SITE

Falls City North Commercial Corridor

The North Commercial Corridor is a 19-acre commercial development in Falls City, Nebraska. The development is strategically located off Highway 73 offering businesses quick access to Midwest markets and the ability to reach Kansas in less than 10 minutes and Missouri in less than 20.

Falls City EDGE and our local Community Redevelopment Authority (CRA) are partnering as developers on the project. A master plan has been developed, along with relevant studies, to ensure that construction will be underway quickly. Simultaneously, the Nebraska Department of Roads (NDOT) has approved a permit to tie the development into Highway 73 to provide immediate access for businesses. Businesses interested in developing quickly and affordably should contact us immediately. Our team will make it as easy as possible to build in Falls City and get operational.

> "Falls City is equidistant between Omaha and Kansas City, sits at the intersection of three states, and offers an unmatched ability to serve the larger Midwest from one strategic location."
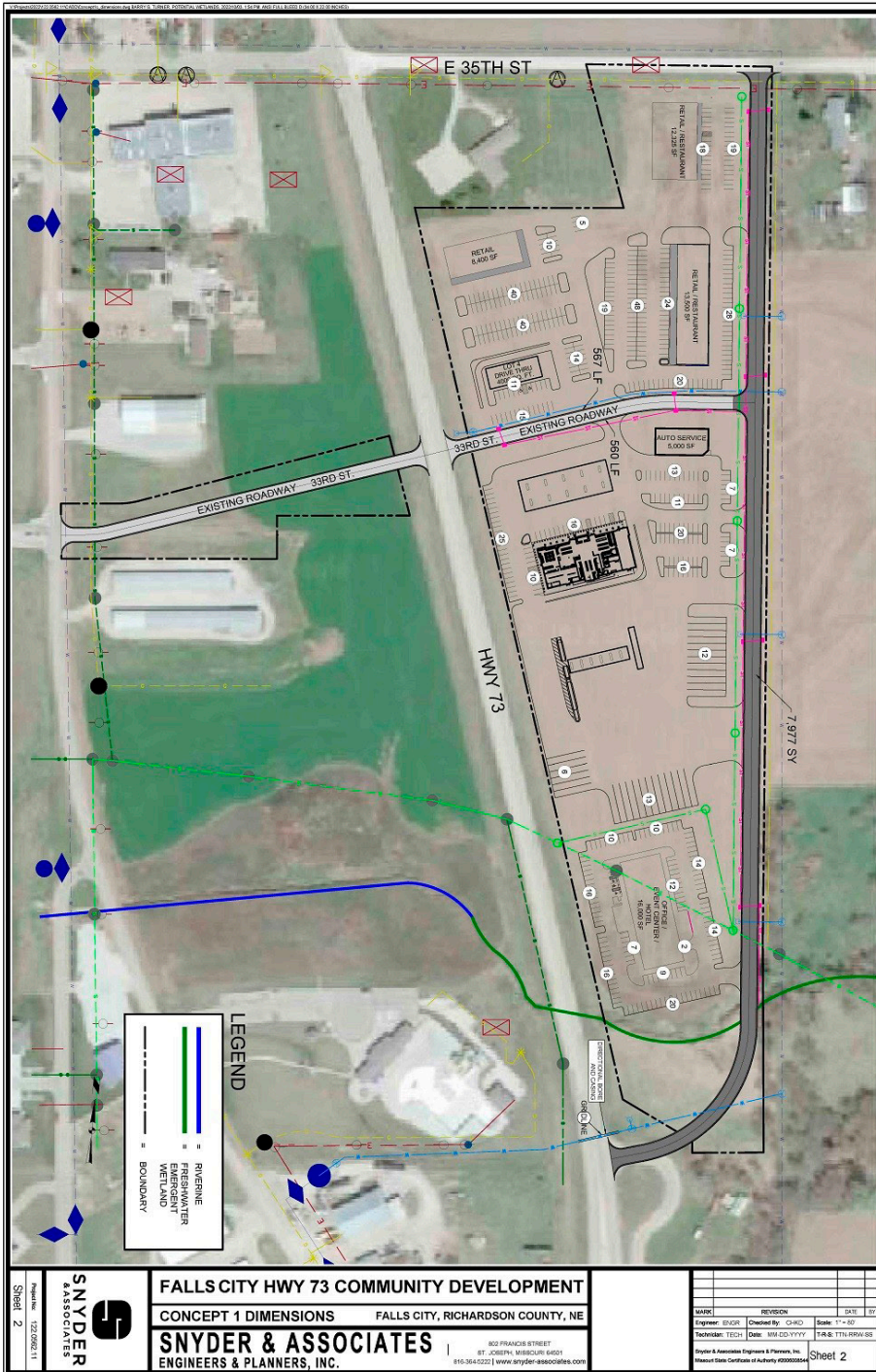>
> *Lucas Froeschl, Executive Director of Falls City EDGE*

Master Plan

To expedite the development process, Falls City EDGE and the Community Redevelopment Authority (CRA) hired Snyder and Associates to develop a Master Plan. As part of their process, the engineering group is determining what it will cost to:

- Complete dirt work
- Install utilities
- Install street lighting
- Construct interior roads
- Complete any other development-related work

NAI FMA Realty

Union Bank Place
1248 'O' Street, Suite 550
Lincoln, NE 68508
402 441 5800
naifmarealty.com

Master Plan Proposed Layout

As part of the Master Plan, 33rd Street will connect Community Medical Center to Highway 73 and provide an entrance into the development.

Many site configurations are possible, including development of the entire site, and included here are two possible options. The site has not been final platted in order to maintain flexible development options.

North Commercial Corridor Studies & Resources

Falls City EDGE has laid the groundwork necessary to support business development in the North Commercial Corridor. It invested in a feasibility study to determine what businesses may want to locate to the site.

The Business Feasibility Study is available upon request.
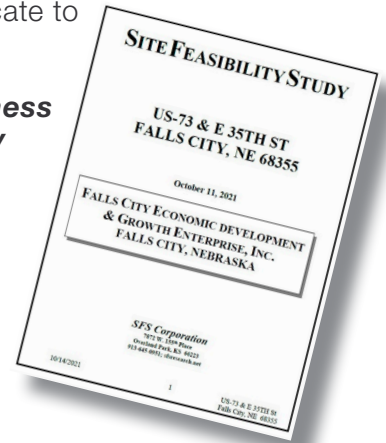
" We know our location at the edge of three states, affordability, and strong workforce are all assets to the business community. What we wanted to do was go deeper into the data to determine which industries are most likely to thrive here and to gather the information they will need to make a location decision. "

Lucas Froeschl, Executive Director of Falls City EDGE

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DEMOGRAPHIC SUMMARY

FALLS CITY, NEBRASKA

POPULATION
4,082

HOUSEHOLDS
1,797

AVER. HOUSEHOLD INCOME
$66,498

AVER. DAILY COMMUTE
13 MINUTES

Population By Age 2022
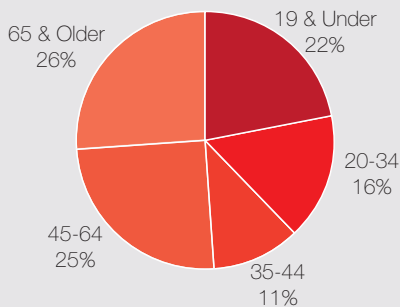
- 65 & Older 26%
- 19 & Under 22%
- 20-34 16%
- 35-44 11%
- 45-64 25%

Median Age 2022

Male		Female
43		49

Education Levels

Graduate Degree	151
Bachelor's Degree	457
High School Diploma	967

Employment by Industry

Health Care	378
Construction	298
Manufacturing	270
Public Administration	187
Agriculture/Forestry/Fishing/Hunting	135
Educational Services	135
Arts/Entertainment/Recreation	134
Transportation/Warehouse	96

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Area Map

- Falls City is located in Southeast Nebraska and is strategically situated to serve the Nebraska, Missouri and Kansas tri-state area
- Largest community and economic hub for 38,000 people within 25-mile radius.
- There is an advanced fiber-to-home telecommunications network and utility infrastructure
- Progressive pro-business climate, with a diverse business and employment base, including manufacturing, healthcare, education and government
- Two Class I railroads serve Falls City (BNSF Railway and Union Pacific Railroad)
- Located 20 minutes from I-29
- Located approximately 100 miles from Omaha, NE, Lincoln, NE, Topeka, KS and Kansas City
- Approximately 38,000 people live within 20 minutes of Falls City

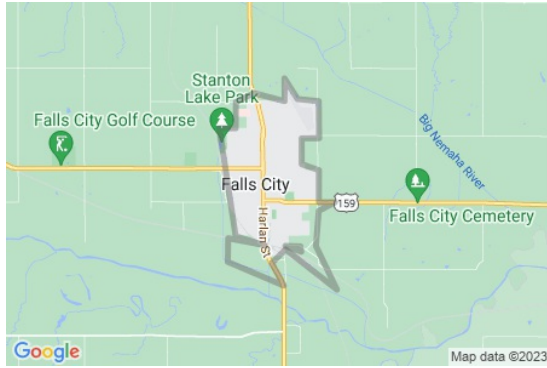For more information visit www.fallscityedge.com

Falls City

County: Richardson

Falls City Economic Development & Growth Ent. Inc.
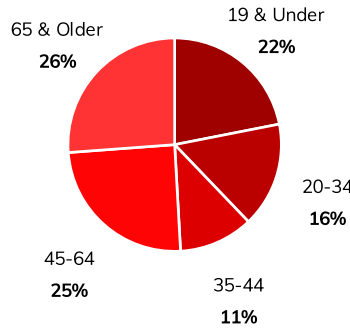
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Population Overview
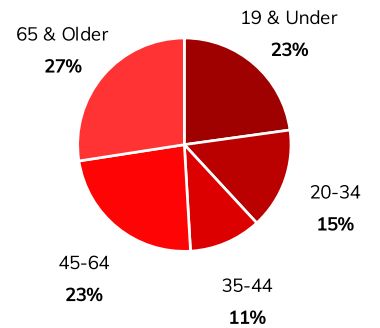
Population 2023:	4,082
Population 2025:	4,009
Female Population 2023:	2,099
Male Population 2023:	1,981
Diversity Index:	23.5

Population By Race

White:	89%
Two or More Races:	6%
American Indian:	3%
Hispanic or Latino:	2%
Asian:	1%
Black or African American:	Below 1%
Some Other Race:	Below 1%
Native Hawaiian or Pacific Islander:	Below 1%

Workforce

Total Workforce:	2,189
Employed:	99%
Unemployed:	1%
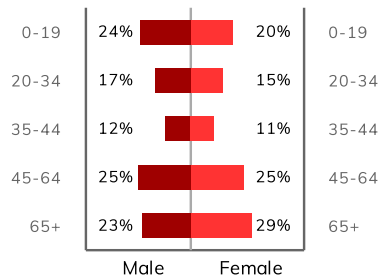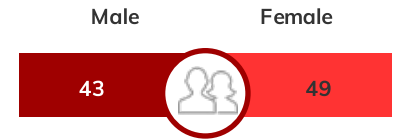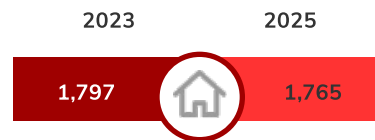
Population

Population By Age 2023

- 19 & Under: 22%
- 20-34: 16%
- 35-44: 11%
- 45-64: 25%
- 65 & Older: 26%

Population By Age 2025

- 19 & Under: 23%
- 20-34: 15%
- 35-44: 11%
- 45-64: 23%
- 65 & Older: 27%

Age & Gender 2023

Age	Male	Female
0-19	24%	20%
20-34	17%	15%
35-44	12%	11%
45-64	25%	25%
65+	23%	29%

Median Age 2023

Male	Female
43	49

Households

2023	2025
1,797	1,765

Total Families

2023	2025
1,036	1,017

Average Daily Commute

13 Minutes

Net Migration

2023	2025
0	-14
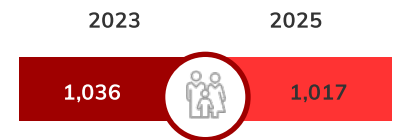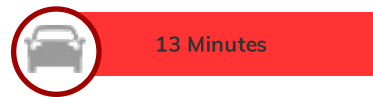
Housing Overview

2023 Median Home Value:	$80,828
2025 Median Home Value:	$85,598
2023 Total Housing Units:	2,125
2023 Owner Occupied Units:	1,352
2023 Renter Occupied Units:	445
2023 Vacant Units:	328
2025 Total Housing Units:	2,096
2025 Owner Occupied Units:	1,341
2025 Renter Occupied Units:	445
2025 Vacant Units:	331

