebraska City, while the area southwest of Nebraska City has the smallest proportion of respondents who don't ever shop there.

The analysis of shopping patterns by distance and direction indicates a "leakage" of shoppers away from Nebraska City and toward other retail centers among respondents living at greater distances and specific directions from Nebraska City. Though over three-quarters (77.8 percent) of respondents living within 20 miles of Nebraska City shop there at some time, only one-third (34.7 percent) shop there most often and one-fifth (22.2 percent) don't shop there at all. More dramatically, among respondents living 20 to 30 miles from Nebraska City, nearly two-thirds (65.3 percent) don't shop Nebraska City and few (only 6.9 percent) shop there most often.

Alternative shopping locations frequented by respondents increased with increased distance from Nebraska City, as evidenced in Tables 4, and 9. That

relationship reflects two separate orientations. The first is that respondents who lived closer to an alternative market center offering comparable goods shopped at that other location, rather than travel to Nebraska City--particularly for their day-to-day needs. (See Table 10.) The second orientation is that market centers which offer a greater range of goods and services (particularly "specialized" goods) attracted buyers away from Nebraska City and other southeast Nebraska communities--at least occasionally. That is evidenced by the attraction of Omaha and Lincoln to respondents, and results in a directional bias in alternative shopping locations to the northwest. (See Table 17.)

Drive Time. Analysis of Nebraska City shoppers' driving time to Nebraska City by whether they shop there most often or ever reinforces the results of the analysis by distance. (See Table 3.) As driving time increased, the proportion of shoppers who shop most often in Nebraska City decreased, while those who did not shop there most often increased. Clearly, distance has an influence on the frequency of shopping. (See also Table 20.)

Non Shoppers. Information was collected from those who did not shop in Nebraska City (227 respondents). Some of that information is integrated into the tables and text of this report. Other information--on where those people do shop, for which goods and services, and why--is displayed in Tables 18 and 19. Those data are differentiated so finely that statistical relationships should not be inferred for individual cells in the tables (locations, goods shopped for, or reasons for shopping those locations).

Patronage of Nebraska City Shopping Districts.

Nebraska City shoppers were asked about the frequency of their patronage of various city shopping areas, and of their use of the city for non-shopping

activities. The greatest overall and "regular" use of Nebraska City was for shopping. (See Table 5.)

The three separate shopping areas asked about for Nebraska City were each patronized by a majority of the shoppers--the Alco/Pamida district by 94.8 percent of shoppers, the downtown by 88.9 percent, and the "outlet store" district by 71.4 percent. "Regular" (highest frequency) use remained high for the Alco/Pamida area (54.9 percent) and downtown (51.7 percent), but fell off for the outlet store district (23.8 percent). (See Table 5A.)

Among shoppers who live in Nebraska City there was an equal overall use of Alco/Pamida and downtown stores (both 98.1 percent), but slightly greater "regular" use of downtown (82.4 percent), than Alco/Pamida (76.9 percent) stores. The outlet stores were used by Nebraska City residents considerably less overall (71.2 percent) and, particularly, "regularly" (23.1 percent). (See Table 5B.)

Patronage of the Alco/Pamida and downtown districts by non-Nebraska City residents generally decreased with increased distance from Nebraska City, though irregularly and substantially only among "regular" shoppers. On the other hand, shopping at the outlet stores actually increased among non-Nebraska City residents with distance from Nebraska City. Thus, the outlet stores command a lower level but more wide-spread basis of patronage.

Patronage of the three Nebraska City shopping areas varied irregularly with the direction of respondents' residences from Nebraska City. (See Table 5B.) The overall use of the downtown area was least among respondents from northeast of Nebraska City, (32.3 percent never using downtown). Even so, shoppers from the northeast who did use the downtown patronized it more regularly (38.7 percent) than did respondents from other areas. The Alco/Pamida stores were patronized about evenly by respondents from most locations, except that they were used somewhat less by shoppers living to the

northwest (16.7 percent never using the stores). And, the outlet stores were used least regularly by shoppers from all directions, and were patronized more by shoppers from the northwest.

Finally, a comparison of the frequency of Alco/Pamida with downtown shopping suggests that respondents either shop at both or neither districts. (See Table 5C.) Most shoppers who patronize downtown regularly, also shop Alco/Pamida regularly. Likewise, most who shop downtown occasionally also frequent Alco/Pamida occasionally.

Patronage of Other Nebraska City Services.

Shoppers were asked about the frequency of their use of Nebraska City for services other than shopping. (See Table 5.) They were asked about their patronage of financial, professional and personal services, and of entertainment, recreation and dining out activities. Among those uses, financial services and dining out were patronized most regularly by the greatest proportion of respondents (39.9 percent and 43.2 percent, respectively). Overall use was greatest for dining out (87.2 percent) and recreation (67.4 percent).

The regular use of financial, professional and personal services generally decreased with distance of respondents' residences from Nebraska City. By contrast, the regular use of Nebraska City by respondents for entertainment and dining out remained relatively unchanged with distance. Conversely, the proportion of respondents never using Nebraska City for non-shopping activities generally increased with distance from Nebraska City. (See Table 5B.)

Patronage of non-shopping services by respondents varied fairly irregularly with direction from Nebraska City. (See Table 5B.) A greater

proportion of regular users of financial and professional services came from the northwest, while a greater proportion of personal service users came from the northeast and southwest. The southwest provided a greater proportion of regular recreation users, while entertainment and dining out activities were used by more even proportions of respondents from all directions.

Goods and Services Acquired.

Nebraska City shoppers were asked how frequently they shopped for each of fourteen categories of goods and services in downtown Nebraska City. (See Table 6A.) The greatest proportions of respondents shopped for groceries and meats (85.6 percent), women's clothes and accessories (79.8 percent), and hardware, housewares and small appliances (75.9 percent) to some extent (weekly, monthly or occasionally). The greatest proportions of respondents shopped regularly (the total of weekly and monthly) for groceries and meats (63.8 percent), gasoline (44.0 percent), drugs and pharmacy (33.3 percent) and women's clothes and accessories (22.6 percent). Thus, the goods with the greatest and most frequent drawing power for downtown Nebraska City include food, pharmacy, gasoline, household goods, and women's clothing.

Conversely, those goods and services which attract the smallest proportions to downtown Nebraska City (shop for "not at all") include farm materials and supplies (81.3 percent), large appliances (66.9 percent), furniture and home furnishings and lumber and building supplies (each 62.5 percent), automotive/car dealers (59.0 percent), children's clothing (58.5 percent), and luxury items (57.6 percent).

Among shoppers who live in Nebraska City, the goods and services shopped for most regularly paralleled those shopped for by all respondents. Nebraska City residents shop most frequently downtown for groceries and meats (97.1

percent), gasoline (85.3 percent), drugs and pharmacy (63.7 percent), women's clothing and accessories (29.4 percent), and automotive parts and service (26.5 percent). Conversely, the least shopped for items (not at all) were farm materials and supplies (78.4 percent), children's clothing (59.8 percent), large appliances (51.5 percent), automotive/car dealers (41.6 percent), and lumber and building supplies (41.2 percent).

Patronage of downtown for specific goods and services by shoppers who live outside Nebraska City either decreased with increased distance from Nebraska City or exhibited little regular relationship to distance. The one major exception to that pattern was shopping for women's clothing and accessories; the proportions of people shopping for women's goods regularly, occasionally and not at all remained essentially the same at all distances from Nebraska City. Thus, women's clothing is the one good which seems to penetrate the market area around Nebraska City most strongly and evenly.

Regular and occasional patronage by non-Nebraska City residents varied by direction among the fourteen goods and services. Most generally, however, patronage appeared to be greater from respondents living northeast and/or southeast of Nebraska City--particularly for women's, men's, and even children's clothing (though numbers were small).

Satisfaction With Goods and Services.

Nebraska City shoppers were asked how satisfied they were with the availability and selection of the goods and services in the fourteen categories listed for downtown Nebraska City. (See Table 7.) Satisfaction reported by respondents was very high, with approximately 1/4 to 1/2 of respondents reporting "very satisfied", and 1/2 to more than 2/3 expressing "somewhat satisfied." Only clothing (mainly men's and children's clothing),

was cited by a notable minority of respondents as dissatisfying in availability and selection.

As a source of further information on satisfaction, respondents were asked whether there were stores, goods or services missing from downtown Nebraska City that they felt should be there. (See Table 8.) While the majority of downtown shoppers (58.7 percent) said there were no stores, goods or services missing from downtown Nebraska City, over one-quarter (28.8 percent) said there were aspects missing.

When those shoppers who answered affirmatively were asked what was missing, the greatest proportion of responses cited were clothing (51.0 percent), various home-use goods (22.4 percent) or specific stores (10.2 percent) as missing from Nebraska City. (See Table 8A.) Although numbers were small, non-Nebraska City residents living at various distances from Nebraska City ranked clothing and home goods first and second (as with the other respondents). Likewise, the rank order was the same for non-Nebraska City residents in three of the four directions from Nebraska City (the exception being those to the southeast).

Respondents were also asked where else they shop (Table 9) and what attracts them to those alternate locations (Table 10). The reasons cited for shopping at those alternate locations reinforce the earlier findings. Respondents shop elsewhere for greater selection/variety (typically at larger centers like Omaha and Lincoln), and at places closer to their places or residence.

Information on Shopping.

Most shoppers (85.2 percent) had seen or heard advertisements for goods or services in Nebraska City. The greatest number had seen the advertising in

the Nebraska City Newspress (142), or heard ads on KNCY, Nebraska City's radio station (91). Three-quarters (75.2 percent) of those who saw/heard ads also said that they purchased goods and services in response to that advertising. (See Table 11.)

Preferred Shopping Times.

The greatest proportion of shoppers preferred to shop on Saturdays (40.7 percent) and preferred to shop in the afternoon (43.0 percent). Nearly two-thirds (63.6 percent) preferred shopping between Thursday and Sunday, and over three-quarters (81.1 percent) preferred morning or afternoon shopping. (Those times may reflect the presence of retirees in the respondent group.) While not the most preferred times, one-third (33.3 percent) of respondents said they did shop Thursday evenings, and almost half (46.5 percent) said they shopped Sundays. (See Table 12.)

Evaluation of the Downtown Area.

Shoppers were asked to evaluate eleven separate characteristics of downtown Nebraska City, using ratings of poor to excellent. (See Table 13.) All of the characteristics were rated as excellent or good by a majority of respondents.

Characteristics rated as excellent by the greatest proportion of respondents were, in order, cleanliness (16.4 percent), attentiveness of sales people (16.3 percent), store hours (14.6 percent), pedestrian safety (10.9 percent), selection of goods (10.6 percent), appearance of surroundings (10.1 percent), and amenities (9.4 percent).

Characteristics rated as poor by the largest minority of respondents were parking volume/spaces (13.0 percent), traffic/ease of access (10.9 percent),

and parking locations (7.5 percent). That concern with parking and traffic is typical of downtown patrons, in particular, and shoppers in general.

Improvements Made. Shoppers were also asked what aspects of downtown Nebraska City had improved most over the last several years. Each shopper was allowed to suggest up to three improvements. The improvements cited were categorized as shown in Table 14.

The most improved aspects of downtown Nebraska City cited first by shoppers were those which came to mind first and which may be considered most important to the respondents. The first-cited improvements mentioned most were, in order, specific stores (22.1 percent), physical amenities (20.6 percent), retail characteristics (19.1 percent), physical conditions (17.6 percent), and vehicular conditions (16.2 percent).

When all cited improvements are tallied the rank order of the categories changed slightly, with specific stores slipping from first to third place, and with physical and vehicular conditions reversing ranks. The rank order of all improvements cited was physical amenities (24.1 percent), retail characteristics (19.3 percent), specific stores (17.9 percent), vehicular conditions (17.9 percent), and physical conditions (15.2 percent).

Individual improvements cited most often were store fronts/building appearance (22 reponses), outlet stores (19), appearance (14), parking availability and selection/variety (13 each), and new stores (11). (See Table 14B.)

Nebraska City residents as a separate group, cited improvements in a different order. (See Table 14B.) Specific stores (23.7 percent), vehicular conditions (22.0 percent), and physical conditions (16.9 percent) were cited most frequently. Thus, the order of importance of improvements appears to be somewhat different for Nebraska City shoppers than for shoppers from other locations.

Improvements Needed. Both shoppers and non-shoppers to Nebraska City were asked what aspects of improvement would most benefit the downtown area. Each respondent was allowed up to three suggestions. The improvements suggested were categorized and are arrayed in Table 15A, B and C.

Shoppers and non-shoppers both cited vehicular conditions most frequently as their most important (first) and overall suggestion for improvement. In fact, vehicular conditions were cited by a majority of respondents (51.1 percent) and constituted a majority of all suggestions cited (50.8 percent) for downtown improvement. (See Table 15A).

Among the individual suggestions made by shoppers within the vehicular category were concerns with: one way streets (41 responses), parking availability (24), and parking meters (12). (See Table 15B.) Non-shoppers expressed concern with parking availability and street widths. (See Table 15C.)

Shoppers' other suggestions for improvement were, in order, retail characteristics (18.5 percent of first-cited improvements and 18.4 percent of all improvements cited), physical conditions (9.8 percent of first and 11.2 percent of all cited), and physical amenities (9.8 percent of first and 9.6 percent of all cited). Among individual retail characteristics were selection/variety, more stores, prices, and hours. Building appearance was cited most among physical conditions, and cleanliness led among physical amenities.

Shoppers from Nebraska City, as well as those from all distances and directions around the city, cited vehicular conditions most frequently as their suggestion for improvement. Other suggestions varied in rank order among locations, but retail characteristics showed up as prominent for most areas, particularly for Nebraska City residents and for those located to the southwest.

Thus, parking and traffic were cited most frequently as needing improvement--typical in evaluative surveys of shopping districts. It should also be pointed out that many of the items mentioned as most improved were also those suggested for improvement. Thus, respondents appear to treat the characteristics of the downtown area as a continuum. While improvements have occurred, more improvements could be made.

Other Comments.

Respondents were given the opportunity to make any other comments that they thought might be helpful to Nebraska City's commercial community. The comments are categorized and displayed in Table 16.

Of those relatively few comments offered, more than half focused on the need for overall economic development in the area (29.4 percent), and on retail characteristics of business (25.5 percent). The other comments reinforced earlier findings related to downtown evaluation and needs.

CONCLUSIONS AND RECOMMENDATIONS

Survey results indicate that Nebraska City retailers have a strong command of buyers living in Nebraska City (86.7 percent of residents buying there "most often" and 99.1 percent buying locally "most often" or "ever").

Beyond Nebraska City, patronage decreases rapidly with increased distance away from Nebraska City, and irregularly by direction. Even within the first 20 miles around Nebraska City there is significant "leakage" of potential buyers. While 77.8 percent of residents within 20 miles shop Nebraska City at some time, only 34.7 percent shop there most often. From 20 to 30 miles away from Nebraska City buyer "leakage" turns into loss, with only 6.9 percent shopping Nebraska City most often and 34.7 percent shopping there at any time.

By direction, Nebraska City is in strongest command of buyers to the southwest--26.9 percent of those shopping Nebraska City "most often", and captures the market least to the northeast--71.3 percent not shopping in Nebraska City. Thus, southeast Nebraska is currently a far more effective market for Nebraska City than is southwest Iowa and Missouri.

Information solicited indicates that the shape and extent of the market area varies as a function of the distance of potential buyers' residences from other competing market centers offering the same goods and services, and/or as a function of the presence of larger market centers (Omaha and Lincoln), which offer a greater range of goods. Both of those considerations are external influences on the Nebraska City market area, and would be difficult to alter by any direct efforts of Nebraska City retailers.

Several aspects of Nebraska City retailing activity identified from the survey can be targeted in order to enhance the competitive position of local merchants. First among those is the identification of goods and services which penetrate farther or more completely into the surrounding market area. Unlike most of the goods examined, women's clothing exhibited as great an attraction to potential buyers located farther from Nebraska City as those living closer to the city. Likewise, the patronage of entertainment and dining establishments in Nebraska City did not decrease with distance of residences from the city. Finally, the outlet stores actually drew greater regular patronage from buyers living farther away than they did from nearby patrons.

Several steps might be taken to enhance patronage based on those atypical goods and services--outlet stores, entertainment and dining, and women's clothing. Merchants might advertise their goods at those other more-widely frequented establishments through a downtown-wide flyer. Merchants might

examine more closely the events and/or peak hours associated with those more-widely frequented establishments, and tie their own activities to those other events or schedules. Relatedly, area-wide advertising and/or events (such as "downtown days") should increase the prominence of the more-widely frequented establishments to enhance overall patronage.

In addition, the goods most frequently patronized might be used to "sell" other activities downtown; those goods include food, gasoline, drugs, housewares and women's clothing.

A second area of attention would be to improve or enhance aspects of the downtown area that were identified as benefiting from improvement. While none of the goods or downtown characteristics were severely criticized, a few were cited relatively more frequently for improvement. Among these was the concern with parking volume and traffic. Though typical of such studies and also cited as an improvement, additional parking and directions to parking are called for by the results. Likewise, among the goods evaluated selection of clothing--particularly men's and children's clothing--was cited relatively more as needing improvement and/or dissatisfying. The results of this study, as well as other analyses, also indicate the attractive draw of department stores with widely recognized names, and the positive effect of non-retail activity on retail volume.