Employment by Industry

Health Care/Social Assistance:	378
Construction:	298
Manufacturing:	270
Public Administration:	187
Agriculture/Forestry/Fishing/Hunting:	135
Educational Services:	135
Arts/Entertainment/Recreation:	134
Transportation/Warehousing:	96
Finance/Insurance:	92
Professional/Scientific/Tech Services:	88
Retail Trade:	69
Utilities:	68
Information:	56
Admin/Support/Waste Management Services:	49
Accommodation/Food Services:	45
Wholesale Trade:	36
Real Estate/Rental/Leasing:	18
Other Services:	11
Mining/Quarrying/Oil & Gas Extraction:	0
Management of Companies/Enterprises:	0

Income

Median Household Income

2023	2025
$52,108	$56,707

Average Household Income

2023	2025
$66,498	$74,020

Per Capita Income

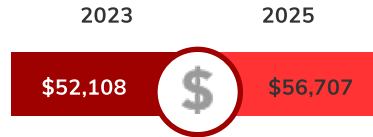| 2023	2025
$29,189	$32,494
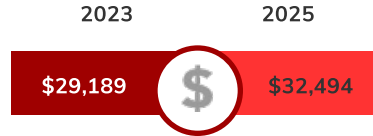
Income Growth

Per Capita Income Annual Growth Rate	2.17%
Median Household Income Annual Growth Rate	1.71%

Household Income Distribution

	2023	2025
0-$25K	26%	22%
$25-$50K	22%	21%
$50-$75K	19%	21%
$75-$100K	16%	18%
$100K +	17%	19%
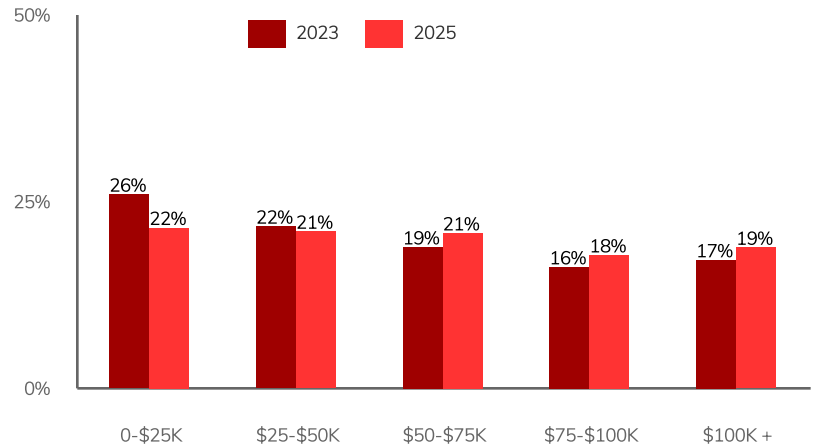
Description

Falls City is located in the center of America's Heartland, three major metropolitan areas are all less than two hours away. Falls City, Nebraska, is located half-way between Kansas City, Lincoln and Omaha along the scenic Missouri River and Interstate 29 corridor in extreme Southeast Nebraska. Because of this great location, businesses have easy access to choice transportation services and families enjoy a great quality of life while major shopping, entertainment and cultural events are just a couple of hours away.

Education

Education Levels

Graduate Degree	151
Bachelor's Degree	457
High School Diploma	967

Education Attainment 2023
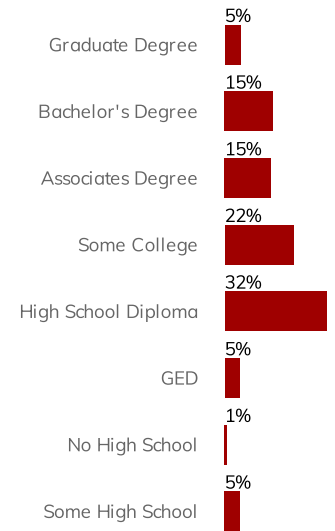
Graduate Degree	5%
Bachelor's Degree	15%
Associates Degree	15%
Some College	22%
High School Diploma	32%
GED	5%
No High School	1%
Some High School	5%

Source: ESRI®, 2023

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Richardson County, NE

Falls City Economic Development & Growth Ent. Inc.
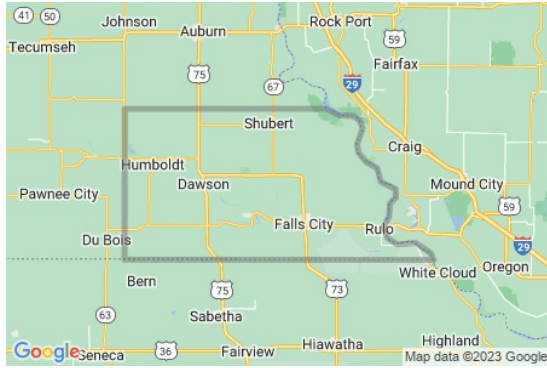
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FALLS CITY NEBRASKA
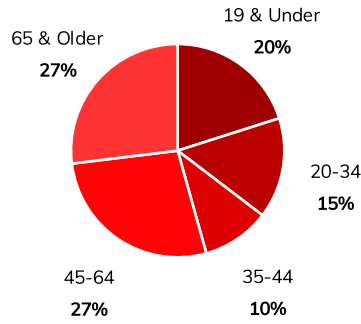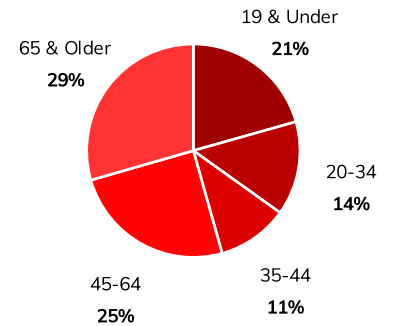
Population Overview

Population 2023:	7,721
Population 2025:	7,523
Female Population 2023:	3,857
Male Population 2023:	3,864
Diversity Index:	20.9

Population By Race

White:	91%
Two or More Races:	5%
American Indian:	3%
Hispanic or Latino:	2%
Asian:	Below 1%
Some Other Race:	Below 1%
Black or African American:	Below 1%
Native Hawaiian or Pacific Islander:	Below 1%
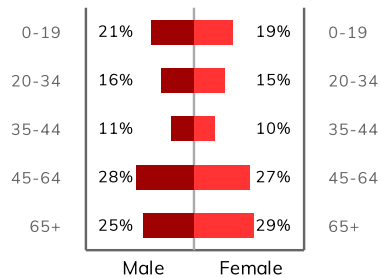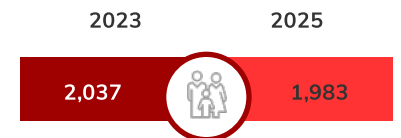
Workforce

Total Workforce:	4,133
Employed:	98%
Unemployed:	2%

Population

Population By Age 2023

- 19 & Under: 20%
- 20-34: 15%
- 35-44: 10%
- 45-64: 27%
- 65 & Older: 27%

Population By Age 2025

- 19 & Under: 21%
- 20-34: 14%
- 35-44: 11%
- 45-64: 25%
- 65 & Older: 29%

Age & Gender 2023

Age	Male	Female
0-19	21%	19%
20-34	16%	15%
35-44	11%	10%
45-64	28%	27%
65+	25%	29%

Median Age 2023

Male	Female
47	51

Households

2023	2025
3,396	3,312

Total Families

2023	2025
2,037	1,983

Average Daily Commute

16 Minutes
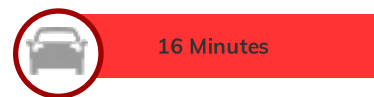
Net Migration

2023	2025
0	-39

Housing Overview

2023 Median Home Value:	$84,058
2025 Median Home Value:	$90,053
2023 Total Housing Units:	4,028
2023 Owner Occupied Units:	2,601
2023 Renter Occupied Units:	795
2023 Vacant Units:	632
2025 Total Housing Units:	3,931
2025 Owner Occupied Units:	2,560
2025 Renter Occupied Units:	795
2025 Vacant Units:	619

Employment by Industry

Health Care/Social Assistance:	726
Construction:	499
Manufacturing:	447
Agriculture/Forestry/Fishing/Hunting:	334
Transportation/Warehousing:	284
Public Administration:	273
Educational Services:	255
Retail Trade:	190
Finance/Insurance:	165
Utilities:	163
Arts/Entertainment/Recreation:	156
Professional/Scientific/Tech Services:	120
Accommodation/Food Services:	107
Other Services:	99
Information:	82
Wholesale Trade:	76
Admin/Support/Waste Management Services:	59
Real Estate/Rental/Leasing:	21
Mining/Quarrying/Oil & Gas Extraction:	10
Management of Companies/Enterprises:	0
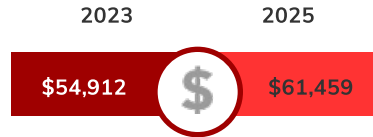
Income

Median Household Income

2023	2025
$54,912	$61,459

Average Household Income

2023	2025
$75,569	$85,758

Per Capita Income

2023	2025
$33,260	$37,777
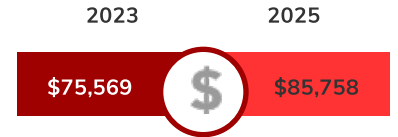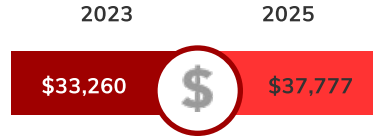
Income Growth

Per Capita Income Annual Growth Rate	2.58%
Median Household Income Annual Growth Rate	2.28%

Household Income Distribution

Legend: 2023, 2025

	0-$25K	$25-$50K	$50-$75K	$75-$100K	$100K +
2023	22%	23%	18%	15%	21%
2025	18%	22%	18%	16%	26%
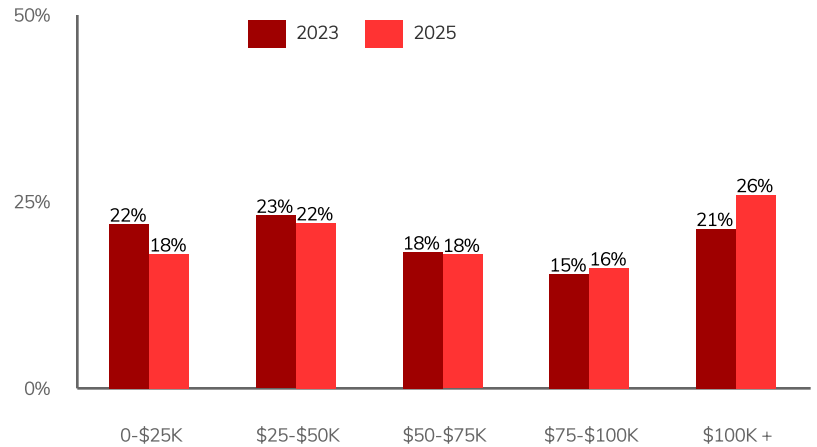
Description

Richardson County is situated in the central United States in southeast Nebraska with access to advanced transportation networks. Bordered on the east by the Missouri River and I-29 and located midway between transcontinental Interstates 80 and 70, the County is strategically positioned to serve the Nebraska, Kansas and Missouri tri-state market as well as markets throughout the U.S. Within a 100-mile radius are five major Midwest business and population centers - Omaha, Lincoln, Kansas City, Topeka and St. Joseph. Most national markets can be reached within 1-2 days by truck. The County is also served by the BNSF and UP Railroads and is in close proximity to three major airports including Kansas City International, Eppley Airfield in Omaha and Lincoln Municipal Airport.

Education

Education Levels

Graduate Degree	342
Bachelor's Degree	883
High School Diploma	1,876

Education Attainment 2023

Graduate Degree — 6%
Bachelor's Degree — 15%
Associates Degree — 14%
Some College — 23%
High School Diploma — 32%
GED — 4%
No High School — 1%
Some High School — 5%

Source: ESRI®, 2023

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Retail Market Potential

Falls City, Nebraska
Ring: 1 mile radius

Demographic Summary	2022	2027
Population	4,082	4,009
Population 18+	3,253	3,164
Households	1,797	1,765
Median Household Income	$52,108	$56,707

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,768	54.3%	99
Bought any women's clothing in last 12 months	1,529	47.0%	97
Bought any shoes in last 12 months	2,259	69.4%	96
Bought any fine jewelry in last 12 months	570	17.5%	91
Bought a watch in last 12 months	345	10.6%	74
Automobiles (Households)			
HH owns/leases any vehicle	1,705	94.9%	106
HH bought/leased new vehicle last 12 months	188	10.5%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,947	90.6%	102
Bought/changed motor oil in last 12 months	1,731	53.2%	111
Had tune-up in last 12 months	693	21.3%	87
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,301	40.0%	102
Drank beer/ale in last 6 months	1,217	37.4%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	385	11.8%	121
Own digital SLR camera/camcorder	299	9.2%	94
Printed digital photos in last 12 months	805	24.7%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,131	34.8%	106
Have a smartphone	2,899	89.1%	97
Have a smartphone: Android phone (any brand)	1,478	45.4%	114
Have a smartphone: Apple iPhone	1,370	42.1%	80
Number of cell phones in household: 1	551	30.7%	100
Number of cell phones in household: 2	739	41.1%	107
Number of cell phones in household: 3+	473	26.3%	90
HH has cell phone only (no landline telephone)	1,203	66.9%	100
Computers (Households)			
HH owns a computer	1,381	76.9%	95
HH owns desktop computer	644	35.8%	95
HH owns laptop/notebook	1,026	57.1%	87
HH owns any Apple/Mac brand computer	275	15.3%	69
HH owns any PC/non-Apple brand computer	1,200	66.8%	100
HH purchased most recent computer in a store	655	36.4%	98
HH purchased most recent computer online	330	18.4%	82
HH spent $1-$499 on most recent home computer	384	21.4%	138
HH spent $500-$999 on most recent home computer	322	17.9%	94
HH spent $1,000-$1,499 on most recent home computer	198	11.0%	92
HH spent $1,500-$1,999 on most recent home computer	66	3.7%	70
HH spent $2,000+ on most recent home computer	45	2.5%	53

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.06319
Longitude: -95.60170

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,217	68.2%	109
Bought brewed coffee at convenience store in last 30 days	451	13.9%	112
Bought cigarettes at convenience store in last 30 days	361	11.1%	155
Bought gas at convenience store in last 30 days	1,642	50.5%	134
Spent at convenience store in last 30 days: $1-19	201	6.2%	81
Spent at convenience store in last 30 days: $20-$39	348	10.7%	104
Spent at convenience store in last 30 days: $40-$50	342	10.5%	123
Spent at convenience store in last 30 days: $51-$99	224	6.9%	114
Spent at convenience store in last 30 days: $100+	862	26.5%	130
Entertainment (Adults)			
Attended a movie in last 6 months	1,305	40.1%	84
Went to live theater in last 12 months	190	5.8%	58
Went to a bar/night club in last 12 months	396	12.2%	72
Dined out in last 12 months	1,474	45.3%	89
Gambled at a casino in last 12 months	354	10.9%	95
Visited a theme park in last 12 months	424	13.0%	91
Viewed movie (video-on-demand) in last 30 days	322	9.9%	77
Viewed TV show (video-on-demand) in last 30 days	192	5.9%	70
Watched any pay-per-view TV in last 12 months	202	6.2%	97
Downloaded a movie over the Internet in last 30 days	147	4.5%	59
Downloaded any individual song in last 6 months	494	15.2%	77
Used internet to watch a movie online in the last 30 days	832	25.6%	75
Used internet to watch a TV program online in last 30 days	564	17.3%	79
Played a video/electronic game (console) in last 12 months	312	9.6%	82
Played a video/electronic game (portable) in last 12 months	159	4.9%	82
Financial (Adults)			
Have home mortgage (1st)	947	29.1%	81
Used ATM/cash machine in last 12 months	1,796	55.2%	92
Own any stock	337	10.4%	86
Own U.S. savings bond	207	6.4%	103
Own shares in mutual fund (stock)	219	6.7%	60
Own shares in mutual fund (bonds)	128	3.9%	56
Have interest checking account	1,160	35.7%	101
Have non-interest checking account	1,176	36.2%	102
Have savings account	2,084	64.1%	93
Have 401K retirement savings plan	656	20.2%	92
Own/used any credit/debit card in last 12 months	2,812	86.4%	97
Avg monthly credit card expenditures: $1-110	452	13.9%	116
Avg monthly credit card expenditures: $111-$225	237	7.3%	92
Avg monthly credit card expenditures: $226-$450	330	10.1%	115
Avg monthly credit card expenditures: $451-$700	227	7.0%	87
Avg monthly credit card expenditures: $701-$1,000	192	5.9%	79
Avg monthly credit card expenditures: $1001-2000	270	8.3%	83
Avg monthly credit card expenditures: $2001+	178	5.5%	62
Did banking online in last 12 months	1,456	44.8%	84
Did banking on mobile device in last 12 months	983	30.2%	72

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

NAI FMA Realty

Falls City, Nebraska
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.06319
Longitude: -95.60170

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	1,718	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	1,233	68.6%	100
HH used turkey (fresh or frozen) in last 6 months	274	15.2%	105
HH used fish/seafood (fresh or frozen) in last 6 months	975	54.3%	93
HH used fresh fruit/vegetables in last 6 months	1,551	86.3%	99
HH used fresh milk in last 6 months	1,579	87.9%	106
HH used organic food in last 6 months	327	18.2%	73
Health (Adults)			
Exercise at home 2+ times per week	1,069	32.9%	81
Exercise at club 2+ times per week	240	7.4%	54
Visited a doctor in last 12 months	2,617	80.4%	101
Used vitamin/dietary supplement in last 6 months	1,802	55.4%	91
Home (Households)			
HH did any home improvement in last 12 months	633	35.2%	103
HH used any maid/professional cleaning service in last 12 months	301	16.8%	82
HH purchased low ticket HH furnishings in last 12 months	413	23.0%	106
HH purchased big ticket HH furnishings in last 12 months	450	25.0%	96
HH bought any small kitchen appliance in last 12 months	465	25.9%	102
HH bought any large kitchen appliance in last 12 months	305	17.0%	109
Insurance (Adults/Households)			
Currently carry life insurance	1,722	52.9%	110
Carry medical/hospital/accident insurance	2,671	82.1%	101
Carry homeowner/personal property insurance	2,085	64.1%	113
Carry renter's insurance	246	7.6%	71
HH has auto insurance: 1 vehicle in household covered	451	25.1%	85
HH has auto insurance: 2 vehicles in household covered	559	31.1%	100
HH has auto insurance: 3+ vehicles in household covered	565	31.4%	126
Pets (Households)			
Household owns any pet	1,127	62.7%	120
Household owns any cat	595	33.1%	144
Household owns any dog	900	50.1%	127
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,422	43.7%	123
Buy based on quality not price	533	16.4%	95
Buy on credit rather than wait	443	13.6%	103
Only use coupons brands: usually buy	468	14.4%	105
Will pay more for environmentally safe products	338	10.4%	76
Buy based on price not brands	1,045	32.1%	112
Am interested in how to help the environment	487	15.0%	73
Reading (Adults)			
Bought digital book in last 12 months	499	15.3%	88
Bought hardcover book in last 12 months	636	19.6%	80
Bought paperback book in last 12 month	925	28.4%	91
Read any daily newspaper (paper version)	516	15.9%	103
Read any digital newspaper in last 30 days	1,212	37.3%	75
Read any magazine (paper/electronic version) in last 6 months	2,859	87.9%	99

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

Retail Market Potential

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,143	65.9%	98
Went to family restaurant/steak house: 4+ times a month	659	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	2,925	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	1,258	38.7%	102
Fast food restaurant last 6 months: eat in	794	24.4%	107
Fast food restaurant last 6 months: home delivery	189	5.8%	50
Fast food restaurant last 6 months: take-out/drive-thru	1,932	59.4%	106
Fast food restaurant last 6 months: take-out/walk-in	470	14.4%	68
Television & Electronics (Adults/Households)			
Own any tablet	1,655	50.9%	90
Own any e-reader	317	9.7%	80
Own e-reader/tablet: iPad	837	25.7%	74
HH has Internet connectable TV	696	38.7%	91
Own any portable MP3 player	415	12.8%	93
HH owns 1 TV	263	14.6%	75
HH owns 2 TVs	523	29.1%	106
HH owns 3 TVs	448	24.9%	113
HH owns 4+ TVs	363	20.2%	97
HH subscribes to cable TV	593	33.0%	89
HH subscribes to fiber optic	44	2.4%	45
HH owns portable GPS navigation device	434	24.2%	117
HH purchased video game system in last 12 months	77	4.3%	55
HH owns any Internet video device for TV	711	39.6%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,568	48.2%	90
Took 3+ domestic non-business trips in last 12 months	333	10.2%	81
Spent on domestic vacations in last 12 months: $1-999	397	12.2%	97
Spent on domestic vacations in last 12 months: $1,000-$1,499	151	4.6%	75
Spent on domestic vacations in last 12 months: $1,500-$1,999	137	4.2%	111
Spent on domestic vacations in last 12 months: $2,000-$2,999	139	4.3%	114
Spent on domestic vacations in last 12 months: $3,000+	138	4.2%	66
Domestic travel in last 12 months: used general travel website	148	4.5%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	583	17.9%	54
Took 3+ foreign trips by plane in last 3 years	100	3.1%	39
Spent on foreign vacations in last 12 months: $1-999	94	2.9%	40
Spent on foreign vacations in last 12 months: $1,000-$2,999	78	2.4%	62
Spent on foreign vacations in last 12 months: $3,000+	79	2.4%	40
Foreign travel in last 3 years: used general travel website	88	2.7%	41
Nights spent in hotel/motel in last 12 months: any	1,359	41.8%	92
Took cruise of more than one day in last 3 years	213	6.5%	61
Member of any frequent flyer program	456	14.0%	57
Member of any hotel rewards program	715	22.0%	85

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.06319
Longitude: -95.60170

Demographic Summary	2022	2027
Population	4,294	4,217
Population 18+	3,421	3,326
Households	1,880	1,847
Median Household Income	$52,159	$56,676

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,859	54.3%	99
Bought any women's clothing in last 12 months	1,608	47.0%	97
Bought any shoes in last 12 months	2,376	69.5%	96
Bought any fine jewelry in last 12 months	600	17.5%	92
Bought a watch in last 12 months	363	10.6%	74
Automobiles (Households)			
HH owns/leases any vehicle	1,784	94.9%	106
HH bought/leased new vehicle last 12 months	197	10.5%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,100	90.6%	102
Bought/changed motor oil in last 12 months	1,820	53.2%	111
Had tune-up in last 12 months	729	21.3%	87
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,369	40.0%	102
Drank beer/ale in last 6 months	1,280	37.4%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	405	11.8%	121
Own digital SLR camera/camcorder	314	9.2%	94
Printed digital photos in last 12 months	847	24.8%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,189	34.8%	106
Have a smartphone	3,048	89.1%	97
Have a smartphone: Android phone (any brand)	1,554	45.4%	114
Have a smartphone: Apple iPhone	1,441	42.1%	80
Number of cell phones in household: 1	577	30.7%	100
Number of cell phones in household: 2	773	41.1%	107
Number of cell phones in household: 3+	495	26.3%	90
HH has cell phone only (no landline telephone)	1,259	67.0%	100
Computers (Households)			
HH owns a computer	1,445	76.9%	95
HH owns desktop computer	674	35.9%	95
HH owns laptop/notebook	1,073	57.1%	87
HH owns any Apple/Mac brand computer	287	15.3%	68
HH owns any PC/non-Apple brand computer	1,255	66.8%	100
HH purchased most recent computer in a store	685	36.4%	98
HH purchased most recent computer online	345	18.4%	81
HH spent $1-$499 on most recent home computer	402	21.4%	138
HH spent $500-$999 on most recent home computer	337	17.9%	94
HH spent $1,000-$1,499 on most recent home computer	207	11.0%	92
HH spent $1,500-$1,999 on most recent home computer	69	3.7%	70
HH spent $2,000+ on most recent home computer	48	2.6%	54