Finally, Nebraska City would benefit by building on its image and reputation as related to such events as Arbor Day and local attractions such as Arbor Lodge. The creation of a "sense of place" is invaluable to the attraction of buyers to retail districts. Nebraska City, therefore, would benefit by refining the visibility of its downtown district through signage both leading to and within the downtown district. That visibility will be more critically important once the highway bypass is completed.

The visibility and sense of place can be facilitated with the creation of a downtown logo (possibly used in conjunction with signage), the creation of a uniform landscape (such as store facades, benches, plantings, etc), and the promotion of area-wide events (possibly targeting lesser patron groups, such as farmers). Whatever the technique, the goal should be the creation of a distinct district with visible boundaries and an identity of its own.

To summarize, the market analysis of Nebraska City resulted in fairly positive findings. Patronage is strong though not extensive. Satisfaction with goods is high, and improvements are recognized. The task at hand for Nebraska City's leaders is to extend its market area and sustain the positive attitudes held by its patrons.

TABLE 1

RESPONDENTS' GEOGRAPHIC CHARACTERISTICS

A. Sampling Design¹ and Results

Distance	Direction				Total
	Northeast	Northwest	Southeast	Southwest	
0 to 20 miles	36	35	37	36	144
20 to 30 miles	36	36	36	36	144
30 or more miles	36	—	35	36	107
Subtotal	108	71	108	108	395
Nebraska City					105
Total					500

¹The sample was designed to solicit information from 36 respondents per area (distance and direction cell), except for the area northwest and 30 or more miles from Nebraska City, plus 104 respondents from Nebraska City.

B. Location of Respondents

	Number	Percent
State:		
Nebraska	345	69.0
Iowa	132	26.4
Missouri	23	4.6
Total	500	100.0
County:		
Nebraska		
Cass	62	12.4
Otoe	142	28.4
Johnson	43	8.6
Nemaha	56	11.2
Richardson	24	4.8
Pawnee	18	3.6
Iowa		
Fremont	61	12.2
Mills	19	3.8
Montgomery	17	3.4
Page	35	7.0
Missouri		
Atchison	15	3.0
Holt	8	1.6
Nodaway	0	0.0
Total	500	100.0

TABLE 1 — Continued

RESPONDENTS' GEOGRAPHIC CHARACTERISTICS

C. Respondents By Community

Place	Number of Respondents	Percent of Respondents
Nebraska:		
Auburn	24	4.8
Avoca	4	0.8
Brock	5	1.0
Brownville	2	0.4
Burr	9	1.8
Cook	6	1.2
Crab Orchard	3	0.6
Dawson	1	0.2
Du Bois	5	1.0
Dunbar	4	0.8
Elk Creek	2	0.4
Elmwood	10	2.0
Falls City	15	3.0
Humboldt	8	1.6
Johnson	6	1.2
Julian	5	1.0
Louisville	9	1.8
Murray	8	1.6
Nebraska City	105	21.0
Nehawka	3	0.6
Nemaha	3	0.6
Otoe Village	3	0.6
Pawnee City	9	1.8
Peru	11	2.2
Plattsmouth	24	4.8
Steinauer	1	0.2
Sterling	5	1.0
Syracuse	15	3.0
Table Rock	3	0.6
Talmage	4	0.8
Tecumseh	27	5.4
Unadilla	2	0.4
Union	4	0.8
Iowa:		
Clarinda	14	2.8
Coin	1	0.2
College Springs	1	0.2
Emerson	2	0.4
Essex	3	0.6
Farragut	2	0.4
Glenwood	11	2.2
Hamburg	17	3.4
Imogene	1	0.2
Malvern	5	1.0
Northboro	1	0.2
Pacific Junction	1	0.2
Randolph	1	0.2
Red Oak	17	3.4
Riverton	4	0.8
Shenandoah	15	3.0
Sidney	20	4.0
Tabor	14	2.8
Thurman	2	0.4
Missouri:		
Craig	2	0.4
Fairfax	3	0.6
Mound City	6	1.2
Rock Port	7	1.4
Tarkio	5	1.0
Total	500	100.0

TABLE 2

RESPONDENTS' CHARACTERISTICS

	Number	Percent	Number	Percent
A. Sex:				
Male	153	30.6		
Female	345	69.0		
Not identified	2	0.4		
Total	<u>500</u>	<u>100.0</u>		
B. Age:				
18 to 29	60	12.0	} 167	33.7
30 to 39	107	21.4		
40 to 49	69	13.8	} 185	37.3
50 to 64	116	23.2		
65 or more	144	28.8	} 144	29.0
Not identified	4	0.8		
Total	<u>500</u>	<u>100.0</u>	<u>496</u>	<u>100.0</u>
C. Marital Status:				
Married	347	69.4		
Not married	153	30.6		
Total	<u>500</u>	<u>100.0</u>		
D. Employment Status:				
Employed				
Self-employed	75	15.1	} 245	49.2
Employed by other	170	34.1		
Homemaker	79	15.9	} 79	15.9
Not employed				
Retired	153	30.7	} 174	34.9
Unemployed	18	3.6		
Disabled	3	0.6		
Not identified	2	—		
Total	<u>500</u>	<u>100.0</u>	<u>498</u>	<u>100.0</u>
E. Occupation:				
Managerial/professional	55	21.6		
Technical/sales/administrative support	51	20.0		
Service	63	24.7		
Precision/craft/repair	23	9.0		
Laborer/operator/fabricator	24	9.4		
Farming/forestry/fishing	39	15.3		
Subtotal	<u>255</u>	<u>100.0</u>		
Not identified	245			
Total	<u>500</u>			
F. Industry:				
Agriculture	46	18.7		
Construction	7	2.8		
Transportation	28	11.4		
Finance/insurance/real estate	13	5.3		
Wholesale	1	0.4		
Retail	16	6.5		
Manufacturing	23	9.3		
Entertainment	9	3.7		
Professional services	46	18.7		
Personal services	40	16.3		
Repair services	13	5.3		
Public administration	4	1.6		
Subtotal	<u>246</u>	<u>100.0</u>		
Not identified	254			
Total	<u>500</u>			

TABLE 2 — Continued

RESPONDENTS' CHARACTERISTICS

	Number	Percent	Number	Percent
G. Number in Household:				
One	99	19.8		
Two	200	40.0		
Three	66	13.2		
Four or more	135	27.0		
Total	500	100.0		
H. Family Income:				
< \$10,000	20	4.4	237	52.6
\$10,000-19,999	204	45.3		
(under \$20,000)*	13	2.9		
(more than \$20,000)*	5	1.1	213	47.4
\$20,000-29,999	133	29.6		
\$30,000 +	75	16.7		
Subtotal	450	100.0		
Not identified	50	—		
Total	500			
I. Living Environment:				
On a farm	113	22.6		
Rural, not on a farm	37	7.4		
In town or city	350	70.0		
Total	500	100.0		
J. Length of Residence:				
Less than 1 year	12	2.4		
1 to 5 years	67	13.4		
6 to 10 years	55	11.1		
More than 10 years	365	73.1		
Subtotal	499	100.0		
Not identified	1	—		
Total	500	—		
K. Ties to Nebraska City:				
Friends/relatives in Nebraska City	234	46.8 (of those responding)		
Work in Nebraska City	62	23.8 (of those responding)		
Spouse work in Nebraska City	53	22.0 (of those responding)		

*Includes respondents giving only partial information about their family incomes.

TABLE 3
 CHARACTERISTICS OF RESPONDENTS
 BY WHETHER THEY SHOP IN NEBRASKA CITY

	(N)	Shop Most Often in Nebraska City		Shop in Nebraska City, But Not Most Often		Never Shop in Nebraska City	
		No.	%	No.	%	No.	%
Total Sample:	(500)	152	30.4	121	24.2	227	45.4
Respondent Characteristics:							
Sex							
Male	(153)	50	32.7	33	21.6	70	45.8
Female	(345)	102	29.6	88	25.5	155	44.9
Age							
18-29 years	(60)	17	28.3	14	23.3	29	48.3
30-39 years	(107)	37	34.6	26	24.3	44	41.1
40-49 years	(69)	18	26.1	18	26.1	33	47.8
50-64 years	(116)	33	28.4	30	25.9	53	45.7
65 or more years	(144)	46	31.9	33	22.9	65	45.1
Marital Status							
Married	(347)	108	31.1	86	24.8	153	44.1
Not married	(153)	44	28.8	35	22.9	74	48.4
Employment Status							
Employed	(245)	74	30.2	62	25.3	109	44.5
Homemaker	(79)	22	27.8	22	27.8	35	44.3
Not employed	(174)	56	32.2	37	21.3	81	46.6
Occupation							
Managerial/professional	(55)	20	36.4	12	21.8	23	41.8
Technical, sales, and mgt. support	(51)	12	23.5	17	33.3	22	43.1
Service	(63)	20	31.7	11	17.5	32	50.8
Precision, craft, and repair	(23)	7	30.4	8	34.8	8	34.8
Operator, fabricator, and laborer	(24)	14	58.3	4	16.7	6	25.0
Farming, forestry, and fishing	(39)	5	12.8	11	28.2	23	59.0
Household Characteristics:							
Number in Household							
One	(99)	22	22.2	24	24.2	53	53.5
Two	(200)	66	33.0	42	21.0	92	46.0
Three	(66)	21	31.8	22	33.3	23	34.8
Four or more	(135)	43	31.9	33	24.4	59	43.7
Family Income							
< \$20,000	(237)	71	30.0	51	21.5	115	48.5
> \$20,000	(213)	68	31.9	50	23.5	95	44.6

TABLE 3 – Continued

CHARACTERISTICS OF RESPONDENTS
BY WHETHER THEY SHOP IN NEBRASKA CITY

	(N)	Shop Most Often in Nebraska City		Shop in Nebraska City, But Not Most Often		Never Shop in Nebraska City	
		No.	%	No.	%	No.	%
Residential Location:							
Distance							
Nebraska City	(105)	91	86.7	13	12.4	1	1.0
0-20 miles	(144)	50	34.7	62	43.1	32	22.2
20-30 miles	(144)	10	6.9	40	27.8	94	65.3
More than 30 miles	(107)	1	0.9	6	5.6	100	93.5
Direction							
Nebraska City	(105)	91	86.7	13	12.3	1	1.0
Northeast	(108)	13	12.0	18	16.7	77	71.3
Northwest	(71)	11	15.5	19	26.8	41	57.8
Southwest	(108)	29	26.9	35	32.4	44	40.7
Southeast	(108)	8	7.4	36	33.3	64	59.3
State							
Nebraska	(345)	124	35.9	95	27.5	126	36.5
Iowa	(132)	27	20.5	25	18.9	80	60.6
Missouri	(23)	1	4.3	1	4.3	21	91.3
Size of Community							
Population 1-800	(115)	23	20.0	42	36.5	50	43.5
Population 801-1,500	(81)	16	19.8	21	25.9	44	54.3
Population 1,501-5,000	(103)	22	21.4	36	35.0	45	43.7
Population 5,001-7,000	(96)	—	—	9	9.4	87	90.6
Population 7,000 +	(105)	91	86.7	13	12.4	1	1.0
Driving Time to Nebraska City							
1-10 minutes	(89)	77	86.5	12	13.5	—	—
11-20 minutes	(68)	40	58.8	28	41.2	—	—
21-30 minutes	(64)	21	32.8	43	67.2	—	—
31-40 minutes	(21)	2	9.5	19	90.5	—	—
41-50 minutes	(18)	3	16.7	15	83.3	—	—
51-60 minutes	(2)	—	—	2	100.0	—	—
Type of Residence							
Farm	(113)	25	22.1	34	30.1	54	47.8
Rural, non-farm	(37)	13	35.1	8	21.6	16	43.2
Urban	(350)	114	32.6	79	22.6	157	44.9
Length of Residence							
< 1 year	(12)	4	33.3	2	16.7	6	50.0
1-5 years	(67)	19	28.4	20	29.9	28	41.8
6-10 years	(55)	15	27.3	12	21.8	28	50.9
> 10 years	(365)	114	31.2	87	23.8	164	44.9
Relatives Live in Nebraska City	(234)	126	53.8	66	28.2	42	17.9
Work in Nebraska City	(62)	49	79.0	13	21.0	0	—
Spouse Work in Nebraska City	(53)	37	69.8	11	20.8	5	9.4

TABLE 4
 LOCATION OF MOST FREQUENT SHOPPING PLACE(S)
 FOR THOSE NOT SHOPPING MOST OFTEN IN NEBRASKA CITY

A. Places

	Number	Percent
Nebraska: (N=229)		
Auburn	29	8.4
Beatrice	15	4.3
Cook	4	1.2
Elk Creek	1	0.3
Falls City	20	5.8
Humboldt	3	0.9
Johnson	1	0.3
Lincoln	42	12.2
Nehawka	1	0.3
Omaha	67	19.4
Pawnee City	6	1.7
Plattsmouth	4	1.2
Sterling	1	0.3
Syracuse	14	4.1
Table Rock	1	0.3
Talmage	1	0.3
Tecumseh	19	5.5
Iowa: (N=98)		
Clarinda	16	4.6
Council Bluffs	10	2.9
Essex	1	0.3
Glenwood	8	2.3
Hamburg	4	1.2
Marysville	1	0.3
Randolph	1	0.3
Red Oak	24	7.0
Shenandoah	31	9.0
Sidney	1	0.3
Tabor	1	0.3
Missouri: (N=17)		
Mound City	2	0.6
Rock Port	6	1.7
St. Joseph	8	2.3
Watson	1	0.3
Kansas: (N=1)		
Seneca	1	0.3
All Places (other than Nebraska City): (N=345)	345	100.0
Nebraska City	152	—
Not identified	3	—
Total:	500	

TABLE 4 -- Continued

LOCATION OF MOST FREQUENT SHOPPING PLACE(S)
FOR THOSE NOT SHOPPING MOST OFTEN IN NEBRASKA CITY

B. Distance/Direction of Other Shopping Locations

	Number	Percent
Distance Zones:		
1 to 20 miles	27	7.8
20 to 30 miles	99	28.7
30 or more miles*	<u>219</u>	<u>63.5</u>
Subtotal	345	100.0
Nebraska City	152	—
No answer	<u>3</u>	—
Total	500	—
Direction:		
Northeast	93	27.0
Northwest*	114	33.0
Southwest	67	19.4
Southeast	<u>71</u>	<u>20.6</u>
Subtotal	345	100.0
Nebraska City	152	—
No answer	<u>3</u>	—
Total	500	—

*Lincoln and Omaha draw the most; both are located northwest and greater than 30 miles from Nebraska City.

TABLE 5

SHOPPERS' USES OF NEBRASKA CITY

A. Type and Frequency of Nebraska City Use
(By Those Who Shop in Nebraska City)

	(N)	Regularly		Occasionally		Never	
		No.	%	No.	%	No.	%
Financial services	(273)	109	39.9	21	7.7	143	52.4
Professional services	(273)	44	16.1	109	39.9	120	44.0
Personal services	(273)	74	27.1	64	23.4	135	49.5
Entertainment	(273)	46	16.8	104	38.1	123	45.1
Recreation	(273)	51	18.7	133	48.7	89	32.6
Dining out	(273)	118	43.2	120	44.0	35	12.8
Shopping at outlet stores	(273)	65	23.8	130	47.6	78	28.6
Shopping at Alco/Pamida	(273)	150	54.9	109	39.9	14	5.1
Shopping downtown	(269)*	139	51.7	100	37.2	30	11.2

*Four respondents gave no answer.