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April 13, 2023

Falls City, Nebraska
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,332	68.2%	109
Bought brewed coffee at convenience store in last 30 days	474	13.9%	112
Bought cigarettes at convenience store in last 30 days	379	11.1%	155
Bought gas at convenience store in last 30 days	1,727	50.5%	134
Spent at convenience store in last 30 days: $1-19	212	6.2%	82
Spent at convenience store in last 30 days: $20-$39	366	10.7%	104
Spent at convenience store in last 30 days: $40-$50	359	10.5%	123
Spent at convenience store in last 30 days: $51-$99	235	6.9%	114
Spent at convenience store in last 30 days: $100+	906	26.5%	130
Entertainment (Adults)			
Attended a movie in last 6 months	1,372	40.1%	84
Went to live theater in last 12 months	200	5.8%	58
Went to a bar/night club in last 12 months	417	12.2%	72
Dined out in last 12 months	1,550	45.3%	89
Gambled at a casino in last 12 months	372	10.9%	95
Visited a theme park in last 12 months	446	13.0%	91
Viewed movie (video-on-demand) in last 30 days	339	9.9%	77
Viewed TV show (video-on-demand) in last 30 days	201	5.9%	69
Watched any pay-per-view TV in last 12 months	213	6.2%	97
Downloaded a movie over the Internet in last 30 days	154	4.5%	59
Downloaded any individual song in last 6 months	520	15.2%	77
Used internet to watch a movie online in the last 30 days	874	25.5%	75
Used internet to watch a TV program online in last 30 days	593	17.3%	79
Played a video/electronic game (console) in last 12 months	328	9.6%	82
Played a video/electronic game (portable) in last 12 months	167	4.9%	82
Financial (Adults)			
Have home mortgage (1st)	996	29.1%	81
Used ATM/cash machine in last 12 months	1,888	55.2%	92
Own any stock	354	10.3%	86
Own U.S. savings bond	218	6.4%	103
Own shares in mutual fund (stock)	230	6.7%	60
Own shares in mutual fund (bonds)	134	3.9%	56
Have interest checking account	1,220	35.7%	101
Have non-interest checking account	1,236	36.1%	102
Have savings account	2,191	64.0%	93
Have 401K retirement savings plan	690	20.2%	92
Own/used any credit/debit card in last 12 months	2,957	86.4%	97
Avg monthly credit card expenditures: $1-110	475	13.9%	116
Avg monthly credit card expenditures: $111-$225	250	7.3%	93
Avg monthly credit card expenditures: $226-$450	348	10.2%	115
Avg monthly credit card expenditures: $451-$700	238	7.0%	87
Avg monthly credit card expenditures: $701-$1,000	201	5.9%	78
Avg monthly credit card expenditures: $1001-2000	284	8.3%	83
Avg monthly credit card expenditures: $2001+	187	5.5%	61
Did banking online in last 12 months	1,531	44.8%	84
Did banking on mobile device in last 12 months	1,034	30.2%	72

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April 13, 2023

Falls City, Nebraska
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	1,797	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	1,290	68.6%	100
HH used turkey (fresh or frozen) in last 6 months	286	15.2%	105
HH used fish/seafood (fresh or frozen) in last 6 months	1,020	54.3%	93
HH used fresh fruit/vegetables in last 6 months	1,623	86.3%	99
HH used fresh milk in last 6 months	1,652	87.9%	106
HH used organic food in last 6 months	342	18.2%	73
Health (Adults)			
Exercise at home 2+ times per week	1,124	32.9%	81
Exercise at club 2+ times per week	252	7.4%	54
Visited a doctor in last 12 months	2,752	80.4%	101
Used vitamin/dietary supplement in last 6 months	1,895	55.4%	91
Home (Households)			
HH did any home improvement in last 12 months	662	35.2%	103
HH used any maid/professional cleaning service in last 12 months	315	16.8%	82
HH purchased low ticket HH furnishings in last 12 months	432	23.0%	106
HH purchased big ticket HH furnishings in last 12 months	471	25.1%	96
HH bought any small kitchen appliance in last 12 months	486	25.9%	102
HH bought any large kitchen appliance in last 12 months	320	17.0%	109
Insurance (Adults/Households)			
Currently carry life insurance	1,811	52.9%	110
Carry medical/hospital/accident insurance	2,809	82.1%	101
Carry homeowner/personal property insurance	2,193	64.1%	113
Carry renter's insurance	259	7.6%	71
HH has auto insurance: 1 vehicle in household covered	472	25.1%	85
HH has auto insurance: 2 vehicles in household covered	585	31.1%	101
HH has auto insurance: 3+ vehicles in household covered	591	31.4%	126
Pets (Households)			
Household owns any pet	1,179	62.7%	120
Household owns any cat	623	33.1%	144
Household owns any dog	942	50.1%	127
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,496	43.7%	123
Buy based on quality not price	560	16.4%	95
Buy on credit rather than wait	466	13.6%	103
Only use coupons brands: usually buy	492	14.4%	105
Will pay more for environmentally safe products	355	10.4%	76
Buy based on price not brands	1,099	32.1%	112
Am interested in how to help the environment	512	15.0%	73
Reading (Adults)			
Bought digital book in last 12 months	525	15.3%	88
Bought hardcover book in last 12 months	669	19.6%	80
Bought paperback book in last 12 month	973	28.4%	91
Read any daily newspaper (paper version)	543	15.9%	103
Read any digital newspaper in last 30 days	1,274	37.2%	75
Read any magazine (paper/electronic version) in last 6 months	3,007	87.9%	99

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April 13, 2023

Falls City, Nebraska
Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,253	65.9%	98
Went to family restaurant/steak house: 4+ times a month	693	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	3,076	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	1,323	38.7%	102
Fast food restaurant last 6 months: eat in	835	24.4%	107
Fast food restaurant last 6 months: home delivery	199	5.8%	50
Fast food restaurant last 6 months: take-out/drive-thru	2,032	59.4%	106
Fast food restaurant last 6 months: take-out/walk-in	494	14.4%	68
Television & Electronics (Adults/Households)			
Own any tablet	1,740	50.9%	90
Own any e-reader	333	9.7%	80
Own e-reader/tablet: iPad	880	25.7%	74
HH has Internet connectable TV	728	38.7%	91
Own any portable MP3 player	436	12.7%	93
HH owns 1 TV	276	14.7%	75
HH owns 2 TVs	547	29.1%	106
HH owns 3 TVs	468	24.9%	113
HH owns 4+ TVs	380	20.2%	97
HH subscribes to cable TV	620	33.0%	89
HH subscribes to fiber optic	46	2.4%	45
HH owns portable GPS navigation device	454	24.1%	117
HH purchased video game system in last 12 months	80	4.3%	55
HH owns any Internet video device for TV	743	39.5%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,649	48.2%	90
Took 3+ domestic non-business trips in last 12 months	350	10.2%	81
Spent on domestic vacations in last 12 months: $1-999	418	12.2%	98
Spent on domestic vacations in last 12 months: $1,000-$1,499	159	4.6%	75
Spent on domestic vacations in last 12 months: $1,500-$1,999	144	4.2%	111
Spent on domestic vacations in last 12 months: $2,000-$2,999	147	4.3%	114
Spent on domestic vacations in last 12 months: $3,000+	145	4.2%	66
Domestic travel in last 12 months: used general travel website	156	4.6%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	613	17.9%	54
Took 3+ foreign trips by plane in last 3 years	105	3.1%	39
Spent on foreign vacations in last 12 months: $1-999	99	2.9%	40
Spent on foreign vacations in last 12 months: $1,000-$2,999	82	2.4%	62
Spent on foreign vacations in last 12 months: $3,000+	83	2.4%	40
Foreign travel in last 3 years: used general travel website	92	2.7%	41
Nights spent in hotel/motel in last 12 months: any	1,429	41.8%	92
Took cruise of more than one day in last 3 years	224	6.5%	61
Member of any frequent flyer program	479	14.0%	57
Member of any hotel rewards program	752	22.0%	85

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 5 mile radius

Demographic Summary	2022	2027
Population	4,564	4,480
Population 18+	3,645	3,544
Households	2,007	1,970
Median Household Income	$52,917	$57,865

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,992	54.7%	100
Bought any women's clothing in last 12 months	1,721	47.2%	97
Bought any shoes in last 12 months	2,533	69.5%	96
Bought any fine jewelry in last 12 months	632	17.3%	91
Bought a watch in last 12 months	389	10.7%	75
Automobiles (Households)			
HH owns/leases any vehicle	1,907	95.0%	106
HH bought/leased new vehicle last 12 months	208	10.4%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,309	90.8%	102
Bought/changed motor oil in last 12 months	1,953	53.6%	112
Had tune-up in last 12 months	783	21.5%	88
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,457	40.0%	102
Drank beer/ale in last 6 months	1,363	37.4%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	435	11.9%	122
Own digital SLR camera/camcorder	334	9.2%	94
Printed digital photos in last 12 months	910	25.0%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,258	34.5%	106
Have a smartphone	3,238	88.8%	97
Have a smartphone: Android phone (any brand)	1,643	45.1%	113
Have a smartphone: Apple iPhone	1,543	42.3%	80
Number of cell phones in household: 1	614	30.6%	100
Number of cell phones in household: 2	834	41.6%	108
Number of cell phones in household: 3+	522	26.0%	89
HH has cell phone only (no landline telephone)	1,337	66.6%	100
Computers (Households)			
HH owns a computer	1,545	77.0%	95
HH owns desktop computer	728	36.3%	96
HH owns laptop/notebook	1,149	57.2%	87
HH owns any Apple/Mac brand computer	307	15.3%	69
HH owns any PC/non-Apple brand computer	1,343	66.9%	101
HH purchased most recent computer in a store	735	36.6%	99
HH purchased most recent computer online	371	18.5%	82
HH spent $1-$499 on most recent home computer	424	21.1%	136
HH spent $500-$999 on most recent home computer	364	18.1%	96
HH spent $1,000-$1,499 on most recent home computer	219	10.9%	91
HH spent $1,500-$1,999 on most recent home computer	75	3.7%	71
HH spent $2,000+ on most recent home computer	51	2.5%	54

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,499	68.6%	109
Bought brewed coffee at convenience store in last 30 days	503	13.8%	111
Bought cigarettes at convenience store in last 30 days	401	11.0%	154
Bought gas at convenience store in last 30 days	1,849	50.7%	135
Spent at convenience store in last 30 days: $1-19	225	6.2%	81
Spent at convenience store in last 30 days: $20-$39	391	10.7%	105
Spent at convenience store in last 30 days: $40-$50	381	10.5%	122
Spent at convenience store in last 30 days: $51-$99	250	6.9%	114
Spent at convenience store in last 30 days: $100+	973	26.7%	131
Entertainment (Adults)			
Attended a movie in last 6 months	1,468	40.3%	84
Went to live theater in last 12 months	224	6.1%	61
Went to a bar/night club in last 12 months	452	12.4%	73
Dined out in last 12 months	1,673	45.9%	91
Gambled at a casino in last 12 months	394	10.8%	95
Visited a theme park in last 12 months	466	12.8%	89
Viewed movie (video-on-demand) in last 30 days	358	9.8%	76
Viewed TV show (video-on-demand) in last 30 days	211	5.8%	68
Watched any pay-per-view TV in last 12 months	224	6.1%	96
Downloaded a movie over the Internet in last 30 days	166	4.6%	60
Downloaded any individual song in last 6 months	550	15.1%	77
Used internet to watch a movie online in the last 30 days	929	25.5%	75
Used internet to watch a TV program online in last 30 days	631	17.3%	79
Played a video/electronic game (console) in last 12 months	349	9.6%	81
Played a video/electronic game (portable) in last 12 months	180	4.9%	83
Financial (Adults)			
Have home mortgage (1st)	1,066	29.2%	81
Used ATM/cash machine in last 12 months	1,998	54.8%	91
Own any stock	378	10.4%	86
Own U.S. savings bond	233	6.4%	104
Own shares in mutual fund (stock)	262	7.2%	64
Own shares in mutual fund (bonds)	155	4.3%	60
Have interest checking account	1,307	35.9%	101
Have non-interest checking account	1,321	36.2%	102
Have savings account	2,343	64.3%	94
Have 401K retirement savings plan	737	20.2%	93
Own/used any credit/debit card in last 12 months	3,157	86.6%	98
Avg monthly credit card expenditures: $1-110	501	13.7%	115
Avg monthly credit card expenditures: $111-$225	267	7.3%	93
Avg monthly credit card expenditures: $226-$450	368	10.1%	115
Avg monthly credit card expenditures: $451-$700	253	6.9%	86
Avg monthly credit card expenditures: $701-$1,000	220	6.0%	81
Avg monthly credit card expenditures: $1001-2000	312	8.6%	86
Avg monthly credit card expenditures: $2001+	201	5.5%	62
Did banking online in last 12 months	1,642	45.0%	85
Did banking on mobile device in last 12 months	1,110	30.5%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