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City			Distance of Respondents' Residences from Nebraska City								
	Number	Percent of Respondents	Percent of Sample	Within 20 Miles			20 to 30 Miles			Beyond 30 Miles		
				Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Financial Services												
Regularly use	91	87.5	86.7	15	13.4	10.4	3	6.0	2.1	0	—	—
Occasionally use	9	8.6	8.6	7	6.3	4.9	4	8.0	2.8	1	14.3	0.9
Never use	4	3.8	3.8	90	80.4	62.5	43	86.0	29.9	6	85.7	5.6
Subtotal	104	100.0	—	112	100.1	—	50	100.0	—	7	100.0	—
Not applicable*	1	—	1.0	32	—	22.2	94	—	65.3	100	—	93.5
Total	105	—	100.1	144	—	100.0	144	—	100.1	107	—	100.0
Professional Services												
Regularly use	33	31.7	31.4	9	8.0	6.3	2	4.0	1.4	0	—	—
Occasionally use	66	63.5	62.9	34	30.4	23.6	8	16.0	5.6	1	14.3	0.9
Never use	5	4.8	4.8	69	61.6	48.0	40	80.0	27.8	6	85.7	5.6
Subtotal	104	100.0	—	112	100.0	—	50	100.0	—	7	100.0	—
Not applicable*	1	—	1.0	32	—	22.2	94	—	65.3	100	—	93.5
Total	105	—	100.1	144	—	100.1	144	—	100.1	107	—	100.0
Personal Services												
Regularly use	58	55.8	55.2	12	10.7	8.3	3	6.0	2.1	1	14.3	0.9
Occasionally use	36	34.6	34.3	24	21.4	16.7	4	8.0	2.8	—	—	—
Never use	10	9.6	9.5	76	67.9	52.8	43	86.0	29.9	6	85.7	5.6
Subtotal	104	100.0	—	112	100.0	—	50	100.0	—	7	100.0	—
Not applicable	1	—	1.0	32	—	22.2	94	—	65.3	100	—	93.5
Total	105	—	100.0	144	—	100.0	144	—	100.1	107	—	100.0

TABLE 5 - Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City			Distance of Respondents' Residences from Nebraska City								
	Number	Percent of Respondents	Percent of Sample	Within 20 Miles			20 to 30 Miles			Beyond 30 Miles		
				Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Entertainment												
Regularly use	22	21.2	21.0	16	14.3	11.1	7	14.0	4.9	1	14.3	0.9
Occasionally use	32	30.8	30.5	52	46.4	36.1	18	36.0	12.5	2	28.6	1.9
Never use	50	48.1	47.6	44	39.3	30.6	25	50.0	17.4	4	57.1	3.7
Subtotal	104	100.1	-	112	100.0	-	50	100.0	-	7	100.0	-
Not applicable	1	-	1.0	32	-	22.2	94	-	65.3	100	-	93.5
Total	105	-	100.1	144	-	100.0	144	-	100.1	107	-	100.0
Recreation												
Regularly use	40	38.5	38.1	7	6.3	4.9	4	8.0	2.8	0	-	-
Occasionally use	44	42.3	41.9	59	52.7	41.0	27	54.0	18.8	3	42.9	2.8
Never use	20	19.2	19.1	46	41.1	32.0	19	38.0	13.2	4	57.1	3.7
Subtotal	104	100.0	-	112	100.1	-	50	100.0	-	7	100.0	-
Not applicable	1	-	1.0	32	-	22.2	94	-	65.3	100	-	93.5
Total	105	-	100.1	144	-	100.1	144	-	100.1	107	-	100.0
Dining Out												
Regularly use	64	61.5	61.0	36	32.1	25.0	16	32.0	11.1	2	28.6	1.9
Occasionally use	31	29.8	29.5	63	56.3	43.8	24	48.0	16.7	2	28.6	1.9
Never use	9	8.7	8.6	13	11.6	9.0	10	20.0	7.0	3	42.9	2.8
Subtotal	104	100.0	-	112	100.0	-	50	100.0	-	7	100.1	-
Not applicable	1	-	1.0	32	-	22.2	94	-	65.3	100	-	93.5
Total	105	-	100.1	144	-	110.0	144	-	100.1	107	-	100.1

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City			Distance of Respondents' Residences from Nebraska City								
	Number	Percent of Respondents	Percent of Sample	Within 20 Miles			20 to 30 Miles			Beyond 30 Miles		
				Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Shopping Outlet												
Regularly use	24	23.1	22.9	28	25.0	19.4	11	22.0	7.7	2	28.6	1.9
Occasionally use	50	48.1	47.6	50	44.6	34.7	26	52.0	18.0	4	57.1	3.7
Never use	30	28.8	28.6	34	30.4	23.6	13	26.0	9.0	1	14.3	0.9
Subtotal	104	100.0	—	112	100.0	—	50	100.0	—	7	100.0	—
Not applicable	1	—	1.0	32	—	22.2	94	—	65.3	100	—	93.5
Total	105	—	100.1	144	—	99.9	144	—	100.0	107	—	100.0
Use Alco/Pamida												
Regularly use	80	76.9	76.2	50	44.6	34.7	18	36.0	12.5	2	28.6	1.9
Occasionally use	22	21.2	21.0	59	52.7	41.0	24	48.0	16.7	4	57.1	3.7
Never use	2	1.9	1.9	3	2.7	2.1	8	16.0	5.6	1	14.3	0.9
Subtotal	104	100.0	—	112	100.0	—	50	100.0	—	7	100.0	—
Not applicable	1	—	1.0	32	—	22.2	94	—	65.3	100	—	93.5
Total	105	—	100.1	144	—	100.0	144	—	100.1	107	—	100.0
Downtown Shopping												
Regularly use	84	82.4	80.0	43	39.1	29.9	11	22.0	7.6	1	14.3	0.9
Occasionally use	16	15.7	15.2	49	44.5	34.0	31	62.0	21.5	4	57.1	3.7
Never use	2	2.0	1.9	18	16.4	12.5	8	16.0	5.6	2	28.6	1.9
Subtotal	102	100.1	—	110	100.0	—	50	100.0	—	7	100.0	—
Not applicable	3	—	2.9	34	—	23.6	94	—	65.3	100	—	93.5
Total	105	—	100.0	144	—	100.0	144	—	100.0	107	—	100.0

*Includes only those who do shop in Nebraska City—"most often" and "ever."

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Direction of Respondents' Residences from Nebraska City											
	Northeast			Northwest			Southeast			Southwest		
	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Financial Services												
Regularly use	3	9.7	2.8	7	23.3	9.9	6	9.4	5.6	2	4.5	1.9
Occasionally use	1	3.2	0.9	1	3.3	1.4	4	6.3	3.7	6	13.6	5.6
Never use	27	87.1	25.0	22	73.3	31.0	54	84.4	50.0	36	81.8	33.3
Subtotal	31	100.0	—	30	100.0	—	64	100.0	—	44	100.1	—
Not applicable*	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.1	108	—	100.0	108	—	100.1
Professional Services												
Regularly use	1	3.2	0.9	5	16.7	7.0	2	3.1	1.9	3	6.8	2.8
Occasionally use	3	9.7	2.8	9	30.0	12.7	17	26.6	15.7	14	31.8	13.0
Never use	27	87.1	25.0	16	53.3	22.5	45	70.3	41.7	27	61.4	25.0
Subtotal	31	100.0	—	30	100.0	—	64	100.0	—	44	100.0	—
Not applicable*	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.0	108	—	100.0	108	—	100.1
Personal Services												
Regularly use	5	16.1	4.6	1	3.3	1.4	4	6.3	3.7	6	13.6	5.6
Occasionally use	2	6.5	1.9	8	26.7	11.3	11	17.2	10.2	7	15.9	6.5
Never use	24	77.4	22.2	21	70.0	29.6	49	76.6	45.4	31	70.5	28.7
Subtotal	31	100.0	—	30	100.0	—	64	100.1	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.1	108	—	100.0	108	—	100.1

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Direction of Respondents' Residences from Nebraska City											
	Northeast			Northwest			Southeast			Southwest		
	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Entertainment												
Regularly use	5	16.1	4.6	3	10.0	4.2	8	12.5	7.4	8	18.2	7.4
Occasionally use	8	25.8	7.4	8	26.7	11.3	34	53.1	31.5	22	50.0	20.4
Never use	18	58.1	16.7	19	63.3	26.8	22	34.4	20.4	14	31.8	13.0
Subtotal	31	100.0	—	30	100.0	—	64	100.0	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.1	108	—	100.0	108	—	100.1
Recreation												
Regularly use	1	3.2	0.9	—	—	—	5	7.8	4.6	5	11.4	4.6
Occasionally use	12	38.7	11.1	18	60.0	25.4	33	51.6	30.5	26	59.1	24.1
Never use	18	58.1	16.7	12	40.0	16.9	26	40.6	24.0	13	29.5	12.0
Subtotal	31	100.0	—	30	100.0	—	64	100.0	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.1	108	—	99.8	108	—	100.0
Dining Out												
Regularly use	8	25.8	7.4	8	26.7	11.3	24	37.5	22.2	14	31.8	13.0
Occasionally use	18	58.1	16.7	18	60.0	25.4	31	48.4	28.7	22	50.0	20.4
Never use	5	16.1	4.6	4	13.3	5.6	9	14.1	8.3	8	18.2	7.4
Subtotal	31	100.0	—	30	100.0	—	64	100.0	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.0	71	—	100.1	108	—	99.9	108	—	100.1

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

B. Type and Frequency of Nebraska City Use* by Distance and Direction of Respondents' Residences from Nebraska City

	Direction of Respondents' Residences from Nebraska City											
	Northeast			Northwest			Southeast			Southwest		
	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample	Number	Percent of Respondents	Percent of Sample
Shopping Outlet												
Regularly use	6	19.4	5.6	6	20.0	8.5	16	25.0	14.8	13	29.5	12.0
Occasionally use	14	45.2	13.0	19	63.3	26.8	31	48.4	28.7	16	36.4	14.8
Never use	11	35.5	10.2	5	16.7	7.0	17	26.6	15.7	15	34.1	13.9
Subtotal	31	100.1	—	30	100.0	—	64	100.0	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.1	71	—	100.1	108	—	99.9	108	—	100.0
Use Alco/Pamida												
Regularly use	10	32.3	9.3	11	36.7	15.5	27	42.2	25.0	22	50.0	20.4
Occasionally use	19	61.3	17.6	14	46.7	19.7	34	53.1	31.5	20	45.5	18.5
Never use	2	6.5	1.9	5	16.7	7.0	3	4.7	2.8	2	4.5	1.9
Subtotal	31	100.1	—	30	100.1	—	64	100.0	—	44	100.0	—
Not applicable	77	—	71.3	41	—	57.8	44	—	40.7	64	—	59.3
Total	108	—	100.1	71	—	100.0	108	—	100.0	108	—	100.1
Downtown Shopping												
Regularly use	12	38.7	11.1	6	20.0	8.5	23	36.5	21.3	14	32.6	13.0
Occasionally use	9	29.0	8.3	21	70.0	29.6	30	47.6	27.8	24	55.8	22.2
Never use	10	32.3	9.3	3	10.0	4.2	10	15.9	9.3	5	11.6	4.6
Subtotal	31	100.0	—	30	100.0	—	63	100.0	—	43	100.0	—
Not applicable	77	—	71.3	41	—	57.8	45	—	41.7	65	—	60.2
Total	108	—	100.0	71	—	100.1	108	—	100.1	108	—	100.0

*Includes only those who do shop in Nebraska City—"most often" and "ever."

TABLE 5 – Continued

SHOPPERS' USES OF NEBRASKA CITY

C. Comparison of Frequency of Shopping Between Downtown and Alco/Pamida Patrons

	Shop Downtown			Total
	Regularly	Occasionally	Never	
Shop at Alco/Pamida				
Regularly	117	29	3	149
Occasionally	22	64	21	107
Never	0	7	6	13
Total	139	100	30	269

TABLE 6

GOODS AND SERVICES SHOPPED FOR

A. Frequency of Shopping for Selected Goods and Services in Nebraska City
(By Those Who Shop Downtown)

Goods/Service	(N)*	Weekly		Monthly		Occasionally		Not At All	
		No.	%	No.	%	No.	%	No.	%
Women's clothing and accessories	(243)	10	4.1	45	18.5	139	57.2	49	20.2
Men's clothing and accessories	(242)	5	2.1	28	11.6	129	53.3	80	33.1
Children's clothing	(241)	8	3.3	24	10.0	68	28.2	141	58.5
Furniture and home furnishings	(240)	0	—	4	1.7	86	35.8	150	62.5
Large appliances	(239)	0	—	2	0.8	77	32.2	160	66.9
Hardware, housewares and small appliances	(241)	8	3.3	22	9.1	153	63.5	58	24.1
Lumber and building supplies	(240)	7	2.9	9	3.8	74	30.8	150	62.5
Farm materials and supplies	(240)	2	0.8	7	2.9	36	15.0	195	81.3
Automotive/car dealers	(239)	2	0.8	10	4.2	86	36.0	141	59.0
Automotive parts and service	(241)	4	1.7	32	13.3	109	45.2	96	39.8
Gasoline	(243)	77	31.7	30	12.3	51	21.0	85	35.0
Drugs and pharmacy	(243)	20	8.2	61	25.1	74	30.5	88	36.2
Groceries and meats	(243)	119	49.0	36	14.8	53	21.8	35	14.4
Luxury items (camera, jewelry, etc.)	(243)	1	0.4	10	4.1	92	37.9	140	57.6

*The maximum number of respondents is 243; these are the total of respondents who answered "regularly" or "occasionally" to the question on whether they shop in downtown Nebraska City.

TABLE 6 – Continued

GOODS AND SERVICES SHOPPED FOR

B. Frequency of Shopping for Selected Goods and Services by Distance and Direction of Respondents' Residences from Nebraska City

Goods/Services *	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
	No.	%	Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Women's Clothing and Accessories																
Regularly	30	29.4	17	18.0	7	16.7	1	20.0	5	23.8	2	7.4	12	22.2	6	15.4
Occasionally	50	49.0	58	61.2	28	66.7	3	60.0	13	61.9	19	70.4	33	61.1	24	61.5
Not at all	22	21.6	19	20.2	7	16.7	1	20.0	3	14.3	6	22.2	9	16.7	9	23.1
Subtotal	102	100.0	94	99.9	42	99.8	5	100.0	21	100.0	27	100.0	54	100.0	39	100.0
Not applicable	2	—	18	—	8	—	2	—	10	—	3	—	10	—	5	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Men's Clothing and Accessories																
Regularly	21	20.6	11	11.8	1	2.4	0	0.0	3	14.3	1	3.7	6	11.1	2	5.3
Occasionally	53	51.9	53	56.9	20	47.6	3	60.0	12	57.1	14	51.9	28	51.9	22	57.9
Not at all	28	27.5	29	31.1	21	50.0	2	40.0	6	28.6	12	44.4	20	37.0	14	36.8
Subtotal	102	100.0	93	99.8	42	100.0	5	100.0	21	100.0	27	100.0	57	100.0	38	100.0
Not applicable	2	—	19	—	8	—	2	—	10	—	3	—	10	—	6	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Children's Clothing																
Regularly	20	19.6	10	10.8	2	4.9	0	0.0	3	15.0	1	3.7	7	12.9	1	2.6
Occasionally	21	20.6	29	31.1	14	34.1	4	80.0	4	20.0	8	29.6	18	33.3	17	44.7
Not at all	61	59.8	54	58.1	25	61.0	1	20.0	13	65.0	18	66.7	29	53.7	20	52.6
Subtotal	102	100.0	93	100.0	41	100.0	5	100.0	20	100.0	27	100.0	54	99.9	38	99.9
Not applicable	2	—	19	—	9	—	2	—	11	—	3	—	10	—	6	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Furniture and Home Furnishings																
Regularly	3	2.9	1	1.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	2.7
Occasionally	59	57.8	19	20.4	6	14.6	2	50.0	4	20.0	4	14.8	5	9.3	14	37.8
Not at all	40	39.2	73	78.5	35	85.4	2	50.0	16	80.0	23	85.2	49	90.7	22	59.5
Subtotal	102	99.9	93	100.0	41	100.0	4	100.0	20	100.0	27	100.0	54	100.0	37	100.0
Not applicable	2	—	19	—	9	—	3	—	11	—	3	—	10	—	7	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—

TABLE 6 - Continued

GOODS AND SERVICES SHOPPED FOR

B. Frequency of Shopping for Selected Goods and Services by Distance and Direction of Respondents' Residences from Nebraska City

Goods/Services *	Distance of Respondents' Residences from Nebraska City								Direction of Respondents' Residences from Nebraska City							
	Nebraska City		Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Large Appliances																
Regularly	1	1.0	1	1.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	2.7
Occasionally	48	47.5	22	23.7	6	14.6	1	25.0	7	35.0	6	22.2	6	11.1	10	27.0
Not at all	52	51.5	70	75.3	35	85.4	3	75.0	13	65.0	21	77.8	48	88.9	26	70.3
Subtotal	101	100.0	93	100.1	41	100.0	4	100.0	20	100.0	27	100.0	54	100.0	37	100.0
Not applicable	3	-	19	-	9	-	3	-	11	-	3	-	10	-	7	-
Total	104	-	112	-	50	-	7	-	31	-	30	-	64	-	44	-
Hardware, Housewares and Small Appliances																
Regularly	21	20.6	7	7.5	2	4.9	0	0.0	1	5.0	1	3.7	5	9.3	2	5.3
Occasionally	72	70.6	60	64.5	17	41.5	4	80.0	15	75.0	15	55.6	27	50.0	24	63.2
Not at all	9	8.8	26	28.0	22	53.7	1	20.0	4	20.0	11	40.7	22	40.7	12	31.6
Subtotal	102	100.0	93	100.0	41	100.1	5	100.0	20	100.0	27	100.0	54	100.0	38	100.1
Not applicable	2	-	19	-	9	-	2	-	11	-	3	-	10	-	6	-
Total	104	-	112	-	50	-	7	-	31	-	30	-	64	-	44	-
Lumber and Building Supplies																
Regularly	15	14.7	1	1.1	0	0.0	0	0.0	0	0.0	0	0.0	1	1.9	0	0.0
Occasionally	45	44.1	25	26.9	4	9.8	0	0.0	6	30.0	7	25.9	7	13.0	9	24.3
Not at all	42	41.2	67	72.0	37	90.2	4	100.0	14	70.0	20	74.1	46	85.2	28	75.7
Subtotal	102	100.0	93	100.0	41	100.0	4	100.0	20	100.0	27	100.0	54	100.1	37	100.0
Not applicable	2	-	19	-	9	-	3	-	11	-	3	-	10	-	7	-
Total	104	-	112	-	50	-	7	-	31	-	30	-	64	-	44	-
Farm Materials and Supplies																
Regularly	3	2.9	6	6.5	0	0.0	0	0.0	3	15.0	0	0.0	2	3.7	1	2.7
Occasionally	19	18.6	10	10.8	6	14.6	1	25.0	3	15.0	5	18.5	5	9.3	4	10.8
Not at all	80	78.4	77	82.8	35	85.4	3	75.0	14	70.0	22	81.4	47	87.0	32	86.5
Subtotal	102	99.9	93	100.1	41	100.0	4	100.0	20	100.0	27	99.9	54	100.0	37	100.0
Not applicable	2	-	19	-	9	-	3	-	11	-	3	-	10	-	7	-
Total	104	-	112	-	50	-	7	-	31	-	30	-	64	-	44	-

TABLE 6 – Continued

GOODS AND SERVICES SHOPPED FOR

B. Frequency of Shopping for Selected Goods and Services by Distance and Direction of Respondents' Residences from Nebraska City

Goods/Services *	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
	No.	%	Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Automotive/Car Dealers																
Regularly	8	7.9	4	4.3	0	0.0	0	0.0	0	0.0	1	3.7	2	3.7	1	2.7
Occasionally	51	50.5	26	28.0	8	19.5	1	25.0	4	20.0	6	22.2	15	27.8	10	27.0
Not at all	42	41.6	63	67.7	33	80.5	3	75.0	16	80.0	20	74.1	37	68.5	26	70.3
Subtotal	101	100.0	93	100.0	41	100.0	4	100.0	20	100.0	27	100.0	54	100.0	37	100.0
Not applicable	3	—	19	—	9	—	3	—	11	—	3	—	10	—	7	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Automotive Parts and Service																
Regularly	27	26.5	8	8.6	1	2.4	0	0.0	2	9.5	2	7.4	4	7.4	1	2.7
Occasionally	68	66.7	28	30.1	11	26.2	2	50.0	7	33.3	8	29.6	20	37.0	6	16.2
Not at all	7	6.9	57	61.3	30	71.4	2	50.0	12	57.1	17	63.0	30	55.6	30	81.1
Subtotal	102	100.1	93	100.0	42	100.0	4	100.0	21	99.9	27	100.0	54	100.0	37	100.0
Not applicable	2	—	19	—	8	—	3	—	10	—	3	—	10	—	7	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Gasoline																
Regularly	87	85.3	17	18.1	3	7.1	0	0.0	4	19.0	3	11.1	11	20.4	2	5.1
Occasionally	10	9.8	24	25.5	14	33.3	3	60.0	7	33.3	7	25.9	15	27.8	12	30.8
Not at all	5	4.9	63	56.4	25	59.5	2	40.0	10	47.6	17	63.0	28	51.9	25	64.1
Subtotal	102	100.0	94	100.0	42	99.9	5	100.0	21	99.9	27	100.0	54	100.1	39	100.0
Not applicable	2	—	18	—	8	—	2	—	10	—	3	—	10	—	5	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Drugs and Pharmacy																
Regularly	65	63.7	15	16.0	0	0.0	1	20.0	5	23.8	5	18.5	3	5.6	3	7.7
Occasionally	33	32.4	34	36.2	6	14.3	1	20.0	6	28.6	8	29.6	16	29.6	11	28.2
Not at all	4	3.9	45	47.9	36	85.7	3	60.0	10	47.6	14	51.9	35	64.8	25	64.1
Subtotal	102	100.0	94	100.1	42	100.0	5	100.0	21	100.0	27	100.0	54	100.0	39	100.0
Not applicable	2	—	18	—	8	—	2	—	10	—	3	—	10	—	5	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—

TABLE 6 – Continued

GOODS AND SERVICES SHOPPED FOR

B. Frequency of Shopping for Selected Goods and Services by Distance and Direction of Respondents' Residences from Nebraska City

Goods/Services *	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
	No.	%	Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Groceries and Meats																
Regularly	99	97.1	50	53.2	5	11.9	1	20.0	12	57.1	11	40.7	21	38.9	12	30.8
Occasionally	3	2.9	28	29.8	19	45.2	3	60.0	7	33.3	6	22.2	21	38.9	16	41.0
Not at all	0	0.0	16	17.0	18	42.9	1	20.0	2	9.5	10	37.0	12	22.2	11	28.2
Subtotal	102	100.0	94	100.0	42	100.0	5	100.0	21	99.9	27	99.9	54	100.0	39	100.0
Not applicable	2	—	18	—	8	—	2	—	10	—	3	—	10	—	5	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—
Luxury Items																
Regularly	10	9.8	0	0.0	1	2.4	0	0.0	0	0.0	0	0.0	0	0.0	1	2.6
Occasionally	55	53.9	29	30.9	5	11.9	3	60.0	8	38.1	7	25.9	10	18.5	12	30.8
Not at all	37	36.2	65	69.1	36	85.7	2	40.0	13	61.9	20	74.0	44	81.5	26	66.7
Subtotal	102	99.9	94	100.0	42	100.0	5	100.0	21	100.0	27	99.9	54	100.0	39	100.1
Not applicable	2	—	18	—	8	—	2	—	10	—	3	—	10	—	5	—
Total	104	—	112	—	50	—	7	—	31	—	30	—	64	—	44	—

*Regularly includes both weekly and monthly shopping displayed in 6A.

TABLE 7

SATISFACTION WITH AVAILABILITY AND SELECTION
OF DOWNTOWN GOODS AND SERVICES
(Among Those Who Purchase and Have Opinion)

Goods/Service	(N)	Very Satisfied		Somewhat Satisfied		Not At All Satisfied	
		No.	%	No.	%	No.	%
Women's clothing and accessories	(187)	60	32.1	120	64.2	7	3.7
Men's clothing and accessories	(155)	36	23.2	105	67.7	14	9.0
Children's clothing	(100)	29	29.0	63	63.0	8	8.0
Furniture and home furnishings	(87)	25	28.7	58	66.7	4	4.6
Large appliances	(75)	25	33.3	49	65.3	1	1.3
Hardware, housewares and small appliances	(179)	59	33.0	119	66.5	1	0.6
Lumber and building supplies	(85)	26	30.6	57	67.1	2	2.4
Farm materials and supplies	(45)	14	31.1	29	64.4	2	4.4
Automotive/car dealers	(96)	32	34.0	58	61.7	4	4.3
Automotive parts and service	(142)	51	35.9	87	61.3	4	2.8
Gasoline	(159)	61	38.4	89	56.0	9	5.7
Drugs and pharmacy	(157)	66	42.0	90	57.3	1	0.6
Groceries and meats	(202)	101	50.0	101	50.0	0	—
Luxury items (camera, jewelry, etc.)	(102)	28	27.5	70	68.6	4	3.9

TABLE 8

MISSING GOODS AND SERVICES

A. Goods and Services Cited as Missing from Nebraska City by Shoppers and Non-shoppers

	Nebraska City		Non-shoppers		All	
	No.	%	No.	%	No.	%
Response:						
Yes	78	28.8	11	5.1	89	18.3
No	159	58.7	204	94.4	363	74.5
Don't know	34	12.5	1	0.5	35	7.2
Total	271	100.0	216	100.0	487	100.0
Missing Stores/Services:						
Respondents =	72		10		82	
Responses =	98		12		110	
Categories:						
Clothing	50	51.0	3	25.0	53	48.2
Home-use goods	22	22.4	1	8.3	23	20.9
Other goods	6	6.1	1	8.3	7	6.4
Services	9	9.2	1	8.3	10	9.1
Specific stores	10	10.2	6	50.0	16	14.5
Other comments	1	1.0	0	0.0	1	0.9
Total	98	99.9	12	99.9	110	100.0
Individual Citations:						
Women's clothing	5	5.1	0	—	5	4.6
Men's clothing	9	9.2	0	—	9	8.2
Children's clothing	9	9.2	1	8.3	10	9.1
Shoes	3	3.1	0	—	3	2.7
More clothing variety	24	24.5	2	16.8	26	23.6
Furniture/home furnishings	5	5.1	0	—	5	4.6
Hardware/housewares	1	1.0	0	—	1	0.9
Groceries and meats	4	4.1	0	—	4	3.6
Luxury items	1	1.0	0	—	1	0.9
Stereo/TV	3	3.1	0	—	3	2.7
Book stores	5	5.1	0	—	5	4.6
Antique shop	1	1.0	0	—	1	0.9
Discount stores	2	2.0	1	8.3	3	2.7
Lumber and building materials	0	—	1	8.3	1	0.9
Farm materials and supplies	3	3.1	0	—	3	2.7
Auto parts and supplies	1	1.0	0	—	1	0.9
Gasoline	1	1.0	0	—	1	0.9
Boat dealership	1	1.0	0	—	1	0.9
Restaurants	5	5.1	1	8.3	6	5.5
Entertainment	3	3.1	0	—	3	2.7
Doctors	1	1.0	0	—	1	0.9
Department stores	7	7.1	3	25.0	10	9.1
K-Mart	3	3.1	1	8.3	4	3.6
Sears	0	—	1	8.3	1	0.9
Target	0	—	1	8.3	1	0.9
American made goods	1	1.0	0	—	1	0.9
Total	98	100.0	12	99.9	110	99.9

TABLE 8 – Continued

MISSING GOODS AND SERVICES

B. Goods and Services Cited as Missing from Nebraska City for Nebraska City Shoppers
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Categories:																
Clothing	30	54.5	16	48.5	2	25.0	2	100.0	6	60.0	4	50.0	3	21.4	7	63.6
Other home goods	9	16.4	10	30.3	3	37.5	0	—	3	30.0	1	12.5	5	35.9	4	36.4
Other goods	4	7.3	2	6.1	0	—	0	—	0	—	1	12.5	1	7.1	0	—
Services	5	9.1	3	9.1	1	12.5	0	—	1	10.0	1	12.5	2	14.3	0	—
Specific stores	6	10.9	2	6.0	2	25.0	0	—	0	—	1	12.5	3	21.4	0	—
Other comments	1	1.8	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Total	55	100.0	33	100.0	8	100.0	2	100.0	10	100.0	8	100.0	14	99.9	11	100.0
Individual Citations:																
Women's clothes	1		4		0		0		3		1		0		0	
Men's clothes	5		4		0		0		2		1		1		0	
Children's clothes	8		0		0		1		0		0		0		1	
Shoes	3		0		0		0		0		0		0		0	
Variety of clothing	13		8		2		1		1		2		2		6	
Total	30		16		2		2		6		4		3		7	
Furniture and home furnishings/carpeting	4		1		0		0		1		0		0		0	
Large appliances	0		0		0		0		0		0		0		0	
Hardware, housewares, and small appliances	1		0		0		0		0		0		0		0	
Drugs and pharmacy	0		0		0		0		0		0		0		0	
Groceries and meat	1		2		1		0		0		1		1		1	
Luxury items	0		0		1		0		0		0		1		0	
Stereo/TV	0		3		0		0		1		0		1		1	
Book store(s)	3		2		0		0		0		0		1		1	
Antique shop	0		0		1		0		0		0		1		0	
Discount stores	0		2		0		0		1		0		0		1	
Total	9		10		3		0		3		1		5		4	

TABLE 8 -- Continued

MISSING GOODS AND SERVICES

B. Goods and Services Cited as Missing from Nebraska City for Nebraska City Shoppers
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City No. %		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lumber and building materials	0		0		0		0		0		0		0		0	
Farm materials and supplies	1		2		0		0		0		1		1		0	
Auto/car dealer	0		0		0		0		0		0		0		0	
Auto parts and service	1		0		0		0		0		0		0		0	
Gasoline	1		0		0		0		0		0		0		0	
Boat dealers	<u>1</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>	
Total	4		2		0		0		0		1		1		0	
Restaurants/steak house	3		2		0		0		0		1		1		0	
Entertainment	1		1		1		0		1		0		1		0	
Financial services	0		0		0		0		0		0		0		0	
Professional—doctor(s)	1		0		0		0		0		0		0		0	
Personal	<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>	
Total	5		3		1		0		1		1		2		0	
Department stores	5		1		1		0		0		1		1		0	
K-Mart	1		1		1		0		0		0		2		0	
RG's	0		0		0		0		0		0		0		0	
Sears	0		0		0		0		0		0		0		0	
Wards	0		0		0		0		0		0		0		0	
Shopko	0		0		0		0		0		0		0		0	
Target	<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>	
Total	6		2		2		0		0		1		3		0	
Gas prices too high	0		0		0		0		0		0		0		0	
More employment	0		0		0		0		0		0		0		0	
American made goods	<u>1</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>	
Total	1		0		0		0		0		0		0		0	

TABLE 8 - Continued

MISSING GOODS AND SERVICES

C. Goods and Services Cited as Missing from Nebraska City for Non-shoppers
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Categories:																
Clothing	2	100.0	1	25.0	0	—	0	—	0	—	1	25.0	0	—	0	—
Other home goods	0	—	0	—	0	—	1	25.0	0	—	0	—	1	20.0	0	—
Other goods	0	—	0	—	0	—	1	25.0	0	—	0	—	1	20.0	0	—
Services	0	—	0	—	1	50.0	0	—	0	—	1	25.0	0	—	0	—
Specific stores	0	—	3	75.0	1	50.0	2	50.0	1	100.0	2	50.0	3	60.0	0	—
Other comments	0	—	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Total	2	100.0	4	100.0	2	100.0	4	100.0	1	100.0	4	100.0	5	100.0	0	—
Individual Citations:																
Women's clothes	0		0		0		0		0		0		0		0	
Men's clothes	0		0		0		0		0		0		0		0	
Children's clothes	1		0		0		0		0		0		0		0	
Shoes	0		0		0		0		0		0		0		0	
Variety of clothing	1		1		0		0		0		1		0		0	
Total	2		1		0		0		0		1		0		0	
Furniture and home furnishings/carpeting	0		0		0		0		0		0		0		0	
Large appliances	0		0		0		0		0		0		0		0	
Hardware, housewares, and small appliances	0		0		0		0		0		0		0		0	
Drugs and pharmacy	0		0		0		0		0		0		0		0	
Groceries and meat	0		0		0		0		0		0		0		0	
Luxury items	0		0		0		0		0		0		0		0	
Stereo/TV	0		0		0		0		0		0		0		0	
Book store(s)	0		0		0		0		0		0		0		0	
Antique shop	0		0		0		0		0		0		0		0	
Discount stores	0		0		0		1		0		0		1		0	
Total	0		0		0		1		0		0		1		0	

TABLE 8 – Continued

MISSING GOODS AND SERVICES

C. Goods and Services Cited as Missing from Nebraska City for Non-shoppers
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Lumber and building materials	0		0		0		1		0		0		1		0	
Farm materials and supplies	0		0		0		0		0		0		0		0	
Auto/car dealer	0		0		0		0		0		0		0		0	
Auto parts and service	0		0		0		0		0		0		0		0	
Gasoline	0		0		0		0		0		0		0		0	
Boat dealers	0		0		0		0		0		0		0		0	
Total	0		0		0		1		0		0		1		0	
Restaurants/steak house	0		0		1		0		0		1		0		0	
Entertainment	0		0		0		0		0		0		0		0	
Financial services	0		0		0		0		0		0		0		0	
Professional—doctor(s)	0		0		0		0		0		0		0		0	
Personal	0		0		0		0		0		0		0		0	
Total	0		0		1		0		0		1		0		0	
Department stores	0		2		1		0		1		1		1		0	
K-Mart	0		0		0		1		0		0		1		0	
RG's	0		0		0		0		0		0		0		0	
Sears	0		0		0		1		0		0		1		0	
Wards	0		0		0		0		0		0		0		0	
Shopko	0		0		0		0		0		0		0		0	
Target	0		1		0		0		0		1		0		0	
Total	0		3		1		2		1		2		3		0	
Gas prices too high	0		0		0		0		0		0		0		0	
More employment	0		0		0		0		0		0		0		0	
American made goods	0		0		0		0		0		0		0		0	
Total	0		0		0		0		0		0		0		0	

TABLE 9
OTHER SHOPPING LOCATIONS
(For Those Who Shop in Nebraska City)

A. Places

	First Place Cited		All Places Cited	
	No.	%	No.	%
Nebraska:				
Auburn	33	14.1	41	10.9
Beatrice	4	1.7	6	1.6
Cook	3	1.3	4	1.1
Elk Creek	1	0.4	1	0.3
Falls City	0	—	4	1.1
Humboldt	0	—	1	0.3
Lincoln	46	19.7	99	26.3
Omaha	89	38.0	136	36.1
Otoe	1	0.4	1	0.3
Peru	0	—	2	0.5
Plattsmouth	1	0.4	4	1.1
Syracuse	14	6.0	17	4.5
Tecumseh	2	0.9	5	1.3
Subtotal	194		321	
Iowa:				
Council Bluffs	2	0.9	3	0.8
Glenwood	4	1.7	6	1.6
Hamburg	6	2.6	10	2.7
Imogene	1	0.4	1	0.3
Red Oak	0	—	1	0.3
Shenandoah	20	8.5	23	6.1
Sidney	6	2.6	7	1.9
Tabor	0	—	3	0.8
Subtotal	39		54	
Missouri:				
Rock Port	0	—	1	0.3
St. Joseph	1	0.4	1	0.3
Subtotal	1		2	
Total	234	100.0	377	100.5

TABLE 9 – Continued

OTHER SHOPPING LOCATIONS
(For Those Who Shop in Nebraska City)

B. Distance/Direction of Alternative Shopping Locations for Nebraska City Shoppers

	First Place Cited		All Places Cited	
	No.	%	No.	%
Distance Zones				
1 to 20 miles	30	12.8	44	11.7
20 to 30 miles	61	26.1	81	21.5
30 or more miles*	<u>143</u>	<u>61.1</u>	<u>252</u>	<u>66.8</u>
Subtotal	234	100.0	377	100.0
Not asked	227	—	—	—
No answer	<u>39</u>	—	—	—
Total	500			
Direction				
Northeast	33	14.1	45	11.9
Northwest*	137	58.5	240	63.7
Southwest	24	10.3	34	9.0
Southeast	<u>40</u>	<u>17.1</u>	<u>58</u>	<u>15.4</u>
Total	234	100.0	377	100.0

*Lincoln and Omaha draw the most, both located northwest and greater than 30 miles from Nebraska City.