Falls City, Nebraska
Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	1,919	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	1,381	68.8%	100
HH used turkey (fresh or frozen) in last 6 months	307	15.3%	106
HH used fish/seafood (fresh or frozen) in last 6 months	1,084	54.0%	93
HH used fresh fruit/vegetables in last 6 months	1,733	86.3%	99
HH used fresh milk in last 6 months	1,762	87.8%	106
HH used organic food in last 6 months	363	18.1%	72
Health (Adults)			
Exercise at home 2+ times per week	1,207	33.1%	82
Exercise at club 2+ times per week	270	7.4%	54
Visited a doctor in last 12 months	2,934	80.5%	101
Used vitamin/dietary supplement in last 6 months	2,032	55.7%	92
Home (Households)			
HH did any home improvement in last 12 months	706	35.2%	103
HH used any maid/professional cleaning service in last 12 months	332	16.5%	81
HH purchased low ticket HH furnishings in last 12 months	457	22.8%	105
HH purchased big ticket HH furnishings in last 12 months	501	25.0%	96
HH bought any small kitchen appliance in last 12 months	514	25.6%	101
HH bought any large kitchen appliance in last 12 months	335	16.7%	107
Insurance (Adults/Households)			
Currently carry life insurance	1,931	53.0%	110
Carry medical/hospital/accident insurance	2,997	82.2%	101
Carry homeowner/personal property insurance	2,348	64.4%	114
Carry renter's insurance	269	7.4%	69
HH has auto insurance: 1 vehicle in household covered	492	24.5%	83
HH has auto insurance: 2 vehicles in household covered	627	31.2%	101
HH has auto insurance: 3+ vehicles in household covered	645	32.1%	129
Pets (Households)			
Household owns any pet	1,262	62.9%	120
Household owns any cat	673	33.5%	146
Household owns any dog	1,003	50.0%	126
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,608	44.1%	125
Buy based on quality not price	590	16.2%	94
Buy on credit rather than wait	488	13.4%	101
Only use coupons brands: usually buy	523	14.3%	105
Will pay more for environmentally safe products	378	10.4%	76
Buy based on price not brands	1,170	32.1%	112
Am interested in how to help the environment	539	14.8%	72
Reading (Adults)			
Bought digital book in last 12 months	559	15.3%	88
Bought hardcover book in last 12 months	721	19.8%	81
Bought paperback book in last 12 month	1,046	28.7%	92
Read any daily newspaper (paper version)	572	15.7%	102
Read any digital newspaper in last 30 days	1,362	37.4%	75
Read any magazine (paper/electronic version) in last 6 months	3,194	87.6%	99

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April 13, 2023

Falls City, Nebraska

Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,411	66.1%	99
Went to family restaurant/steak house: 4+ times a month	739	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	3,278	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	1,403	38.5%	102
Fast food restaurant last 6 months: eat in	903	24.8%	109
Fast food restaurant last 6 months: home delivery	212	5.8%	50
Fast food restaurant last 6 months: take-out/drive-thru	2,169	59.5%	106
Fast food restaurant last 6 months: take-out/walk-in	534	14.7%	69
Television & Electronics (Adults/Households)			
Own any tablet	1,858	51.0%	91
Own any e-reader	356	9.8%	80
Own e-reader/tablet: iPad	946	26.0%	75
HH has Internet connectable TV	787	39.2%	92
Own any portable MP3 player	463	12.7%	93
HH owns 1 TV	296	14.7%	75
HH owns 2 TVs	582	29.0%	106
HH owns 3 TVs	503	25.1%	113
HH owns 4+ TVs	405	20.2%	97
HH subscribes to cable TV	649	32.3%	87
HH subscribes to fiber optic	49	2.4%	45
HH owns portable GPS navigation device	487	24.3%	118
HH purchased video game system in last 12 months	85	4.2%	55
HH owns any Internet video device for TV	792	39.5%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,764	48.4%	91
Took 3+ domestic non-business trips in last 12 months	373	10.2%	81
Spent on domestic vacations in last 12 months: $1-999	443	12.2%	97
Spent on domestic vacations in last 12 months: $1,000-$1,499	170	4.7%	75
Spent on domestic vacations in last 12 months: $1,500-$1,999	150	4.1%	109
Spent on domestic vacations in last 12 months: $2,000-$2,999	155	4.3%	113
Spent on domestic vacations in last 12 months: $3,000+	159	4.4%	68
Domestic travel in last 12 months: used general travel website	172	4.7%	79
Took foreign trip (including Alaska and Hawaii) in last 3 years	660	18.1%	54
Took 3+ foreign trips by plane in last 3 years	111	3.0%	38
Spent on foreign vacations in last 12 months: $1-999	109	3.0%	41
Spent on foreign vacations in last 12 months: $1,000-$2,999	88	2.4%	63
Spent on foreign vacations in last 12 months: $3,000+	91	2.5%	41
Foreign travel in last 3 years: used general travel website	100	2.7%	42
Nights spent in hotel/motel in last 12 months: any	1,524	41.8%	92
Took cruise of more than one day in last 3 years	240	6.6%	61
Member of any frequent flyer program	511	14.0%	57
Member of any hotel rewards program	809	22.2%	86

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April 13, 2023

Falls City, Nebraska — Prepared by Esri
Ring: 1 mile radius — Latitude: 40.06310
Longitude: -95.60187

Demographic Summary	2022	2027
Population	4,082	4,009
Population 18+	3,253	3,164
Households	1,797	1,765
Median Household Income	$52,108	$56,707

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,143	65.9%	98
Went to family restaurant/steak house 4+ times/month last 30 days	659	20.3%	98
Spent at family restaurant/steak house last 30 days: $1-30	285	8.8%	128
Spent at family restaurant/steak house 30 days: $31-50	332	10.2%	120
Spent at family restaurant/steak house last 30 days: $51-100	532	16.4%	116
Spent at family restaurant/steak house last 30 days: $101-200	314	9.7%	113
Spent at family restaurant/steak house last 30 days: $201+	102	3.1%	80
Spent at fine dining last 30 days: $1-100	80	2.5%	81
Spent at fine dining last 30 days: $101+	24	0.7%	20
Went to family restaurant last 6 months: for breakfast	355	10.9%	108
Went to family restaurant last 6 months: for lunch	550	16.9%	106
Went to family restaurant last 6 months: for dinner	1,354	41.6%	98
Went to family restaurant last 6 months: for snack	63	1.9%	126
Went to family restaurant last 6 months: on weekday	1,008	31.0%	110
Went to family restaurant last 6 months: on weekend	1,178	36.2%	100
Went to family restaurant last 6 months: Applebee`s	647	19.9%	136
Went to family restaurant last 6 months: Bob Evans	141	4.3%	173
Went to family restaurant last 6 months: Buffalo Wild Wings	259	8.0%	91
Went to family restaurant last 6 months: California Pizza Kitchen	30	0.9%	52
Went to family restaurant last 6 months: Carrabba's	63	1.9%	97
Went to family restaurant last 6 months: The Cheesecake Factory	116	3.6%	58
Went to family restaurant last 6 months: Chili`s Grill & Bar	231	7.1%	75
Went to family restaurant last 6 months: Cracker Barrel	352	10.8%	108
Went to family restaurant last 6 months: Denny`s	178	5.5%	83
Went to family restaurant last 6 months: Golden Corral	146	4.5%	108
Went to family restaurant last 6 months: IHOP	207	6.4%	86
Went to family restaurant last 6 months: Logan`s Roadhouse	111	3.4%	151
Went to family restaurant last 6 months: LongHorn Steakhouse	171	5.3%	99
Went to family restaurant last 6 months: Olive Garden	507	15.6%	109
Went to family restaurant last 6 months: Outback Steakhouse	183	5.6%	78
Went to family restaurant last 6 months: Red Lobster	253	7.8%	108
Went to family restaurant last 6 months: Red Robin	131	4.0%	67
Went to family restaurant last 6 months: Ruby Tuesday	90	2.8%	99
Went to family restaurant last 6 months: Texas Roadhouse	459	14.1%	134
Went to family restaurant last 6 months: T.G.I. Friday`s	24	0.7%	25
Went to family restaurant last 6 months: Waffle House	205	6.3%	132
Went to family restaurant last 6 months: fast food/drive-in	2,925	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	1,258	38.7%	102
Spent at fast food restaurant last 30 days: <$1-10	137	4.2%	103
Spent at fast food restaurant last 30 days: $11-$20	336	10.3%	121
Spent at fast food restaurant last 30 days: $21-$40	618	19.0%	116
Spent at fast food restaurant last 30 days: $41-$50	258	7.9%	90
Spent at fast food restaurant last 30 days: $51-$100	654	20.1%	103
Spent at fast food restaurant last 30 days: $101-$200	384	11.8%	105
Spent at fast food restaurant last 30 days: $201+	74	2.3%	51
Ordered eat-in fast food in the last 6 months	794	24.4%	107

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April 13, 2023

Restaurant Market Potential

Falls City, Nebraska
Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	794	24.4%	107
Went to fast food restaurant in the last 6 months: home delivery	189	5.8%	50
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,932	59.4%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	470	14.4%	68
Went to fast food restaurant in the last 6 months: breakfast	1,147	35.3%	103
Went to fast food restaurant in the last 6 months: lunch	1,649	50.7%	98
Went to fast food restaurant in the last 6 months: dinner	1,750	53.8%	106
Went to fast food restaurant in the last 6 months: snack	330	10.1%	82
Went to fast food restaurant in the last 6 months: weekday	1,979	60.8%	99
Went to fast food restaurant in the last 6 months: weekend	1,453	44.7%	89
Went to fast food restaurant in the last 6 months: A & W	198	6.1%	311
Went to fast food restaurant in the last 6 months: Arby`s	909	27.9%	163
Went to fast food restaurant in the last 6 months: Baskin-Robbins	20	0.6%	19
Went to fast food restaurant in the last 6 months: Boston Market	32	1.0%	48
Went to fast food restaurant in the last 6 months: Burger King	1,169	35.9%	127
Went to fast food restaurant in the last 6 months: Captain D`s	186	5.7%	192
Went to fast food restaurant in the last 6 months: Carl`s Jr.	69	2.1%	41
Went to fast food restaurant in the last 6 months: Checkers	39	1.2%	45
Went to fast food restaurant in the last 6 months: Chick-fil-A	609	18.7%	62
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	175	5.4%	38
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	27	0.8%	58
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	45	1.4%	43
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	50	1.5%	59
Went to fast food restaurant in the last 6 months: Dairy Queen	879	27.0%	184
Went to fast food restaurant in the last 6 months: Del Taco	46	1.4%	42
Went to fast food restaurant in the last 6 months: Domino`s Pizza	448	13.8%	93
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	294	9.0%	63
Went to fast food restaurant in the last 6 months: Five Guys	170	5.2%	56
Went to fast food restaurant in the last 6 months: Hardee`s	411	12.6%	239
Went to fast food restaurant in the last 6 months: Jack in the Box	121	3.7%	49
Went to fast food restaurant in the last 6 months: Jersey Mike's	99	3.0%	55
Went to fast food restaurant in the last 6 months: Jimmy John`s	121	3.7%	68
Went to fast food restaurant in the last 6 months: KFC	731	22.5%	124
Went to fast food restaurant in the last 6 months: Krispy Kreme	131	4.0%	62
Went to fast food restaurant in the last 6 months: Little Caesars	461	14.2%	119
Went to fast food restaurant in the last 6 months: Long John Silver`s	175	5.4%	211
Went to fast food restaurant in the last 6 months: McDonald`s	1,831	56.3%	109
Went to fast food restaurant in the last 6 months: Panda Express	234	7.2%	63
Went to fast food restaurant in the last 6 months: Panera Bread	251	7.7%	62
Went to fast food restaurant in the last 6 months: Papa John`s	227	7.0%	88
Went to fast food restaurant in the last 6 months: Papa Murphy`s	126	3.9%	101
Went to fast food restaurant in the last 6 months: Pizza Hut	611	18.8%	147
Went to fast food restaurant in the last 6 months: Popeyes Chicken	220	6.8%	55
Went to fast food restaurant in the last 6 months: Sonic Drive-In	575	17.7%	149
Went to fast food restaurant in the last 6 months: Starbucks	354	10.9%	56
Went to fast food restaurant in the last 6 months: Steak `n Shake	212	6.5%	169
Went to fast food restaurant in the last 6 months: Subway	1,010	31.0%	147
Went to fast food restaurant in the last 6 months: Taco Bell	965	29.7%	105
Went to fast food restaurant in the last 6 months: Wendy`s	1,015	31.2%	120
Went to fast food restaurant in the last 6 months: Whataburger	123	3.8%	69
Went to fast food restaurant in the last 6 months: White Castle	72	2.2%	85
Went to fast food restaurant in the last 6 months: Wing-Stop	21	0.6%	21
Went to fine dining restaurant last month	118	3.6%	45
Went to fine dining restaurant 2+ times last month	42	1.3%	34