TABLE 10

REASONS OFFERED FOR SHOPPING ELSEWHERE,
BY RESPONDENT'S WHO SHOP IN NEBRASKA CITY

	First Reason Cited		All Reasons Cited	
	No.	%	No.	%
Categories:				
Retail characteristics	120	51.9	204	55.0
Specific goods and services	16	6.9	23	6.2
Associated with other purposes	26	11.3	43	11.6
Personal considerations	69	29.9	101	27.2
Total	231	100.0	371	100.0
Individual Citations:				
Selection/variety	84	36.4	138	37.2
Shopping mall	10	4.3	16	4.3
Quality	0	0.0	1	0.3
Convenience	15	6.5	22	6.0
Price	7	3.0	21	5.7
Sales	1	0.4	3	0.8
Lower price	1	0.4	1	0.3
Available parking	1	0.4	1	0.3
Discount store	1	0.4	1	0.3
Clothing	5	2.2	6	1.6
Shoes	2	0.9	3	0.8
Furniture	1	0.4	3	0.8
Doctor	2	0.9	2	0.5
Groceries	2	0.9	5	1.3
Farm parts	1	0.4	1	0.3
Gateway	2	0.9	2	0.5
Shopco	1	0.4	1	0.3
Visit family	11	4.8	22	6.0
Visit friends	2	0.9	2	0.5
Work trip	9	3.9	11	3.0
Doctor appointment	3	1.3	6	1.6
Sporting event	1	0.4	2	0.5
To get away	3	1.3	7	1.9
For a change	1	0.4	4	1.0
Close/distance	62	26.8	82	22.1
Former residence	3	1.3	5	1.3
Support local business	2	0.9	2	0.5
Owens local business	1	0.4	1	0.3
Total	231		371	

TABLE 11

SOURCE OF INFORMATION ABOUT NEBRASKA CITY
GOODS AND SERVICES

	Number	Percent
A. Have you seen/heard ads?: (respondents)		
Yes	231	85.2
No	40	14.8
Total	271	100.0
B. Where ad was seen/heard?: (responses)		
Radio		
KNCY (Nebraska City)	91	82.7
KMA (Shenandoah)	15	13.6
KFAB (Omaha)	1	1.0
KAUB (Auburn)	1	1.0
"Radio"/other	2	1.8
Total	110	100.1
Newspapers		
<i>Newspress</i> (Nebraska City)	142	60.4
<i>Tri State Weekly</i> (Nebraska City)	47	20.0
<i>Pennypress</i>	26	11.1
<i>World-Herald</i> (Omaha)	2	0.9
<i>Herald</i> (Auburn)	2	0.9
<i>Journal Star</i> (Lincoln)	1	0.5
<i>Journal</i> (Plattsmouth)	1	0.5
Newspaper/supplements	5	2.1
Circular/flyer	4	1.7
Mail	2	0.9
Billboard/street	2	0.9
Magazine	1	0.5
Total	235	99.9
Television	11	100.0
C. Patronized businesses in response to ad?:		
Yes	173	74.9
No	52	22.5
Don't know	6	2.6
Total	231	100.0

TABLE 12

PREFERRED SHOPPING TIMES

	Number	Percent
Day		
Monday	14	5.9
Tuesday	16	6.8
Wednesday	17	7.2
Thursday	24	10.2
Friday	27	11.4
Saturday	96	40.7
Sunday	3	1.3
Varies	39	16.5
Time of Day		
Morning	93	38.1
Afternoon	105	43.0
Evening	38	15.6
Varies	8	3.3
Do You Shop Thursday PM?		
Yes	91	33.3
No	182	66.7
Do You Shop Sunday?		
Yes	127	46.5
No	146	53.5

TABLE 13

EVALUATION OF SELECTED CHARACTERISTICS OF DOWNTOWN NEBRASKA CITY

	(N)	Excellent		Good		Fair		Poor	
		No.	%	No.	%	No.	%	No.	%
Traffic	(267)	20	7.5	144	53.9	74	27.7	29	10.9
Parking volume (spaces)	(269)	11	4.1	136	50.6	87	32.3	35	13.0
Parking location	(267)	11	4.1	151	56.6	85	31.8	20	7.5
Pedestrian safety	(267)	29	10.9	212	79.4	22	8.2	4	1.5
Building appearance	(267)	18	6.7	174	65.2	68	25.5	7	2.6
Appearance of surroundings	(267)	27	10.1	175	65.5	60	22.5	5	1.9
Cleanliness	(269)	44	16.4	182	67.7	39	14.5	4	1.4
Amenities	(255)	24	9.4	169	66.3	47	18.4	15	5.9
Store hours	(260)	38	14.6	183	70.4	34	13.1	5	1.9
Selection of goods	(264)	28	10.6	157	59.5	66	25.0	13	4.9
Attentiveness of sales people	(264)	43	16.3	193	73.1	24	9.1	4	1.5

TABLE 14

DOWNTOWN IMPROVEMENTS MADE

A. Most Improved Aspects of Downtown Nebraska City Over Last Several Years*

	First Cited			All Cited		
	Number	Percent of Responses	Percent of Aspects Cited	Number	Percent of Responses	Percent of Aspects Cited
Categories of Responses:						
Retail characteristics	13	11.1	19.1	28	14.4	19.3
Specific stores	15	12.8	22.1	26	13.4	17.9
Specific goods	0	0.0	0.0	4	2.1	2.8
Physical conditions	12	10.3	17.6	22	11.3	15.2
Physical amenities	14	12.0	20.6	35	18.0	24.1
Vehicular conditions	11	9.4	16.2	26	13.4	17.9
Other economic activity	3	2.6	4.4	3	1.5	2.1
Distance/convenience	0	0.0	0.0	1	0.5	0.7
Subtotal	68	58.2	100.0	145	74.7	100.0
None/nothing	5	4.3	—	5	2.6	—
Don't know	44	37.6	—	44	22.7	—
Total	117	100.1	—	194	99.9	—

*Downtown Nebraska City shoppers only.

TABLE 14 - Continued

DOWNTOWN IMPROVEMENTS MADE

B. Most Improved Aspects of Downtown Nebraska City Over Last Several Years
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Categories:																
Retail characteristics	9	15.3	10	17.2	6	27.4	3	50.0	1	6.7	7	31.8	5	20.0	6	25.0
Specific stores	14	23.7	10	17.2	1	4.5	1	16.7	4	26.7	1	4.5	1	4.0	6	25.0
Specific goods	3	5.1	1	1.7	0	—	0	—	0	—	1	4.5	0	—	0	—
Physical condition	10	16.9	6	10.3	5	22.7	1	16.7	3	20.0	4	18.2	4	16.0	1	4.2
Physical amenities	9	15.3	16	27.6	9	40.9	1	16.6	5	33.3	6	27.3	11	44.0	4	16.7
Vehicular conditions	13	22.0	12	20.7	1	4.5	0	—	2	13.3	3	13.6	4	16.0	4	16.7
Other economic activity	1	1.7	2	3.5	0	—	0	—	0	—	0	—	0	—	2	8.3
Distance/convenience	0	—	1	1.7	0	—	0	—	0	—	0	—	0	—	1	4.2
Total (N=145)	59	100.0	58	99.9	22	100.0	6	100.0	15	100.0	22	99.9	25	100.0	24	100.1
Individual Citations:																
Retail Characteristics																
Selection/variety/choice	6		3		3		1		1		2		2		2	
More stores/new stores/availability	3		5		1		2		0		2		3		3	
Store hours (open)	0		0		0		0		0		0		0		0	
Prices	0		0		0		0		0		0		0		0	
Sales tax	0		0		0		0		0		0		0		0	
Merchandise displays	0		1		0		0		0		0		0		1	
Owners/clerk attitudes	0		1		2		0		0		3		0		0	
Subtotal	9		10		6		3		1		7		5		6	
Specific Stores																
Outlet stores	11		6		1		1		3		1		1		3	
Banks	1		1		0		0		0		0		0		1	
Gas stations	1		0		0		0		0		0		0		0	
Restaurants	1		2		0		0		1		0		0		1	
Health spa	0		0		0		0		0		0		0		0	
Target	0		1		0		0		0		0		0		1	
Book store	0		0		0		0		0		0		0		0	
Shopping center	0		0		0		0		0		0		0		0	
Subtotal	14		10		1		1		4		1		1		6	
Specific Goods																
Clothing	1		0		0		0		0		0		0		0	
Groceries	2		1		0		0		0		1		0		0	
Subtotal	3		1		0		0		0		1		0		0	

TABLE 14 - Continued

DOWNTOWN IMPROVEMENTS MADE

B. Most Improved Aspects of Downtown Nebraska City Over Last Several Years
By Distance and Direction of Respondents' Residences from Nebraska City

	Nebraska City No. %		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City									
			Within 20 Miles No. %		20 to 30 Miles No. %		Beyond 30 Miles No. %		Northeast No. %		Northwest No. %		Southeast No. %		Southwest No. %			
Physical Condition																		
Store fronts (new), building appearance	10		6		5		1		3		4		4		4		1	
Sidewalks	0		0		0		0		0		0		0		0		0	
Building occupancy	0		0		0		0		0		0		0		0		0	
Subtotal	10		6		5		1		3		4		4		4		1	
Physical Amenities																		
Rest rooms	4		3		1		1		1		1		1		1		2	
Landscaping/green space/trees	0		0		0		0		0		0		0		0		0	
Too spread out	0		0		0		0		0		0		0		0		0	
Recreation	0		0		0		0		0		0		0		0		0	
Parks	1		0		1		0		0		1		0		0		0	
Appearance	4		4		6		0		0		1		8		1		1	
Cleanliness	0		9		1		0		4		3		2		1		1	
Police/public safety	0		0		0		0		0		0		0		0		0	
Subtotal	9		16		9		1		5		6		11		4		4	
Vehicular Condition																		
Streets/alleys	0		0		0		0		0		0		0		0		0	
Street width	2		1		1		0		1		1		0		0		0	
Traffic	0		0		0		0		0		0		0		0		0	
Parking availability	8		5		0		0		0		1		3		1		1	
Parking meters	0		0		0		0		0		0		0		0		0	
Stop lights	1		0		0		0		0		0		0		0		0	
One-way streets	2		6		0		0		1		1		1		3		0	
Handicap access	0		0		0		0		0		0		0		0		0	
Subtotal	13		12		1		0		2		3		4		4		4	
Other Economic Activity																		
Industry	0		0		0		0		0		0		0		0		0	
Small business	0		0		0		0		0		0		0		0		0	
Jobs/place of work	0		0		0		0		0		0		0		0		0	
Tourism/promotion	1		1		0		0		0		0		0		0		1	
Youth activities	0		0		0		0		0		0		0		0		0	
People's attitude	0		0		0		0		0		0		0		0		0	
Realize where their livelihood comes from	0		1		0		0		0		0		0		0		1	
Subtotal	1		2		0		0		0		0		0		0		2	
Distance/Convenience	0		1		0		0		0		0		0		0		1	

TABLE 15

DOWNTOWN IMPROVEMENTS NEEDED

A. Areas of Improvement Perceived as Most Needed to Benefit Downtown Nebraska City

	Nebraska City		Non-shoppers		All	
	No.	%	No.	%	No.	%
FIRST CITED RESPONSES						
Categories:						
Retail characteristics	17	18.5	1	9.1	18	17.5
Specific stores	3	3.3	1	9.1	4	3.9
Specific goods	1	1.1	2	18.2	3	2.9
Physical conditions	9	9.8	0	0.0	9	8.7
Physical amenities	9	9.8	0	0.0	9	8.7
Vehicular conditions	47	51.1	7	63.6	54	52.4
Other economic activity	6	6.5	0	0.0	6	5.8
Total	92	100.1	11	100.0	103	99.9
None/nothing	3	—	20	—	23	—
Don't know	41	—	108	—	149	—
Grand total	136	—	139	—	275	—
ALL CITED RESPONSES						
Categories:						
Retail characteristics	33	18.4	2	15.4	35	18.2
Specific stores	6	3.4	1	7.7	7	3.6
Specific goods	3	1.7	2	15.4	5	2.6
Physical conditions	20	11.2	0	0.0	20	10.4
Physical amenities	17	9.5	0	0.0	17	8.9
Vehicular conditions	91	50.8	8	61.5	99	51.6
Other economic activity	9	5.0	0	0.0	9	4.7
Total	179	100.0	13	100.0	192	100.0
None/nothing	3	—	20	—	23	—
Don't know	41	—	108	—	149	—
Grand total	223	—	141	—	364	—

TABLE 15 - Continued

DOWNTOWN IMPROVEMENTS NEEDED

B. Areas of Improvement Perceived by Shoppers as Most Needed to Benefit Downtown Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Categories:																
Retail characteristics	20	21.1	6	11.3	6	22.2	1	25.0	1	5.9	2	13.3	3	10.7	7	29.2
Specific stores	3	3.2	1	1.9	2	7.4	0	—	1	5.9	1	6.7	0	—	1	4.2
Specific goods	0	—	2	3.8	1	3.7	0	—	1	5.9	1	6.7	1	3.6	0	—
Physical condition	13	13.7	5	9.4	2	7.4	0	—	3	17.6	1	6.7	3	10.7	0	—
Physical amenities	5	5.3	7	13.2	5	18.5	0	—	3	17.6	1	6.7	6	21.4	2	8.3
Vehicular conditions	46	48.4	31	58.5	11	40.8	3	75.0	8	47.1	9	60.0	15	53.6	13	54.2
Other economic activity	8	8.4	1	1.9	0	—	0	—	0	—	0	—	0	—	1	4.2
Total (N=179)	95	100.1	53	100.0	27	100.0	4	100.0	17	100.0	15	100.1	28	100.0	24	100.0
Individual Citations:																
Retail Characteristics																
Selection/variety/choice	5		5		2		0		1		1		2		3	
More stores/new stores/availability	6		0		1		1		0		0		1		1	
Store hours (open)	4		0		2		0		0		1		0		1	
Prices	5		0		1		0		0		0		0		1	
Sales tax	0		0		0		0		0		0		0		0	
Merchandise displays	0		1		0		0		0		0		0		1	
Owners/clerk attitudes	0		0		0		0		0		0		0		0	
Subtotal	20		6		6		1		1		2		3		7	
Specific Stores																
Outlet stores	1		0		0		0		0		0		0		0	
Banks	0		0		0		0		0		0		0		0	
Gas stations	0		0		0		0		0		0		0		0	
Restaurants	1		1		0		0		1		0		0		0	
Health spa	0		0		0		0		0		0		0		0	
Target	0		0		0		0		0		0		0		0	
Book store	0		0		1		0		0		1		0		0	
Shopping center	1		0		1		0		0		0		0		1	
Subtotal	3		1		2		0		1		1		0		1	
Specific Goods																
Clothing	0		1		1		0		0		1		1		0	
Groceries	0		1		0		0		1		0		0		0	
Subtotal	0		2		1		0		1		1		1		0	

TABLE 15 - Continued

DOWNTOWN IMPROVEMENTS NEEDED

B. Areas of Improvement Perceived by Shoppers as Most Needed to Benefit Downtown Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Physical Condition																
Store fronts (new), building appearance	8		4		0		0		3		0		1		0	
Sidewalks	3		0		0		0		0		0		0		0	
Building occupancy	2		1		2		0		0		1		2		0	
Subtotal	13		5		2		0		3		1		3		0	
Physical Amenities																
Rest rooms	0		1		1		0		0		0		2		0	
Landscaping/green space/trees	2		1		0		0		1		0		0		0	
Too spread out	0		1		0		0		0		0		1		0	
Recreation	0		0		0		0		0		0		0		0	
Parks	0		0		0		0		0		0		0		0	
Appearance	1		0		1		0		0		0		1		0	
Cleanliness	2		3		2		0		2		1		2		0	
Police/public safety	0		1		1		0		0		0		0		2	
Subtotal	5		7		5		0		3		1		6		2	
Vehicular Condition																
Streets/alleys	1		0		1		0		0		1		0		0	
Street width	1		3		3		1		1		2		1		3	
Traffic	0		0		0		0		0		0		0		0	
Parking availability	11		7		5		1		1		4		5		3	
Parking meters	3		7		1		1		3		1		2		3	
Stop lights	1		2		0		0		0		1		0		1	
One-way streets	29		11		1		0		3		0		7		2	
Handicap access	0		1		0		0		0		0		0		1	
Subtotal	46		31		11		3		8		9		15		13	
Other Economic Activity																
Industry	2		0		0		0		0		0		0		0	
Small business	2		0		0		0		0		0		0		0	
Jobs/place of work	1		0		0		0		0		0		0		0	
Tourism/promotion	0		1		0		0		0		0		0		1	
Youth activities	1		0		0		0		0		0		0		0	
People's attitude	2		0		0		0		0		0		0		0	
Realize where their livelihood comes from	0		0		0		0		0		0		0		0	
Subtotal	8		1		0		0		0		0		0		1	

TABLE 15 -- Continued

DOWNTOWN IMPROVEMENTS NEEDED

C. Areas of Improvement Perceived by Non-shoppers as Most Needed to Benefit Downtown Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Categories:																
Retail characteristics	1	50.0	1	14.3	0	—	0	—	0	—	0	—	0	—	1	33.3
Specific stores	0	—	1	14.3	0	—	0	—	0	—	1	33.3	0	—	0	—
Specific goods	0	—	1	14.3	0	—	1	50.0	1	33.3	0	—	0	—	1	33.3
Physical condition	0	—	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Physical amenities	0	—	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Vehicular conditions	1	50.0	4	57.1	2	100.0	1	50.0	2	66.6	2	66.6	2	100.0	1	33.3
Other economic activity	0	—	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Total	2	100.0	7	100.0	2	100.0	2	100.0	3	99.9	3	99.9	2	100.0	3	99.9
(N=13)																
Individual Citations:																
Retail Characteristics																
Selection/variety/choice	0		1		0		0		0		0		0		1	
More stores/new stores/availability	1		0		0		0		0		0		0		0	
Store hours (open)	0		0		0		0		0		0		0		0	
Prices	0		0		0		0		0		0		0		0	
Sales tax	0		0		0		0		0		0		0		0	
Merchandise displays	0		0		0		0		0		0		0		0	
Owners/clerk attitudes	0		0		0		0		0		0		0		0	
Subtotal	1		1		0		0		0		0		0		1	
Specific Stores																
Outlet stores	0		0		0		0		0		0		0		0	
Banks	0		0		0		0		0		0		0		0	
Gas stations	0		0		0		0		0		0		0		0	
Restaurants	0		1		0		0		0		1		0		0	
Health spa	0		0		0		0		0		0		0		0	
Target	0		0		0		0		0		0		0		0	
Book store	0		0		0		0		0		0		0		0	
Shopping center	0		0		0		0		0		0		0		0	
Subtotal	0		1		0		0		0		1		0		0	
Specific Goods																
Clothing	0		1		0		1		1		0		0		1	
Groceries	0		0		0		0		0		0		0		0	
Subtotal	0		1		0		1		1		0		0		1	

DOWNTOWN IMPROVEMENTS NEEDED

C. Areas of Improvement Perceived by Non-shoppers as Most Needed to Benefit Downtown Nebraska City

	Nebraska City		Distance of Respondents' Residences from Nebraska City						Direction of Respondents' Residences from Nebraska City							
			Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Physical Condition																
Store fronts (new), building appearance	0		0		0		0		0		0		0		0	
Sidewalks	0		0		0		0		0		0		0		0	
Building occupancy	0		0		0		0		0		0		0		0	
Subtotal	0		0		0		0		0		0		0		0	
Physical Amenities																
Rest rooms	0		0		0		0		0		0		0		0	
Landscaping/green space/trees	0		0		0		0		0		0		0		0	
Too spread out	0		0		0		0		0		0		0		0	
Recreation	0		0		0		0		0		0		0		0	
Parks	0		0		0		0		0		0		0		0	
Appearance	0		0		0		0		0		0		0		0	
Cleanliness	0		0		0		0		0		0		0		0	
Police/public safety	0		0		0		0		0		0		0		0	
Subtotal	0		0		0		0		0		0		0		0	
Vehicular Condition																
Streets/alleys	0		0		0		0		0		0		0		0	
Street width	0		2		1		1		1		0		2		1	
Traffic	0		0		0		0		0		0		0		0	
Parking availability	1		2		1		0		1		2		0		0	
Parking meters	0		0		0		0		0		0		0		0	
Stop lights	0		0		0		0		0		0		0		0	
One-way streets	0		0		0		0		0		0		0		0	
Handicap access	0		0		0		0		0		0		0		0	
Subtotal	1		4		2		1		2		2		2		1	
Other Economic Activity																
Industry	0		0		0		0		0		0		0		0	
Small business	0		0		0		0		0		0		0		0	
Jobs/place of work	0		0		0		0		0		0		0		0	
Tourism/promotion	0		0		0		0		0		0		0		0	
Youth activities	0		0		0		0		0		0		0		0	
People's attitude	0		0		0		0		0		0		0		0	
Realize where their livelihood comes from	0		0		0		0		0		0		0		0	
Subtotal	0		0		0		0		0		0		0		0	

TABLE 16

OTHER COMMENTS

	Number	Percent of Responses	Percent of Comments
Categories			
Retail characteristics	13	19.7	25.5
Specific stores	4	6.1	7.8
Specific goods	0	0.0	0.0
Physical condition	1	1.5	2.0
Physical amenities	8	12.1	15.7
Vehicular conditions	9	13.6	17.6
Other economic activity	15	22.7	29.4
Convenience/distance	1	1.5	2.0
Subtotal	51		77.3
None	12	18.2	—
Don't know	3	4.5	—
Total	66	99.9	—

TABLE 17

NON-SHOPPERS' REASONS FOR NOT SHOPPING IN NEBRASKA CITY

A. Rank Order of First and Total Reasons Cited

	First Reasons Offered		All Reasons Offered	
	Number	Percent	Number	Percent
Distance	182	83.5	188	77.0
Familiarity	18	8.3	22	9.0
Selection of goods	14	6.4	21	8.6
Prices	2	0.9	11	4.5
Physical condition	1	0.5	1	0.4
Traffic	1	0.5	1	0.4
Subtotal	218	100.1	244	99.9
No answer/don't know	9	—	9	—
Total	227	—	253	—

TABLE 17 -- Continued

NON-SHOPPERS' REASONS FOR NOT SHOPPING IN NEBRASKA CITY

B. Reasons by Distance and Direction of Respondents' Residences from Nebraska City

	Total Number of Responses	Nebraska City		Within 20 Miles		20 to 30 Miles		Beyond 30 Miles		Northeast		Northwest		Southeast		Southwest	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Traffic/parking	1	0	—	1	2.4	0	—	0	—	0	—	1	2.0	0	—	0	—
Physical conditions	1	0	—	1	2.4	0	—	0	—	0	—	1	2.0	0	—	0	—
Atmosphere/amenities	0	0	—	0	—	0	—	0	—	0	—	0	—	0	—	0	—
Distance ¹	188	0	—	17	41.5	82	80.4	89	89.9	59	73.8	36	72.0	37	86.0	56	81.2
Selection of goods	21	1	50.0	12	29.3	7	6.9	1	1.0	8	10.0	6	12.0	2	4.7	4	5.8
Prices	11	1	50.0	6	14.6	4	3.9	0	—	2	2.5	4	8.0	2	4.7	2	2.9
Preference/familiarity ²	22	0	—	4	9.8	9	8.8	9	9.1	11	13.8	2	4.0	2	4.7	7	10.1
Total responses ³	244	2	100.0	41	100.0	102	100.0	99	100.0	80	100.1	50	100.0	43	100.1	69	100.0
Respondents	218	1		27		93		97		76		39		41		61	

¹Includes: distance, "_____" is closer, too old to get there, and don't have a car.

²Includes: prefer other location, prefer to support his/her own community, unfamiliar with Nebraska City, and no reason to go to Nebraska City.

³Up to three responses per respondent were allowed.

TABLE 18

LOCATION OF SHOPPING FOR SPECIFIC GOODS, BY NON-SHOPPERS TO NEBRASKA CITY

A. Types of Goods

Places	Women's Clothing		Men's Clothing		Children's Clothing		Furniture		Large Appliances		House and Hardwares		Lumber		Farm Materials		Automotives		Auto Parts		Gasoline		Drugs/Pharmacy		Groceries		Luxury Items		
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
NEBRASKA:																													
Auburn	1	0.5	3	0.6	--	--	2	1.1	3	1.6	5	2.4	2	1.2	3	3.3	5	2.6	6	2.9	5	2.4	6	2.7	7	3.1	3	1.6	
Avoca	--	--	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	
Beatrice	13	6.6	14	7.7	9	8.8	6	3.4	5	2.7	9	4.2	5	3.1	5	5.6	9	4.6	6	2.9	6	2.9	6	2.7	8	3.6	8	4.2	
Brock	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Brownville	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Burchard	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	--
Burr	--	--	1	0.5	--	--	--	--	--	--	--	--	--	--	1	1.1	--	--	1	0.5	5	2.4	2	0.9	5	2.2	--	--	--
Cedar Creek	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Ceresco	--	--	--	--	--	--	1	0.6	1	0.5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Cook	--	--	--	--	1	1.0	--	--	2	1.1	2	0.9	2	1.2	2	2.2	1	0.5	1	0.5	1	0.5	2	0.9	1	0.4	--	--	--
Crab Orchard	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	--
Crete	--	--	--	--	--	--	3	1.7	1	0.5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Dawson	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	--	--	--
Du Bois	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	0.5	1	0.5	--	--	--	--	--	--	--
Elk Creek	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Elmwood	--	--	--	--	--	--	1	0.6	1	0.5	3	1.4	4	2.5	2	2.2	1	0.5	4	1.9	4	1.9	4	1.8	4	1.8	--	--	--
Falls City	20	10.1	13	7.1	8	7.8	8	4.5	11	5.9	16	7.5	5	3.1	4	4.4	13	6.7	17	8.2	15	7.2	14	6.3	17	7.6	13	6.9	--
Humboldt	1	0.5	1	0.5	--	--	1	0.6	3	1.6	3	1.4	5	3.1	2	2.2	4	2.1	5	2.4	6	2.9	6	2.7	4	1.8	2	1.1	--
Johnson	1	0.5	1	0.5	1	1.0	--	--	1	0.5	1	0.5	2	1.2	1	1.1	1	0.5	1	0.5	1	0.5	--	--	1	0.4	--	--	--
Lewiston	--	--	--	--	--	--	--	--	--	--	--	--	1	0.6	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Lincoln	23	11.6	22	12.0	11	10.8	15	8.5	14	7.5	9	4.2	5	3.1	2	2.2	13	6.7	6	2.9	4	1.9	8	3.6	6	2.7	22	11.6	
Louisville	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2	1.0	1	0.5	1	0.5	2	0.9	--	--	--	--	--
Murdock	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2	1.0	--	--	1	0.4	--	--	--
Murray	--	--	--	--	--	--	--	--	--	--	--	--	1	0.6	--	--	--	--	--	--	1	0.5	--	--	--	--	--	--	--
Nebraska City	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Omaha	50	25.3	46	25.1	29	28.4	59	33.3	61	32.8	32	15.1	26	16.1	7	7.8	18	9.3	15	7.2	14	6.7	19	8.5	20	8.9	34	18.0	
Pawnee City	2	1.0	5	2.7	--	--	4	2.3	6	3.2	6	2.8	7	4.3	1	1.1	4	2.1	4	1.9	5	2.4	13	5.8	9	4.0	2	1.1	--
Plattsmouth	--	--	1	0.5	--	--	1	0.6	2	1.1	11	5.2	6	3.7	6	6.7	12	6.2	14	6.7	14	6.7	14	6.3	12	5.4	1	0.5	--
Springfield	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Steinauer	1	0.5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Stella	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Sterling	--	--	--	--	--	--	--	--	--	--	3	1.4	4	2.5	2	2.2	--	--	1	0.5	4	1.9	--	--	3	1.3	--	--	--
Syracuse	1	0.5	2	1.1	--	--	5	2.8	3	1.6	4	1.9	5	3.1	5	5.6	6	3.1	6	2.9	2	1.0	3	1.3	2	0.9	--	--	--
Table Rock	1	0.5	1	0.5	--	--	--	--	--	--	3	1.4	3	1.9	--	--	--	--	1	0.5	2	1.0	--	--	2	0.9	--	--	--
Tecumseh	10	5.1	5	2.7	3	2.9	12	6.8	15	8.1	19	9.0	16	9.9	13	14.4	19	9.8	26	12.5	20	9.6	25	11.2	23	10.3	18	9.5	--
Verdon	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Weeping Water	--	--	--	--	--	--	--	--	--	--	1	0.5	1	0.6	--	--	--	--	--	--	--	--	--	--	--	--	1	0.5	--

TABLE 18 - Continued

LOCATION OF SHOPPING FOR SPECIFIC GOODS, BY NON-SHOPPERS TO NEBRASKA CITY

A. Types of Goods

Places	Women's Clothing		Men's Clothing		Children's Clothing		Furniture		Large Appliances		House and Hardwares		Lumber		Farm Materials		Automotives		Auto Parts		Gasoline		Drugs/Pharmacy		Groceries		Luxury Items			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
IOWA:																														
Blanchard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0.5	-	-	-	-	-	-	
Clarinda	11	5.6	7	3.8	4	3.9	6	3.4	7	3.8	13	6.1	5	3.1	2	2.2	13	6.7	12	5.8	12	5.8	13	5.8	14	6.3	14	7.4		
College Springs	-	-	-	-	-	-	1	0.6	1	0.5	1	0.5	1	0.6	1	1.1	1	0.5	1	0.5	1	0.5	1	0.4	-	-	-	-		
Council Bluffs	4	2.0	2	1.1	-	-	4	2.3	7	3.8	4	1.9	5	3.1	-	-	8	4.1	6	2.9	2	1.0	-	-	4	1.8	4	2.1		
Emerson	-	-	-	-	-	-	-	-	-	-	1	0.5	-	-	-	-	1	0.5	1	0.5	2	1.0	2	0.9	1	0.4	-	-		
Essex	-	-	-	-	-	-	2	1.1	1	0.5	1	0.5	1	0.6	1	1.1	-	-	-	-	1	0.5	1	0.4	-	-	-	-		
Glenwood	4	2.0	4	2.2	2	2.0	3	1.7	4	2.2	8	3.8	1	0.6	1	1.1	6	3.1	8	3.8	8	3.8	15	6.7	12	5.4	5	2.6		
Hamburg	-	-	-	-	-	-	-	-	-	-	1	0.5	-	-	-	-	1	0.5	1	0.5	1	0.5	1	0.4	1	0.4	1	0.5		
Malvern	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1.1	-	-	-	-	1	0.5	1	0.4	-	-	-	-		
Pacific Junction	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0.5	-	-	-	-	-	-		
Red Oak	18	9.1	19	10.4	13	12.7	12	6.8	10	5.4	20	9.4	16	9.9	6	6.7	17	8.8	19	9.1	21	10.1	22	9.8	25	11.2	21	11.1		
Shenandoah	19	9.6	15	8.2	13	12.7	14	7.9	15	8.1	17	8.0	8	5.0	8	8.9	14	7.2	15	7.2	13	6.3	15	6.7	14	6.3	16	8.5		
Sidney	-	-	-	-	-	-	4	2.3	1	0.5	1	0.5	1	0.6	1	1.1	1	0.5	3	1.4	3	1.4	3	1.3	3	1.3	1	0.5		
Tabor	1	0.5	1	0.5	-	-	-	-	1	0.5	1	0.5	2	1.2	1	1.1	1	0.5	3	1.4	4	1.9	2	0.9	2	0.9	1	0.5		
MISSOURI:																														
Corning	-	-	1	0.5	-	-	-	-	1	0.5	-	-	-	-	1	1.1	1	0.5	1	0.5	-	-	-	-	-	-	-	-	-	
Craig	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Fairfax	5	2.5	5	1.0	-	-	-	-	-	-	-	-	3	1.9	3	3.3	1	0.5	2	1.0	4	1.9	3	1.3	2	0.9	1	0.5		
Kansas City	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0.4	-	-	-	-		
Marysville	1	0.5	1	0.5	1	1.0	-	-	-	-	1	0.5	-	-	-	-	2	1.0	1	0.5	-	-	-	-	-	-	1	0.5		
Mound City	1	0.5	-	-	-	-	1	0.6	1	0.5	2	0.9	2	1.2	1	1.1	5	2.6	4	1.9	6	2.9	4	1.8	4	1.8	4	2.1		
Quitman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0.5	1	0.5	-	-	-	-	-	-	-	-		
Rock Port	-	-	1	0.5	-	-	-	-	-	-	3	1.4	2	1.2	1	1.1	5	2.6	5	2.4	5	2.4	5	2.2	5	2.2	5	2.2	3	1.6
St. Joseph	10	5.1	10	5.5	6	5.9	10	5.6	6	3.2	8	3.8	8	5.0	2	2.2	4	2.1	2	1.0	-	-	5	2.2	-	-	7	3.7		
Tarkio	-	-	-	-	-	-	-	-	1	0.5	2	0.9	3	1.9	2	2.2	2	1.0	4	1.9	3	1.4	5	2.2	6	2.7	4	2.1		
KANSAS:																														
Hiawatha	-	-	1	0.5	-	-	-	-	-	-	-	-	2	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Oletha	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Seneca	-	-	-	-	1	1.0	2	1.1	-	-	1	0.5	1	0.6	2	2.2	2	1.0	2	1.0	3	1.4	1	0.4	2	0.9	1	0.5		