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April 13, 2023

Falls City, Nebraska
Ring: 10 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Demographic Summary	2022	2027
Population	6,087	5,983
Population 18+	4,902	4,783
Households	2,642	2,596
Median Household Income	$55,863	$63,014

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,312	67.6%	101
Went to family restaurant/steak house 4+ times/month last 30 days	994	20.3%	98
Spent at family restaurant/steak house last 30 days: $1-30	485	9.9%	144
Spent at family restaurant/steak house 30 days: $31-50	532	10.9%	128
Spent at family restaurant/steak house last 30 days: $51-100	773	15.8%	112
Spent at family restaurant/steak house last 30 days: $101-200	437	8.9%	104
Spent at family restaurant/steak house last 30 days: $201+	144	2.9%	75
Spent at fine dining last 30 days: $1-100	135	2.8%	91
Spent at fine dining last 30 days: $101+	59	1.2%	32
Went to family restaurant last 6 months: for breakfast	567	11.6%	114
Went to family restaurant last 6 months: for lunch	901	18.4%	115
Went to family restaurant last 6 months: for dinner	2,084	42.5%	101
Went to family restaurant last 6 months: for snack	84	1.7%	111
Went to family restaurant last 6 months: on weekday	1,561	31.8%	113
Went to family restaurant last 6 months: on weekend	1,798	36.7%	101
Went to family restaurant last 6 months: Applebee`s	958	19.5%	134
Went to family restaurant last 6 months: Bob Evans	179	3.7%	146
Went to family restaurant last 6 months: Buffalo Wild Wings	447	9.1%	105
Went to family restaurant last 6 months: California Pizza Kitchen	45	0.9%	51
Went to family restaurant last 6 months: Carrabba's	95	1.9%	97
Went to family restaurant last 6 months: The Cheesecake Factory	165	3.4%	55
Went to family restaurant last 6 months: Chili`s Grill & Bar	349	7.1%	75
Went to family restaurant last 6 months: Cracker Barrel	514	10.5%	105
Went to family restaurant last 6 months: Denny`s	273	5.6%	85
Went to family restaurant last 6 months: Golden Corral	199	4.1%	97
Went to family restaurant last 6 months: IHOP	314	6.4%	87
Went to family restaurant last 6 months: Logan`s Roadhouse	155	3.2%	140
Went to family restaurant last 6 months: LongHorn Steakhouse	213	4.3%	82
Went to family restaurant last 6 months: Olive Garden	769	15.7%	110
Went to family restaurant last 6 months: Outback Steakhouse	261	5.3%	74
Went to family restaurant last 6 months: Red Lobster	374	7.6%	106
Went to family restaurant last 6 months: Red Robin	227	4.6%	77
Went to family restaurant last 6 months: Ruby Tuesday	141	2.9%	103
Went to family restaurant last 6 months: Texas Roadhouse	688	14.0%	134
Went to family restaurant last 6 months: T.G.I. Friday`s	53	1.1%	36
Went to family restaurant last 6 months: Waffle House	251	5.1%	107
Went to family restaurant last 6 months: fast food/drive-in	4,416	90.1%	100
Went to fast food/drive-in restaurant 9+ times/month	1,839	37.5%	99
Spent at fast food restaurant last 30 days: <$1-10	263	5.4%	131
Spent at fast food restaurant last 30 days: $11-$20	509	10.4%	122
Spent at fast food restaurant last 30 days: $21-$40	922	18.8%	115
Spent at fast food restaurant last 30 days: $41-$50	416	8.5%	96
Spent at fast food restaurant last 30 days: $51-$100	976	19.9%	102
Spent at fast food restaurant last 30 days: $101-$200	527	10.8%	96
Spent at fast food restaurant last 30 days: $201+	111	2.3%	51
Ordered eat-in fast food in the last 6 months	1,305	26.6%	117

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April 13, 2023

Restaurant Market Potential

Falls City, Nebraska
Ring: 10 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	1,305	26.6%	117
Went to fast food restaurant in the last 6 months: home delivery	286	5.8%	50
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,941	60.0%	107
Went to fast food restaurant in the last 6 months: take-out/walk-in	772	15.7%	74
Went to fast food restaurant in the last 6 months: breakfast	1,678	34.2%	100
Went to fast food restaurant in the last 6 months: lunch	2,651	54.1%	105
Went to fast food restaurant in the last 6 months: dinner	2,655	54.2%	107
Went to fast food restaurant in the last 6 months: snack	514	10.5%	85
Went to fast food restaurant in the last 6 months: weekday	3,091	63.1%	103
Went to fast food restaurant in the last 6 months: weekend	2,253	46.0%	92
Went to fast food restaurant in the last 6 months: A & W	337	6.9%	351
Went to fast food restaurant in the last 6 months: Arby`s	1,466	29.9%	174
Went to fast food restaurant in the last 6 months: Baskin-Robbins	44	0.9%	27
Went to fast food restaurant in the last 6 months: Boston Market	48	1.0%	47
Went to fast food restaurant in the last 6 months: Burger King	1,652	33.7%	119
Went to fast food restaurant in the last 6 months: Captain D`s	243	5.0%	166
Went to fast food restaurant in the last 6 months: Carl`s Jr.	112	2.3%	44
Went to fast food restaurant in the last 6 months: Checkers	63	1.3%	48
Went to fast food restaurant in the last 6 months: Chick-fil-A	966	19.7%	65
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	264	5.4%	38
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	37	0.8%	53
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	64	1.3%	41
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	65	1.3%	51
Went to fast food restaurant in the last 6 months: Dairy Queen	1,302	26.6%	181
Went to fast food restaurant in the last 6 months: Del Taco	69	1.4%	42
Went to fast food restaurant in the last 6 months: Domino`s Pizza	645	13.2%	88
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	376	7.7%	54
Went to fast food restaurant in the last 6 months: Five Guys	287	5.9%	62
Went to fast food restaurant in the last 6 months: Hardee`s	599	12.2%	231
Went to fast food restaurant in the last 6 months: Jack in the Box	159	3.2%	42
Went to fast food restaurant in the last 6 months: Jersey Mike's	142	2.9%	53
Went to fast food restaurant in the last 6 months: Jimmy John`s	263	5.4%	98
Went to fast food restaurant in the last 6 months: KFC	1,110	22.6%	125
Went to fast food restaurant in the last 6 months: Krispy Kreme	206	4.2%	65
Went to fast food restaurant in the last 6 months: Little Caesars	586	12.0%	100
Went to fast food restaurant in the last 6 months: Long John Silver`s	256	5.2%	204
Went to fast food restaurant in the last 6 months: McDonald`s	2,791	56.9%	110
Went to fast food restaurant in the last 6 months: Panda Express	388	7.9%	69
Went to fast food restaurant in the last 6 months: Panera Bread	372	7.6%	61
Went to fast food restaurant in the last 6 months: Papa John`s	300	6.1%	77
Went to fast food restaurant in the last 6 months: Papa Murphy`s	274	5.6%	145
Went to fast food restaurant in the last 6 months: Pizza Hut	997	20.3%	159
Went to fast food restaurant in the last 6 months: Popeyes Chicken	306	6.2%	50
Went to fast food restaurant in the last 6 months: Sonic Drive-In	812	16.6%	140
Went to fast food restaurant in the last 6 months: Starbucks	526	10.7%	56
Went to fast food restaurant in the last 6 months: Steak `n Shake	324	6.6%	172
Went to fast food restaurant in the last 6 months: Subway	1,543	31.5%	149
Went to fast food restaurant in the last 6 months: Taco Bell	1,384	28.2%	100
Went to fast food restaurant in the last 6 months: Wendy`s	1,390	28.4%	109
Went to fast food restaurant in the last 6 months: Whataburger	179	3.7%	66
Went to fast food restaurant in the last 6 months: White Castle	113	2.3%	89
Went to fast food restaurant in the last 6 months: Wing-Stop	31	0.6%	20
Went to fine dining restaurant last month	202	4.1%	51
Went to fine dining restaurant 2+ times last month	81	1.7%	43

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

Restaurant Market Potential

Falls City, Nebraska
Ring: 20 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Demographic Summary	2022	2027
Population	18,095	17,734
Population 18+	14,329	13,936
Households	7,565	7,403
Median Household Income	$59,259	$66,494

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	9,819	68.5%	102
Went to family restaurant/steak house 4+ times/month last 30 days	2,986	20.8%	101
Spent at family restaurant/steak house last 30 days: $1-30	1,458	10.2%	148
Spent at family restaurant/steak house 30 days: $31-50	1,564	10.9%	128
Spent at family restaurant/steak house last 30 days: $51-100	2,249	15.7%	111
Spent at family restaurant/steak house last 30 days: $101-200	1,206	8.4%	98
Spent at family restaurant/steak house last 30 days: $201+	419	2.9%	74
Spent at fine dining last 30 days: $1-100	445	3.1%	103
Spent at fine dining last 30 days: $101+	238	1.7%	45
Went to family restaurant last 6 months: for breakfast	1,662	11.6%	115
Went to family restaurant last 6 months: for lunch	2,660	18.6%	116
Went to family restaurant last 6 months: for dinner	6,189	43.2%	102
Went to family restaurant last 6 months: for snack	220	1.5%	100
Went to family restaurant last 6 months: on weekday	4,603	32.1%	114
Went to family restaurant last 6 months: on weekend	5,258	36.7%	101
Went to family restaurant last 6 months: Applebee`s	2,725	19.0%	130
Went to family restaurant last 6 months: Bob Evans	529	3.7%	147
Went to family restaurant last 6 months: Buffalo Wild Wings	1,312	9.2%	105
Went to family restaurant last 6 months: California Pizza Kitchen	132	0.9%	52
Went to family restaurant last 6 months: Carrabba's	270	1.9%	95
Went to family restaurant last 6 months: The Cheesecake Factory	479	3.3%	55
Went to family restaurant last 6 months: Chili`s Grill & Bar	1,031	7.2%	76
Went to family restaurant last 6 months: Cracker Barrel	1,556	10.9%	108
Went to family restaurant last 6 months: Denny`s	842	5.9%	89
Went to family restaurant last 6 months: Golden Corral	562	3.9%	94
Went to family restaurant last 6 months: IHOP	925	6.5%	87
Went to family restaurant last 6 months: Logan`s Roadhouse	402	2.8%	124
Went to family restaurant last 6 months: LongHorn Steakhouse	640	4.5%	84
Went to family restaurant last 6 months: Olive Garden	2,268	15.8%	111
Went to family restaurant last 6 months: Outback Steakhouse	786	5.5%	76
Went to family restaurant last 6 months: Red Lobster	1,124	7.8%	109
Went to family restaurant last 6 months: Red Robin	700	4.9%	81
Went to family restaurant last 6 months: Ruby Tuesday	449	3.1%	112
Went to family restaurant last 6 months: Texas Roadhouse	1,941	13.5%	129
Went to family restaurant last 6 months: T.G.I. Friday`s	214	1.5%	50
Went to family restaurant last 6 months: Waffle House	658	4.6%	96
Went to family restaurant last 6 months: fast food/drive-in	12,970	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	5,335	37.2%	98
Spent at fast food restaurant last 30 days: <$1-10	821	5.7%	140
Spent at fast food restaurant last 30 days: $11-$20	1,480	10.3%	121
Spent at fast food restaurant last 30 days: $21-$40	2,684	18.7%	115
Spent at fast food restaurant last 30 days: $41-$50	1,244	8.7%	99
Spent at fast food restaurant last 30 days: $51-$100	2,834	19.8%	102
Spent at fast food restaurant last 30 days: $101-$200	1,469	10.3%	91
Spent at fast food restaurant last 30 days: $201+	365	2.5%	57
Ordered eat-in fast food in the last 6 months	3,919	27.4%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