TABLE 18 - Continued

LOCATION OF SHOPPING FOR SPECIFIC GOODS, BY NON-SHOPPERS TO NEBRASKA CITY

B. Services

Places	Financial Services		Professional Services		Personal Services		Entertainment		Eating	
	No.	%	No.	%	No.	%	No.	%	No.	%
NEBRASKA:										
Auburn	4	1.8	6	2.7	5	2.3	4	2.8	4	2.0
Avoca	1	0.5	—	—	—	—	—	—	—	—
Beatrice	—	—	5	2.2	—	—	4	2.8	2	1.0
Brock	—	—	—	—	1	0.5	—	—	—	—
Brownville	—	—	—	—	—	—	—	—	—	—
Burchard	1	0.5	—	—	1	0.5	—	—	—	—
Burr	4	1.8	1	0.4	2	0.9	—	—	—	—
Cedar Creek	—	—	—	—	—	—	—	—	—	—
Ceresco	—	—	1	0.4	—	—	—	—	—	—
Cook	1	0.5	—	—	—	—	—	—	2	1.0
Crab Orchard	2	0.9	—	—	—	—	—	—	—	—
Crete	—	—	—	—	—	—	—	—	—	—
Dawson	—	—	—	—	—	—	—	—	—	—
Du Bois	3	1.4	—	—	3	1.4	—	—	—	—
Elk Creek	2	0.9	—	—	—	—	—	—	—	—
Elmwood	3	1.4	3	1.3	4	1.8	—	—	—	—
Falls City	16	7.3	11	4.9	14	6.5	10	6.9	17	8.3
Humboldt	3	1.4	6	2.7	7	3.2	—	—	3	1.5
Johnson	6	2.7	1	0.4	2	0.9	—	—	1	0.5
Lewiston	1	0.5	—	—	—	—	—	—	—	—
Lincoln	6	2.7	10	4.4	6	2.8	24	16.7	25	12.2
Louisville	3	1.4	1	0.4	1	0.5	—	—	—	—
Murdock	—	—	—	—	—	—	—	—	—	—
Murray	3	1.4	—	—	—	—	—	—	1	0.5
Nebraska City	—	—	—	—	—	—	1	0.7	3	1.5
Omaha	13	5.9	30	13.3	13	6.0	36	25.0	44	21.5
Pawnee City	5	2.3	17	7.5	11	5.1	1	0.7	8	3.9
Plattsmouth	13	5.9	10	4.4	12	5.5	2	1.4	4	2.0
Springfield	1	0.5	—	—	—	—	—	—	—	—
Steinauer	2	0.9	—	—	—	—	—	—	—	—
Stella	2	0.9	—	—	—	—	—	—	—	—
Sterling	3	1.4	1	0.4	—	—	—	—	3	1.5
Syracuse	3	1.4	3	1.3	4	1.8	—	—	3	1.5
Table Rock	2	0.9	—	—	—	—	—	—	1	0.5
Tecumseh	20	9.1	24	10.6	28	12.9	4	2.8	15	7.3
Verdon	—	—	1	0.4	—	—	10	6.9	—	—
Weeping Water	—	—	1	0.4	1	0.5	—	—	—	—

TABLE 18 -- Continued

LOCATION OF SHOPPING FOR SPECIFIC GOODS, BY NON-SHOPPERS TO NEBRASKA CITY

B. Services

Places	Financial Services		Professional Services		Personal Services		Entertainment		Eating	
	No.	%	No.	%	No.	%	No.	%	No.	%
IOWA:										
Blanchard	—	—	—	—	—	—	—	—	—	—
Clarinda	14	6.4	11	4.9	13	6.0	1	0.7	9	4.4
College Springs	—	—	—	—	—	—	—	—	—	—
Council Bluffs	1	0.5	3	1.3	2	0.9	1	0.7	1	0.5
Emerson	2	0.9	1	0.4	2	0.9	1	0.7	1	0.5
Essex	1	0.5	—	—	1	0.5	—	—	—	—
Glenwood	13	5.9	10	4.4	11	5.1	3	2.1	6	2.9
Hamburg	1	0.5	2	0.9	1	0.5	1	0.1	1	0.5
Malvern	—	—	—	—	—	—	—	—	—	—
Pacific Junction	—	—	—	—	—	—	—	—	—	—
Red Oak	21	9.5	24	10.6	23	10.6	16	11.1	19	9.3
Shenandoah	16	7.3	13	5.8	16	7.4	13	9.0	13	6.3
Sidney	3	1.4	4	1.8	4	1.8	—	—	—	—
Tabor	4	1.8	5	2.2	5	2.3	1	0.7	2	1.0
MISSOURI:										
Corning	—	—	—	—	—	—	—	—	1	0.5
Craig	1	0.5	—	—	—	—	—	—	—	—
Fairfax	3	1.4	3	1.3	2	0.9	—	—	—	—
Kansas City	—	—	—	—	—	—	—	—	—	—
Marysville	—	—	1	0.4	—	—	—	—	1	0.5
Mound City	3	1.4	8	3.5	6	2.8	2	1.4	3	1.5
Quitman	—	—	—	—	—	—	—	—	—	—
Rock Port	5	2.3	2	0.9	5	2.3	—	—	2	1.0
St. Joseph	2	0.9	3	1.3	1	0.5	7	4.9	7	3.4
Tarkio	5	2.3	3	1.3	5	2.3	1	0.7	1	0.5
KANSAS:										
Hiawatha	1	0.5	—	—	—	—	—	—	—	—
Oletha	—	—	—	—	—	—	—	—	—	—
Seneca	—	—	1	0.4	—	—	1	0.7	2	1.0

TABLE 19 - Continued

ATTRACTION TO SHOPPING IN OTHER LOCATIONS, BY NON-SHOPPERS TO NEBRASKA CITY

B. Services

	Financial Services		Professional Services		Personal Services		Entertainment		Eating	
	No.	%	No.	%	No.	%	No.	%	No.	%
Associated with Other Trips										
Visit family	2	0.9	2	0.9	2	0.9	1	0.7	1	0.5
Visit friends	7	3.2	—	—	4	1.8	1	0.7	—	—
Work trip	—	—	3	1.3	2	0.9	2	1.4	3	1.5
Medical appointment	—	—	12	5.3	1	0.5	—	—	—	—
Sporting event	—	—	—	—	—	—	—	—	—	—
Specialist	—	—	7	3.1	—	—	—	—	—	—
Personal Consideration										
To get away/out of town	—	—	1	0.4	—	—	—	—	1	0.5
For a change/something different	—	—	—	—	—	—	—	—	3	1.5
Distance/close	121	54.8	107	47.6	126	58.1	52	35.6	83	40.7
Former residence	2	0.9	1	0.4	—	—	—	—	—	—
Support local business	14	6.3	10	4.4	10	4.6	5	3.4	8	3.9
Own local business	1	0.5	—	—	1	0.5	—	—	—	—
Lives there	1	0.5	3	1.3	3	1.4	1	0.7	3	1.5
Accessible	—	—	—	—	—	—	—	—	—	—
Mail Order	—	—	—	—	—	—	—	—	—	—
Don't Know	—	—	—	—	—	—	—	—	—	—

TABLE 20
TRAVEL TIME

A. Driving Time to Downtown for Nebraska City Shoppers

	Number	Percent
1-10 minutes	89	34.0
11-20 minutes	68	26.0
21-30 minutes	64	24.4
31-40 minutes	21	8.0
41-50 minutes	18	6.9
51-60 minutes	2	0.8
Subtotal	262	100.1
Walk only	4	—
No answer	7	—
Subtotal	273	—
Non-shoppers	227	—
Total	500	—

B. Travel Time Compared to Distance of Residence from Nebraska City

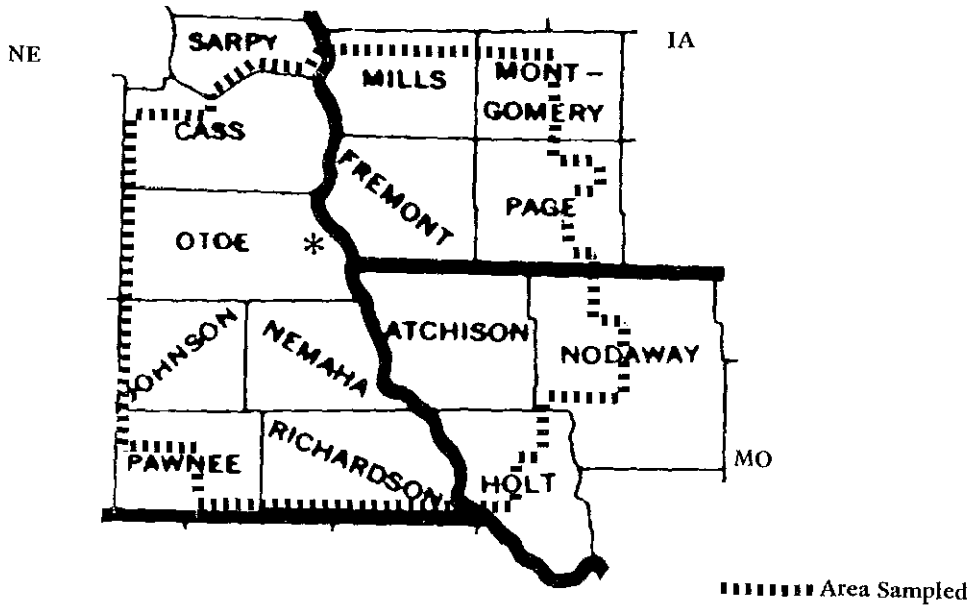
Travel Time to Nebraska City	Nebraska City	Distance of Residence to Nebraska City			Total
		Within 20 Miles	20 to 30 Miles	Beyond 30 Miles	
1-10 minutes	88	1	0	0	89
11-20 minutes	7	52	9	0	68
21-30 minutes	0	42	22	0	64
31-40 minutes	0	11	9	1	21
41-50 minutes	1	3	10	4	18
51-60 minutes	0	1	0	1	2
Total	96	110	50	6	262

APPENDICES

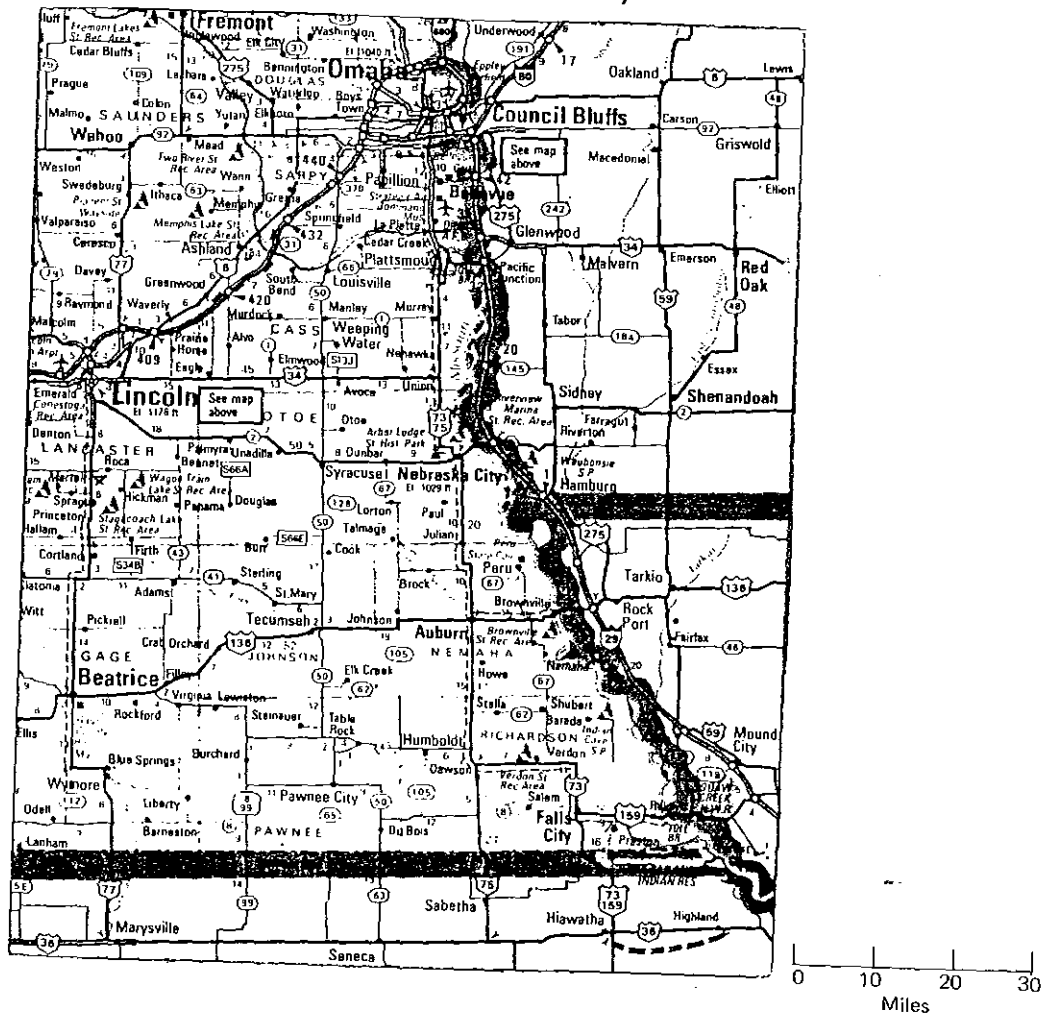
APPENDIX I

MAP

A. Sampling Area



B. Area Around Nebraska City



Appendix II

Survey DesignSample Area.

The primary market area for a community the size of Nebraska City is typically described as an area of approximately 30 miles radius centered on the community. The concentricity of the market area around the community varies with the orientation of the local transportation network and with the location of other, competing market centers. For the purpose of this study and in conjunction with the Nebraska City Chamber of Commerce, the radius of the survey area was extended to approximately 45 miles for sampling--particularly to the south and east. That extension was intended to test the validity of the 30 mile market radius concept in describing Nebraska City's trade area.

Sample Design.

The sampling design for the study (selection of respondents) was based on an areal breakdown of the conceptualized market--stratification of the area by distance and direction from Nebraska City. The area around Nebraska City was divided into four directional sectors--northeast, northwest, southeast and southwest, and also divided into three distance zones--less than 20 miles, 20 to 30 miles, and more than 30 miles from Nebraska City. Respondents were to be selected nearly evenly from each of the resulting 12 areas. (See Table 1A.) Nebraska City would constitute a thirteenth sampling area, and would include a disproportionately larger share of respondents. That differentiation of the sample area by distance and direction from Nebraska City was intended to enable a comparison of survey results for those areas. In that way, the strength of Nebraska City within its market area could be tested.

Respondent Selection.

Respondents were chosen for the survey using a two stage selection process. First, telephone exchanges were identified for each of the thirteen subareas determined by the sample design, and those exchanges were assigned to their appropriate subarea. Thus, each community and its surrounding area was assigned to a specific distance zone and direction sector for sampling. The breakdown of the subareas by communities is shown in the Table in Appendix III.

Second, respondents were selected randomly for surveying from each telephone exchange area identified. The randomly selected respondents were selected roughly in proportion to the size (population) of the communities from which they were drawn. Thus, the 500 respondents selected for the survey constitute a random-stratified sample of residents living within 45 miles of Nebraska City.

Questionnaire Development and Administration.

The questionnaire for the survey was developed in conjunction with the Nebraska City Chamber of Commerce. (See copy in Appendix IV.) Interviews were administered by telephone to assure a high response rate and to enable probing and follow-up of questions. Interviewers were trained specifically for the administration of this survey, and surveys were conducted over a three week period in February-March 1985.

Analysis.

Data from the survey were coded, and analyzed on the VAX 11/780 computer system at the University of Nebraska at Omaha. Analysis consisted of the computation of frequencies, cross-tabulations and correlations (where appropriate). The statistical reliability of the analysis is high for the total sample, with a sampling error of ± 4 percent at the 95 percent level of confidence. Information gleaned from the data forms the basis of this report.

APPENDIX III

COMMUNITIES SURVEYED BY DISTANCE AND DIRECTION
FROM NEBRASKA CITYDistance Within 20 Miles:

Northeast:

Sidney
Percival
Tabor
Thurman

Northwest:

Avoca
Dunbar
Louisville
Murray
Nehawka
Otoe
Union

Southwest:

Brock
Cook
Johnson
Syracuse
Talmage

Southeast:

Julian
Peru
Hamburg
Riverton

Distance 20 to 30 Miles:

Northeast:

Farragut
Glenwood
Imogene
Malvern
Pacific Junction
Randolph
Shenandoah

Northwest:

Elmwood
Plattsmouth
Unadilla

Southwest:

Burr
Tecumseh

Southeast:

Auburn
Brownville
Nemaha
Rock Port/Watson

Distance Beyond 30 Miles:

Northeast:

Bethesda
Clarinda
Emerson
Essex
Red Oak

Northwest:

—

Southwest:

Crab Orchard
Du Bois
Elk Creek
Humboldt
Burchard
Pawnee
Steinhauer
Sterling
Table Rock

Southeast:

Falls City
Craig
Fairfax
Mound City
Tarkio
Dawson
Coin
College Springs
Northboro

APPENDIX IV
QUESTIONNAIRE

[CARD 1]

Phone Number: _____
Interviewer's Initials: _____

Card Number _____ (Col. 1)
Interview/Case Number: _____ (Col. 2-4)
Phone book: _____ (Col. 5)
Codes: Distance - _____ (Col. 6)
Direction - _____ (Col. 7-8)
Population - _____ (Col. 9-13)
State - _____ (Col. 14)
County - _____ (Col. 15)
Community - _____ (Col. 16-17)

NEBRASKA CITY MARKET SURVEY

SAY "Hello, I'm _____ from the University of Nebraska. We're conducting a short survey about Nebraska City, and we'd like to ask you a few questions. Are you 18 years of age or older?"

IF YES, PROCEED; IF NO, ASK FOR ADULT AND REPEAT LEAD.

IF ASKED, SURVEY IS FOR THE NEBRASKA CITY
CHAMBER OF COMMERCE.

1. Is Nebraska City the place you go most often to shop? yes _____
no _____

1
2
(Col. 18)

IF "NO" TO QUESTION 1, ASK QUESTIONS 1A AND 1B;
IF "YES," PROCEED TO QUESTION 2.

1A. Where do you go most often to shop? _____

(Col. 19-20)

1B. Do you ever go to Nebraska City to shop? yes _____
no _____

1
2
(Col. 21)

IF "NO," GO TO QUESTION 20 ON YELLOW PAGE

2. How many minutes does it take you to drive to shopping in Nebraska City? _____

(Col. 22-23)

Of the following, how often do you use Nebraska City for:

	(1)	(2)	(3)	(4)	(5)	
	daily,	weekly,	monthly,	occasionally,	or never?	
3. Financial services (such as banking or stock broker)	_____	_____	_____	_____	_____	(Col. 24)
4. Professional services (such as doctor or lawyer)	_____	_____	_____	_____	_____	(Col. 25)
5. Personal services (such as barber or dry cleaning)	_____	_____	_____	_____	_____	(Col. 26)
6. Entertainment (such as movies)	_____	_____	_____	_____	_____	(Col. 27)
7. Recreation (such as attractions, parks, etc.)	_____	_____	_____	_____	_____	(Col. 28)
8. Eating out in restaurants	_____	_____	_____	_____	_____	(Col. 29)
9A. Shopping at the "outlet" stores	_____	_____	_____	_____	_____	(Col. 30)
9B. Shopping at Alco or Pamida	_____	_____	_____	_____	_____	(Col. 31)
9C. Downtown shopping	_____	_____	_____	_____	_____	(Col. 32)

IF "NEVER" SHOP DOWNTOWN (QUESTION 9C),
PROCEED TO QUESTION 12;



10. Now I'm going to name a few items for which most people shop.

Please tell me whether you shop for the following items in downtown Nebraska City weekly, monthly, occasionally, or not at all. . . .

	(1)	(2)	(3)	(4)
	at least weekly	at least monthly	occasionally	not at all
Women's clothing, shoes, and accessories	_____	_____	_____	_____
Men's clothing, shoes, and accessories	_____	_____	_____	_____
Children's clothing	_____	_____	_____	_____
Furniture and home furnishings	_____	_____	_____	_____
Large appliances	_____	_____	_____	_____
Hardware, housewares, and small appliances	_____	_____	_____	_____
Lumber and building supplies	_____	_____	_____	_____
Farm materials and supplies	_____	_____	_____	_____
Automotive/car dealers	_____	_____	_____	_____
Automobile parts and service	_____	_____	_____	_____
Gasoline	_____	_____	_____	_____
Drugs and pharmacy	_____	_____	_____	_____
Groceries and meats	_____	_____	_____	_____
Luxury items, such as cameras, jewelry, etc.	_____	_____	_____	_____

11. For _____ do you find the availability and selection very satisfactory, somewhat satisfactory, or not at all satisfactory?

	(1)	(2)	(3)	(4)		
	very satisfactory	somewhat satisfactory	not at all satisfactory	(don't know)		
	_____	_____	_____	_____	(Col. 33)	(Col. 47)
	_____	_____	_____	_____	(Col. 34)	(Col. 48)
	_____	_____	_____	_____	(Col. 35)	(Col. 49)
	_____	_____	_____	_____	(Col. 36)	(Col. 50)
	_____	_____	_____	_____	(Col. 37)	(Col. 51)
	_____	_____	_____	_____	(Col. 38)	(Col. 52)
	_____	_____	_____	_____	(Col. 39)	(Col. 53)
	_____	_____	_____	_____	(Col. 40)	(Col. 54)
	_____	_____	_____	_____	(Col. 41)	(Col. 55)
	_____	_____	_____	_____	(Col. 42)	(Col. 56)
	_____	_____	_____	_____	(Col. 43)	(Col. 57)
	_____	_____	_____	_____	(Col. 44)	(Col. 58)
	_____	_____	_____	_____	(Col. 45)	(Col. 59)
	_____	_____	_____	_____	(Col. 46)	(Col. 60)

IF WEEKLY, MONTHLY, OR OCCASIONALLY FOR ANY ITEMS, RETURN TO 11 ABOVE. 
 IF "NOT AT ALL" TO ALL ITEMS, PROCEED TO QUESTION 12. 

12. Are there stores, services, or types of goods missing from
Nebraska City that you'd like to see there?

yes _____
no _____
(don't know) _____

1
2
7
(Col. 5)
____ (Col. 6-7)
____ (Col. 8-9)
____ (Col. 10-11)

IF YES, ASK

12A. What are they? _____

13. Where else do you shop frequently?

ALLOW UP TO THREE RESPONSES

13A. What attracts you there?

A. _____
B. _____
C. _____

A. _____
B. _____
C. _____

____ (Col. 12-13) (Col. 18-19)
____ (Col. 14-15) (Col. 20-21)
____ (Col. 16-17) (Col. 22-23)

IF SHOP ELSEWHERE, ASK QUESTION 13A. ↑

14. Have you seen or heard advertisements for goods or services in Nebraska City?

yes _____
no _____
(don't know) _____

1
2
7
(Col. 24)

IF YES, ASK 14A AND 14B

14A. Where did you see or hear them?

ALLOW SEVERAL RESPONSES.
DON'T READ CHOICES.

Radio: KNCY (Nebraska City) _____
KMA (Shenandoah) _____
Other: (specify) _____
Newspaper: "Newspress" _____
"Tri State Shopper" _____
Other: (specify) _____
TV: _____
Other: _____

____ (Col. 25)
____ (Col. 26)
____ (Col. 27)
____ (Col. 28)
____ (Col. 29)
____ (Col. 30)
____ (Col. 31)
____ (Col. 32)

14B. Have you patronized a Nebraska City business
directly in response to an advertisement?

yes _____
no _____
(don't know) _____

1
2
7
(Col. 33)

15. People have their own preferences about when to shop.
 When do you prefer to do most of your shopping?

PROBE FOR DAY
 AND TIME OF DAY

Day of week: _____

Time of day:

morning _____

afternoon _____

evening _____

15A. Do you shop on Thursday evenings?

yes _____

no _____

15B. Do you shop on Sundays?

yes _____

no _____

(Col. 5)

1

2

3

(Col. 6)

1

2

(Col. 7)

1

2

(Col. 8)

16. Commercial districts can be characterized in several ways.
 Please rate the following characteristics for downtown Nebraska City.
 Would you say that downtown. . . .

	Excellent	Good	Fair	Poor	
Traffic, ease in getting around town, is	_____	_____	_____	_____	(Col. 9)
Parking, total available spaces, is	_____	_____	_____	_____	(Col. 10)
Parking, location, is	_____	_____	_____	_____	(Col. 11)
Pedestrian safety is	_____	_____	_____	_____	(Col. 12)
Building appearance is	_____	_____	_____	_____	(Col. 13)
Appearance of surroundings is	_____	_____	_____	_____	(Col. 14)
Cleanliness is	_____	_____	_____	_____	(Col. 15)
Amenities, such as seating and rest rooms, are	_____	_____	_____	_____	(Col. 16)
Store hours are	_____	_____	_____	_____	(Col. 17)
Selection of goods is	_____	_____	_____	_____	(Col. 18)
Attentiveness of sales people is	_____	_____	_____	_____	(Col. 19)

17. What aspect of downtown Nebraska City has improved most over the last several years? _____

(Col. 20-21)

(Col. 22-23)

(Col. 24-25)

18. What areas of improvement would benefit the downtown most? _____

(Col. 26-27)

(Col. 28-29)

(Col. 30-31)

19. Are there any other comments you'd like to make that would be helpful to Nebraska City's commercial community?

(Col. 32-33)

* GO TO QUESTION 24 ON PAGE 8. ↓

CONTINUE HERE IF "NO" TO QUESTION 1B

20. What reasons do you have for not shopping in Nebraska City?

DO NOT READ CHOICES

- Traffic/parking
- Physical condition
- Atmosphere amenities
- Distance
- Selection of goods
- Prices

Other (specify): _____

_____ (Col. 34-35)
 _____ (Col. 36-37)
 _____ (Col. 38-39)

21. Most people use the following goods and services.

Where do you go most frequently to get them, and what attracts you to go there?

[START OF
 CARD 4]
 Card No.
 (Col. 1)
 Case No.
 (Col. 2-4)

	Where?	What attracts you?		
Women's clothes, shoes, and accessories	_____	_____	(Col. 40-41)	(Col. 5-6)
Men's clothes, shoes, and accessories	_____	_____	(Col. 42-43)	(Col. 7-8)
Children's clothes	_____	_____	(Col. 44-45)	(Col. 9-10)
Furniture and home furnishings	_____	_____	(Col. 46-47)	(Col. 11-12)
Large appliances	_____	_____	(Col. 48-49)	(Col. 13-14)
Hardware, housewares, and small appliances	_____	_____	(Col. 50-51)	(Col. 15-16)
Lumber and building supplies	_____	_____	(Col. 52-53)	(Col. 17-18)
Farm materials and supplies	_____	_____	(Col. 54-55)	(Col. 19-20)
Automotive/car dealers	_____	_____	(Col. 56-57)	(Col. 21-22)
Automobile parts and service	_____	_____	(Col. 58-59)	(Col. 23-24)
Gasoline	_____	_____	(Col. 60-61)	(Col. 25-26)
Drugs and pharmacy	_____	_____	(Col. 62-63)	(Col. 27-28)
Groceries and meats	_____	_____	(Col. 64-65)	(Col. 29-30)
Luxury items, such as cameras, jewelry, etc.	_____	_____	(Col. 66-67)	(Col. 31-32)
Financial services, such as banks	_____	_____	(Col. 68-69)	(Col. 33-34)
Professional services, such as doctors	_____	_____	(Col. 70-71)	(Col. 35-36)
Personal services, such as barbers	_____	_____	(Col. 72-73)	(Col. 37-38)
Entertainment, such as movies	_____	_____	(Col. 74-75)	(Col. 39-40)
Eating out at restaurants	_____	_____	(Col. 76-77)	(Col. 41-42)

22. Are stores, services, or types of goods missing from downtown Nebraska City which would attract you if they were there?

yes _____
no _____

IF YES, ASK

1
2
(Col. 43)

22A. What are they? _____

(Col. 44-45)
(Col. 46-47)
(Col. 48-49)

23. What areas of improvement would most benefit downtown Nebraska City?

(Col. 50-51)
(Col. 52-53)
(Col. 54-55)

PROCEED TO QUESTION 24

SAY

Finally, a few questions for classification purposes only.

24. Do you currently live on a farm, _____
in open country but not on a farm, _____
or in a town or city? _____
25. How long have you lived in the general area? less than 1 year _____
1 to 5 years _____
6 to 10 years _____
more than 10 years _____
26. Do you have close friends or relatives who live in or immediately around Nebraska City? yes _____
no _____
27. Counting yourself, how many people currently live in your household? _____

1
2
3
(Col. 56)
1
2
3
4
(Col. 57)
1
2
(Col. 58)

(Col. 59-60)

IF MORE THAN ONE PERSON IN HOUSEHOLD, ASK:

- 27A. Are you married? yes _____
no _____
28. Are you currently self employed, _____
work for someone else, _____
a homemaker, _____
retired, or _____
unemployed? _____
- DON'T READ** other (specify): _____

1
2
(Col. 61)
1
2
3
4
5
6
(Col. 62)

IF SELF-EMPLOYED, WORK FOR OTHER, OR UNEMPLOYED, ASK:

28A. What is your [current/usual] line of work? _____

(Col. 63)

RECORD ANSWER, THEN PROBE TO FIT OCCUPATION INTO THE FOLLOWING SCHEME:

- DON'T READ**
- managerial professional (with teachers and engineers) _____
 - technicians/sales/administrative support (with secretaries and clerks) _____
 - service (with food/health/cleaning/protective and personal services) _____
 - precision/crafts/repair (with mechanics, construction, tool and die, electricians) _____
 - machine operators/laborers (with transportation) _____
 - farm, forest, and fishery _____

28B. In which of the following industries are you [currently, usually] employed?

READ

- agriculture [DON'T READ forestry or fishing] _____
- construction [DON'T READ mining] _____
- transportation, communications, or utilities _____
- finance, insurance, or real estate _____
- wholesale trade _____
- retail trade _____
- manufacturing _____
- entertainment and recreation services _____
- professional services (doctor, lawyer, engineer, teacher) _____
- personal services (barber, hotel, laundry, dressmaking) _____
- repair services and service to businesses _____
- public administration _____

(Col. 64-65)

28C. Do you work in or immediately around Nebraska City? yes _____
no _____

1
2
(Col. 66)

IF UNSURE, RECORD PLACE OF WORK: _____

IF MARRIED (QUESTION 27A, ABOVE), ASK QUESTION 29; OTHERWISE PROCEED TO QUESTION 30.

29. Is your [husband/wife] currently self-employed, _____
working for someone else, _____
a homemaker, _____
retired, or _____
unemployed? _____

1
2
3
4
5
6
(Col. 67)

DON'T READ other (specify): _____

IF SPOUSE SELF-EMPLOYED, WORK FOR OTHER, OR UNEMPLOYED, ASK:

29A. What is [his/her] [current/usual] line of work? _____

(Col. 68)

RECORD ANSWER, THEN PROBE TO FIT OCCUPATION INTO THE FOLLOWING SCHEME:

- DON'T READ
- managerial/professional (with teachers and engineers) _____
- technicians/sales/administrative support (with secretaries and clerks) _____
- service (with food/health/cleaning/protective and personal services) _____
- precision/crafts/repair (with mechanics, construction, tool and die, electricians) _____
- machine operators/laborers (with transportation) _____
- farm, forest, and fishery _____

29B. In which of the following industries is [he/she] [currently/usually] employed?

READ

agriculture [DON'T READ forestry or fishing] _____

construction [DON'T READ mining] _____

transportation, communications, or utilities _____

finance, insurance, or real estate _____

wholesale trade _____

retail trade _____

manufacturing _____

entertainment and recreation services _____

professional services (doctor, lawyer, engineer, teacher) _____

personal services (barber, hotel, laundry, dressmaking) _____

repair services and service to businesses _____

public administration _____

(Col. 69-70)

29C. Does [he/she] work in or immediately around Nebraska City? yes _____ no _____

1
2
(Col. 71)

IF UNSURE, RECORD PLACE OF WORK: _____

30. Is your age 18 to 29, _____
30 to 39, _____
40 to 49, _____
50 to 64, or _____
65 or older? _____

1
2
3
4
5
(Col. 72)

31. Is your family income more or less than \$20,000? more _____ less _____

1 (< \$10,000)
2 (\$10-20,000)
3 (\$20-30,000)
4 (> \$30,000)
5 (< \$20,000)
6 (> \$20,000)
(Col. 73)

IF LESS

Is it more or less than \$10,000? more _____ less _____

IF MORE

Is it more or less than \$30,000? more _____ less _____

SAY

Thank you for your cooperation.

RECORD SEX OF RESPONDENT male _____ female _____

1
2
(Col. 74)

APPENDIX V

OCCUPATION AND INDUSTRY FOR SOUTHEAST NEBRASKA COUNTIES, 1980

	Occupation						Occupation Total
	Managerial/ Professional	Technical/ Sales/ Support	Service	Farming/ Forestry/ Fishing	Precision/ Craft/ Repair	Operator/ Laborer	
Nebraska City Otoe County	1,056	1,477	899	1,170	805	1,276	6,683
NEBRASKA							
Cass County	1,334	2,027	1,254	874	1,114	1,803	8,406
Johnson County	294	455	268	632	282	354	2,285
Nemaha County	696	731	432	702	447	566	3,574
Pawnee County	224	233	191	581	138	259	1,626
Richardson County	833	829	740	901	556	760	4,619
IOWA							
Fremont County	603	701	510	871	448	848	3,981
Mills County	1,166	1,073	1,136	703	632	825	5,535
Montgomery County	952	1,314	804	870	625	1,284	5,849
Page County	1,572	2,042	1,180	1,217	825	1,482	8,318
MISSOURI							
Atchison County	539	752	517	767	383	527	3,485
Holt County	344	451	309	653	349	372	2,478
Nodoway County	1,893	2,151	1,371	1,683	925	1,523	9,546
Total	11,506	14,236	9,611	11,624	7,529	11,879	66,385

	Industry									Industry Total
	Agricultural/ Forestry/ Fishing/ Mining	Construction	Manufacturing	Transportation/ Communication/ Utilities	Wholesale	Retail	Finance Insurance/ Real Estate	Services	Public Administration	
Nebraska City Otoe County	1,174	436	1,242	495	237	1,194	226	1,457	222	6,683
NEBRASKA										
Cass County	1,115	521	1,498	714	405	1,254	505	1,860	504	8,406
Johnson County	651	153	341	148	116	252	86	459	79	2,285
Nemaha County	728	199	542	285	97	566	82	980	95	3,574
Pawnee County	610	107	162	92	43	187	44	324	57	1,626
Richardson County	902	282	632	316	168	792	121	1,237	169	4,619
IOWA										
Fremont County	912	298	449	228	216	620	124	1,038	96	3,981
Mills County	771	327	508	474	183	724	165	2,161	222	5,535
Montgomery County	962	319	1,265	305	340	888	204	1,368	198	5,849
Page County	1,466	455	1,336	398	409	1,423	344	2,258	229	8,318
MISSOURI										
Atchison County	803	136	473	262	156	503	137	939	76	3,485
Holt County	734	176	207	152	152	358	107	519	73	2,478
Nodoway County	1,746	495	1,381	539	283	1,645	266	2,991	200	9,546
Total	12,574	3,904	10,036	4,408	2,805	10,406	2,411	17,591	2,220	66,385