April 13, 2023

Restaurant Market Potential

Falls City, Nebraska
Ring: 20 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	3,919	27.4%	120
Went to fast food restaurant in the last 6 months: home delivery	895	6.2%	54
Went to fast food restaurant in the last 6 months: take-out/drive-thru	8,652	60.4%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,456	17.1%	80
Went to fast food restaurant in the last 6 months: breakfast	4,945	34.5%	101
Went to fast food restaurant in the last 6 months: lunch	7,855	54.8%	106
Went to fast food restaurant in the last 6 months: dinner	7,745	54.1%	106
Went to fast food restaurant in the last 6 months: snack	1,616	11.3%	91
Went to fast food restaurant in the last 6 months: weekday	9,285	64.8%	105
Went to fast food restaurant in the last 6 months: weekend	6,752	47.1%	94
Went to fast food restaurant in the last 6 months: A & W	894	6.2%	318
Went to fast food restaurant in the last 6 months: Arby`s	4,283	29.9%	174
Went to fast food restaurant in the last 6 months: Baskin-Robbins	156	1.1%	33
Went to fast food restaurant in the last 6 months: Boston Market	149	1.0%	50
Went to fast food restaurant in the last 6 months: Burger King	4,685	32.7%	116
Went to fast food restaurant in the last 6 months: Captain D`s	648	4.5%	152
Went to fast food restaurant in the last 6 months: Carl`s Jr.	353	2.5%	47
Went to fast food restaurant in the last 6 months: Checkers	199	1.4%	52
Went to fast food restaurant in the last 6 months: Chick-fil-A	3,087	21.5%	71
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	922	6.4%	45
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	107	0.7%	52
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	203	1.4%	44
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	205	1.4%	55
Went to fast food restaurant in the last 6 months: Dairy Queen	3,573	24.9%	170
Went to fast food restaurant in the last 6 months: Del Taco	212	1.5%	44
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,841	12.8%	86
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,233	8.6%	60
Went to fast food restaurant in the last 6 months: Five Guys	920	6.4%	68
Went to fast food restaurant in the last 6 months: Hardee`s	1,640	11.4%	217
Went to fast food restaurant in the last 6 months: Jack in the Box	447	3.1%	41
Went to fast food restaurant in the last 6 months: Jersey Mike's	458	3.2%	58
Went to fast food restaurant in the last 6 months: Jimmy John`s	824	5.8%	105
Went to fast food restaurant in the last 6 months: KFC	3,198	22.3%	123
Went to fast food restaurant in the last 6 months: Krispy Kreme	627	4.4%	68
Went to fast food restaurant in the last 6 months: Little Caesars	1,606	11.2%	94
Went to fast food restaurant in the last 6 months: Long John Silver`s	731	5.1%	200
Went to fast food restaurant in the last 6 months: McDonald`s	8,179	57.1%	110
Went to fast food restaurant in the last 6 months: Panda Express	1,132	7.9%	69
Went to fast food restaurant in the last 6 months: Panera Bread	1,246	8.7%	70
Went to fast food restaurant in the last 6 months: Papa John`s	866	6.0%	76
Went to fast food restaurant in the last 6 months: Papa Murphy`s	829	5.8%	150
Went to fast food restaurant in the last 6 months: Pizza Hut	2,849	19.9%	156
Went to fast food restaurant in the last 6 months: Popeyes Chicken	963	6.7%	54
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,231	15.6%	131
Went to fast food restaurant in the last 6 months: Starbucks	1,670	11.7%	60
Went to fast food restaurant in the last 6 months: Steak `n Shake	923	6.4%	167
Went to fast food restaurant in the last 6 months: Subway	4,327	30.2%	143
Went to fast food restaurant in the last 6 months: Taco Bell	4,022	28.1%	100
Went to fast food restaurant in the last 6 months: Wendy`s	3,935	27.5%	106
Went to fast food restaurant in the last 6 months: Whataburger	528	3.7%	67
Went to fast food restaurant in the last 6 months: White Castle	304	2.1%	82
Went to fast food restaurant in the last 6 months: Wing-Stop	108	0.8%	24
Went to fine dining restaurant last month	709	4.9%	62
Went to fine dining restaurant 2+ times last month	297	2.1%	54

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 1 mile radius

Demographic Summary	2022	2027
Population	4,082	4,009
Population 18+	3,253	3,164
Households	1,797	1,765
Median Household Income	$52,108	$56,707

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,768	54.3%	99
Bought any women's clothing in last 12 months	1,529	47.0%	97
Bought any shoes in last 12 months	2,259	69.4%	96
Bought any fine jewelry in last 12 months	570	17.5%	91
Bought a watch in last 12 months	345	10.6%	74
Automobiles (Households)			
HH owns/leases any vehicle	1,705	94.9%	106
HH bought/leased new vehicle last 12 months	188	10.5%	109
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,947	90.6%	102
Bought/changed motor oil in last 12 months	1,731	53.2%	111
Had tune-up in last 12 months	693	21.3%	87
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,301	40.0%	102
Drank beer/ale in last 6 months	1,217	37.4%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	385	11.8%	121
Own digital SLR camera/camcorder	299	9.2%	94
Printed digital photos in last 12 months	805	24.7%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,131	34.8%	106
Have a smartphone	2,899	89.1%	97
Have a smartphone: Android phone (any brand)	1,478	45.4%	114
Have a smartphone: Apple iPhone	1,370	42.1%	80
Number of cell phones in household: 1	551	30.7%	100
Number of cell phones in household: 2	739	41.1%	107
Number of cell phones in household: 3+	473	26.3%	90
HH has cell phone only (no landline telephone)	1,203	66.9%	100
Computers (Households)			
HH owns a computer	1,381	76.9%	95
HH owns desktop computer	644	35.8%	95
HH owns laptop/notebook	1,026	57.1%	87
HH owns any Apple/Mac brand computer	275	15.3%	69
HH owns any PC/non-Apple brand computer	1,200	66.8%	100
HH purchased most recent computer in a store	655	36.4%	98
HH purchased most recent computer online	330	18.4%	82
HH spent $1-$499 on most recent home computer	384	21.4%	138
HH spent $500-$999 on most recent home computer	322	17.9%	94
HH spent $1,000-$1,499 on most recent home computer	198	11.0%	92
HH spent $1,500-$1,999 on most recent home computer	66	3.7%	70
HH spent $2,000+ on most recent home computer	45	2.5%	53

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April 13, 2023

Retail Market Potential

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,217	68.2%	109
Bought brewed coffee at convenience store in last 30 days	451	13.9%	112
Bought cigarettes at convenience store in last 30 days	361	11.1%	155
Bought gas at convenience store in last 30 days	1,642	50.5%	134
Spent at convenience store in last 30 days: $1-19	201	6.2%	81
Spent at convenience store in last 30 days: $20-$39	348	10.7%	104
Spent at convenience store in last 30 days: $40-$50	342	10.5%	123
Spent at convenience store in last 30 days: $51-$99	224	6.9%	114
Spent at convenience store in last 30 days: $100+	862	26.5%	130
Entertainment (Adults)			
Attended a movie in last 6 months	1,305	40.1%	84
Went to live theater in last 12 months	190	5.8%	58
Went to a bar/night club in last 12 months	396	12.2%	72
Dined out in last 12 months	1,474	45.3%	89
Gambled at a casino in last 12 months	354	10.9%	95
Visited a theme park in last 12 months	424	13.0%	91
Viewed movie (video-on-demand) in last 30 days	322	9.9%	77
Viewed TV show (video-on-demand) in last 30 days	192	5.9%	70
Watched any pay-per-view TV in last 12 months	202	6.2%	97
Downloaded a movie over the Internet in last 30 days	147	4.5%	59
Downloaded any individual song in last 6 months	494	15.2%	77
Used internet to watch a movie online in the last 30 days	832	25.6%	75
Used internet to watch a TV program online in last 30 days	564	17.3%	79
Played a video/electronic game (console) in last 12 months	312	9.6%	82
Played a video/electronic game (portable) in last 12 months	159	4.9%	82
Financial (Adults)			
Have home mortgage (1st)	947	29.1%	81
Used ATM/cash machine in last 12 months	1,796	55.2%	92
Own any stock	337	10.4%	86
Own U.S. savings bond	207	6.4%	103
Own shares in mutual fund (stock)	219	6.7%	60
Own shares in mutual fund (bonds)	128	3.9%	56
Have interest checking account	1,160	35.7%	101
Have non-interest checking account	1,176	36.2%	102
Have savings account	2,084	64.1%	93
Have 401K retirement savings plan	656	20.2%	92
Own/used any credit/debit card in last 12 months	2,812	86.4%	97
Avg monthly credit card expenditures: $1-110	452	13.9%	116
Avg monthly credit card expenditures: $111-$225	237	7.3%	92
Avg monthly credit card expenditures: $226-$450	330	10.1%	115
Avg monthly credit card expenditures: $451-$700	227	7.0%	87
Avg monthly credit card expenditures: $701-$1,000	192	5.9%	79
Avg monthly credit card expenditures: $1001-2000	270	8.3%	83
Avg monthly credit card expenditures: $2001+	178	5.5%	62
Did banking online in last 12 months	1,456	44.8%	84
Did banking on mobile device in last 12 months	983	30.2%	72

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	1,718	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	1,233	68.6%	100
HH used turkey (fresh or frozen) in last 6 months	274	15.2%	105
HH used fish/seafood (fresh or frozen) in last 6 months	975	54.3%	93
HH used fresh fruit/vegetables in last 6 months	1,551	86.3%	99
HH used fresh milk in last 6 months	1,579	87.9%	106
HH used organic food in last 6 months	327	18.2%	73
Health (Adults)			
Exercise at home 2+ times per week	1,069	32.9%	81
Exercise at club 2+ times per week	240	7.4%	54
Visited a doctor in last 12 months	2,617	80.4%	101
Used vitamin/dietary supplement in last 6 months	1,802	55.4%	91
Home (Households)			
HH did any home improvement in last 12 months	633	35.2%	103
HH used any maid/professional cleaning service in last 12 months	301	16.8%	82
HH purchased low ticket HH furnishings in last 12 months	413	23.0%	106
HH purchased big ticket HH furnishings in last 12 months	450	25.0%	96
HH bought any small kitchen appliance in last 12 months	465	25.9%	102
HH bought any large kitchen appliance in last 12 months	305	17.0%	109
Insurance (Adults/Households)			
Currently carry life insurance	1,722	52.9%	110
Carry medical/hospital/accident insurance	2,671	82.1%	101
Carry homeowner/personal property insurance	2,085	64.1%	113
Carry renter's insurance	246	7.6%	71
HH has auto insurance: 1 vehicle in household covered	451	25.1%	85
HH has auto insurance: 2 vehicles in household covered	559	31.1%	100
HH has auto insurance: 3+ vehicles in household covered	565	31.4%	126
Pets (Households)			
Household owns any pet	1,127	62.7%	120
Household owns any cat	595	33.1%	144
Household owns any dog	900	50.1%	127
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,422	43.7%	123
Buy based on quality not price	533	16.4%	95
Buy on credit rather than wait	443	13.6%	103
Only use coupons brands: usually buy	468	14.4%	105
Will pay more for environmentally safe products	338	10.4%	76
Buy based on price not brands	1,045	32.1%	112
Am interested in how to help the environment	487	15.0%	73
Reading (Adults)			
Bought digital book in last 12 months	499	15.3%	88
Bought hardcover book in last 12 months	636	19.6%	80
Bought paperback book in last 12 month	925	28.4%	91
Read any daily newspaper (paper version)	516	15.9%	103
Read any digital newspaper in last 30 days	1,212	37.3%	75
Read any magazine (paper/electronic version) in last 6 months	2,859	87.9%	99

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April 13, 2023

Falls City, Nebraska
Ring: 1 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,143	65.9%	98
Went to family restaurant/steak house: 4+ times a month	659	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	2,925	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	1,258	38.7%	102
Fast food restaurant last 6 months: eat in	794	24.4%	107
Fast food restaurant last 6 months: home delivery	189	5.8%	50
Fast food restaurant last 6 months: take-out/drive-thru	1,932	59.4%	106
Fast food restaurant last 6 months: take-out/walk-in	470	14.4%	68
Television & Electronics (Adults/Households)			
Own any tablet	1,655	50.9%	90
Own any e-reader	317	9.7%	80
Own e-reader/tablet: iPad	837	25.7%	74
HH has Internet connectable TV	696	38.7%	91
Own any portable MP3 player	415	12.8%	93
HH owns 1 TV	263	14.6%	75
HH owns 2 TVs	523	29.1%	106
HH owns 3 TVs	448	24.9%	113
HH owns 4+ TVs	363	20.2%	97
HH subscribes to cable TV	593	33.0%	89
HH subscribes to fiber optic	44	2.4%	45
HH owns portable GPS navigation device	434	24.2%	117
HH purchased video game system in last 12 months	77	4.3%	55
HH owns any Internet video device for TV	711	39.6%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,568	48.2%	90
Took 3+ domestic non-business trips in last 12 months	333	10.2%	81
Spent on domestic vacations in last 12 months: $1-999	397	12.2%	97
Spent on domestic vacations in last 12 months: $1,000-$1,499	151	4.6%	75
Spent on domestic vacations in last 12 months: $1,500-$1,999	137	4.2%	111
Spent on domestic vacations in last 12 months: $2,000-$2,999	139	4.3%	114
Spent on domestic vacations in last 12 months: $3,000+	138	4.2%	66
Domestic travel in last 12 months: used general travel website	148	4.5%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	583	17.9%	54
Took 3+ foreign trips by plane in last 3 years	100	3.1%	39
Spent on foreign vacations in last 12 months: $1-999	94	2.9%	40
Spent on foreign vacations in last 12 months: $1,000-$2,999	78	2.4%	62
Spent on foreign vacations in last 12 months: $3,000+	79	2.4%	40
Foreign travel in last 3 years: used general travel website	88	2.7%	41
Nights spent in hotel/motel in last 12 months: any	1,359	41.8%	92
Took cruise of more than one day in last 3 years	213	6.5%	61
Member of any frequent flyer program	456	14.0%	57
Member of any hotel rewards program	715	22.0%	85

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April 13, 2023

Falls City, Nebraska

Ring: 10 mile radius

Prepared by Esri

Latitude: 40.06310

Longitude: -95.60187

Demographic Summary	2022	2027
Population	6,087	5,983
Population 18+	4,902	4,783
Households	2,642	2,596
Median Household Income	$55,863	$63,014

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,755	56.2%	102
Bought any women's clothing in last 12 months	2,371	48.4%	99
Bought any shoes in last 12 months	3,419	69.7%	97
Bought any fine jewelry in last 12 months	805	16.4%	86
Bought a watch in last 12 months	542	11.1%	77
Automobiles (Households)			
HH owns/leases any vehicle	2,522	95.5%	107
HH bought/leased new vehicle last 12 months	264	10.0%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,496	91.7%	103
Bought/changed motor oil in last 12 months	2,720	55.5%	116
Had tune-up in last 12 months	1,095	22.3%	91
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,950	39.8%	101
Drank beer/ale in last 6 months	1,827	37.3%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	608	12.4%	127
Own digital SLR camera/camcorder	444	9.1%	93
Printed digital photos in last 12 months	1,278	26.1%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,626	33.2%	102
Have a smartphone	4,286	87.4%	95
Have a smartphone: Android phone (any brand)	2,119	43.2%	108
Have a smartphone: Apple iPhone	2,132	43.5%	83
Number of cell phones in household: 1	799	30.2%	99
Number of cell phones in household: 2	1,153	43.6%	114
Number of cell phones in household: 3+	643	24.3%	84
HH has cell phone only (no landline telephone)	1,713	64.8%	97
Computers (Households)			
HH owns a computer	2,048	77.5%	95
HH owns desktop computer	1,011	38.3%	101
HH owns laptop/notebook	1,538	58.2%	89
HH owns any Apple/Mac brand computer	406	15.4%	69
HH owns any PC/non-Apple brand computer	1,791	67.8%	102
HH purchased most recent computer in a store	985	37.3%	101
HH purchased most recent computer online	502	19.0%	84
HH spent $1-$499 on most recent home computer	526	19.9%	128
HH spent $500-$999 on most recent home computer	508	19.2%	101
HH spent $1,000-$1,499 on most recent home computer	279	10.6%	88
HH spent $1,500-$1,999 on most recent home computer	105	4.0%	76
HH spent $2,000+ on most recent home computer	70	2.6%	56

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April 13, 2023

Falls City, Nebraska
Ring: 10 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,459	70.6%	113
Bought brewed coffee at convenience store in last 30 days	661	13.5%	109
Bought cigarettes at convenience store in last 30 days	515	10.5%	147
Bought gas at convenience store in last 30 days	2,551	52.0%	138
Spent at convenience store in last 30 days: $1-19	300	6.1%	81
Spent at convenience store in last 30 days: $20-$39	536	10.9%	107
Spent at convenience store in last 30 days: $40-$50	502	10.2%	120
Spent at convenience store in last 30 days: $51-$99	328	6.7%	111
Spent at convenience store in last 30 days: $100+	1,359	27.7%	136
Entertainment (Adults)			
Attended a movie in last 6 months	2,018	41.2%	86
Went to live theater in last 12 months	374	7.6%	76
Went to a bar/night club in last 12 months	663	13.5%	80
Dined out in last 12 months	2,399	48.9%	97
Gambled at a casino in last 12 months	517	10.5%	92
Visited a theme park in last 12 months	562	11.5%	80
Viewed movie (video-on-demand) in last 30 days	464	9.5%	73
Viewed TV show (video-on-demand) in last 30 days	261	5.3%	63
Watched any pay-per-view TV in last 12 months	278	5.7%	88
Downloaded a movie over the Internet in last 30 days	231	4.7%	62
Downloaded any individual song in last 6 months	716	14.6%	74
Used internet to watch a movie online in the last 30 days	1,232	25.1%	74
Used internet to watch a TV program online in last 30 days	845	17.2%	79
Played a video/electronic game (console) in last 12 months	462	9.4%	80
Played a video/electronic game (portable) in last 12 months	258	5.3%	88
Financial (Adults)			
Have home mortgage (1st)	1,464	29.9%	83
Used ATM/cash machine in last 12 months	2,593	52.9%	88
Own any stock	512	10.4%	87
Own U.S. savings bond	318	6.5%	105
Own shares in mutual fund (stock)	466	9.5%	85
Own shares in mutual fund (bonds)	294	6.0%	85
Have interest checking account	1,805	36.8%	104
Have non-interest checking account	1,803	36.8%	104
Have savings account	3,211	65.5%	96
Have 401K retirement savings plan	1,005	20.5%	94
Own/used any credit/debit card in last 12 months	4,284	87.4%	98
Avg monthly credit card expenditures: $1-110	637	13.0%	109
Avg monthly credit card expenditures: $111-$225	367	7.5%	95
Avg monthly credit card expenditures: $226-$450	482	9.8%	112
Avg monthly credit card expenditures: $451-$700	335	6.8%	85
Avg monthly credit card expenditures: $701-$1,000	330	6.7%	90
Avg monthly credit card expenditures: $1001-2000	480	9.8%	98
Avg monthly credit card expenditures: $2001+	281	5.7%	64
Did banking online in last 12 months	2,284	46.6%	88
Did banking on mobile device in last 12 months	1,552	31.7%	76

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April 13, 2023

Falls City, Nebraska
Ring: 10 mile radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	2,525	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	1,848	69.9%	102
HH used turkey (fresh or frozen) in last 6 months	417	15.8%	109
HH used fish/seafood (fresh or frozen) in last 6 months	1,400	53.0%	91
HH used fresh fruit/vegetables in last 6 months	2,282	86.4%	99
HH used fresh milk in last 6 months	2,308	87.4%	105
HH used organic food in last 6 months	464	17.6%	70
Health (Adults)			
Exercise at home 2+ times per week	1,687	34.4%	85
Exercise at club 2+ times per week	374	7.6%	56
Visited a doctor in last 12 months	3,957	80.7%	102
Used vitamin/dietary supplement in last 6 months	2,826	57.6%	95
Home (Households)			
HH did any home improvement in last 12 months	922	34.9%	102
HH used any maid/professional cleaning service in last 12 months	416	15.7%	77
HH purchased low ticket HH furnishings in last 12 months	571	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	648	24.5%	94
HH bought any small kitchen appliance in last 12 months	641	24.3%	95
HH bought any large kitchen appliance in last 12 months	404	15.3%	98
Insurance (Adults/Households)			
Currently carry life insurance	2,604	53.1%	110
Carry medical/hospital/accident insurance	4,056	82.7%	102
Carry homeowner/personal property insurance	3,238	66.1%	117
Carry renter's insurance	318	6.5%	61
HH has auto insurance: 1 vehicle in household covered	578	21.9%	74
HH has auto insurance: 2 vehicles in household covered	838	31.7%	102
HH has auto insurance: 3+ vehicles in household covered	933	35.3%	142
Pets (Households)			
Household owns any pet	1,685	63.8%	122
Household owns any cat	934	35.4%	154
Household owns any dog	1,307	49.5%	125
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,267	46.2%	131
Buy based on quality not price	743	15.2%	88
Buy on credit rather than wait	597	12.2%	92
Only use coupons brands: usually buy	695	14.2%	104
Will pay more for environmentally safe products	503	10.3%	75
Buy based on price not brands	1,565	31.9%	111
Am interested in how to help the environment	682	13.9%	68
Reading (Adults)			
Bought digital book in last 12 months	751	15.3%	88
Bought hardcover book in last 12 months	1,032	21.1%	86
Bought paperback book in last 12 month	1,469	30.0%	96
Read any daily newspaper (paper version)	722	14.7%	96
Read any digital newspaper in last 30 days	1,861	38.0%	76
Read any magazine (paper/electronic version) in last 6 months	4,226	86.2%	97

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April 13, 2023

Falls City, Nebraska
Ring: 10 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,312	67.6%	101
Went to family restaurant/steak house: 4+ times a month	994	20.3%	98
Went to fast food/drive-in restaurant in last 6 months	4,416	90.1%	100
Went to fast food/drive-in restaurant 9+ times/month	1,839	37.5%	99
Fast food restaurant last 6 months: eat in	1,305	26.6%	117
Fast food restaurant last 6 months: home delivery	286	5.8%	50
Fast food restaurant last 6 months: take-out/drive-thru	2,941	60.0%	107
Fast food restaurant last 6 months: take-out/walk-in	772	15.7%	74
Television & Electronics (Adults/Households)			
Own any tablet	2,528	51.6%	92
Own any e-reader	486	9.9%	81
Own e-reader/tablet: iPad	1,332	27.2%	78
HH has Internet connectable TV	1,101	41.7%	98
Own any portable MP3 player	609	12.4%	91
HH owns 1 TV	399	15.1%	77
HH owns 2 TVs	755	28.6%	104
HH owns 3 TVs	684	25.9%	117
HH owns 4+ TVs	530	20.1%	97
HH subscribes to cable TV	768	29.1%	78
HH subscribes to fiber optic	65	2.5%	45
HH owns portable GPS navigation device	660	25.0%	122
HH purchased video game system in last 12 months	106	4.0%	52
HH owns any Internet video device for TV	1,034	39.1%	86
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,424	49.4%	93
Took 3+ domestic non-business trips in last 12 months	501	10.2%	81
Spent on domestic vacations in last 12 months: $1-999	577	11.8%	94
Spent on domestic vacations in last 12 months: $1,000-$1,499	234	4.8%	77
Spent on domestic vacations in last 12 months: $1,500-$1,999	184	3.8%	99
Spent on domestic vacations in last 12 months: $2,000-$2,999	196	4.0%	106
Spent on domestic vacations in last 12 months: $3,000+	242	4.9%	77
Domestic travel in last 12 months: used general travel website	277	5.7%	95
Took foreign trip (including Alaska and Hawaii) in last 3 years	933	19.0%	57
Took 3+ foreign trips by plane in last 3 years	144	2.9%	37
Spent on foreign vacations in last 12 months: $1-999	173	3.5%	49
Spent on foreign vacations in last 12 months: $1,000-$2,999	120	2.4%	64
Spent on foreign vacations in last 12 months: $3,000+	138	2.8%	47
Foreign travel in last 3 years: used general travel website	141	2.9%	44
Nights spent in hotel/motel in last 12 months: any	2,059	42.0%	93
Took cruise of more than one day in last 3 years	329	6.7%	62
Member of any frequent flyer program	688	14.0%	57
Member of any hotel rewards program	1,141	23.3%	90

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April 13, 2023

Falls City, Nebraska
Ring: 20 mile radius

Demographic Summary	2022	2027
Population	18,095	17,734
Population 18+	14,329	13,936
Households	7,565	7,403
Median Household Income	$59,259	$66,494

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,042	56.1%	102
Bought any women's clothing in last 12 months	7,041	49.1%	101
Bought any shoes in last 12 months	10,108	70.5%	98
Bought any fine jewelry in last 12 months	2,403	16.8%	88
Bought a watch in last 12 months	1,667	11.6%	81
Automobiles (Households)			
HH owns/leases any vehicle	7,175	94.8%	106
HH bought/leased new vehicle last 12 months	713	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,155	91.8%	104
Bought/changed motor oil in last 12 months	7,947	55.5%	116
Had tune-up in last 12 months	3,291	23.0%	94
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	5,699	39.8%	101
Drank beer/ale in last 6 months	5,419	37.8%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,741	12.2%	124
Own digital SLR camera/camcorder	1,279	8.9%	91
Printed digital photos in last 12 months	3,721	26.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,629	32.3%	99
Have a smartphone	12,531	87.5%	95
Have a smartphone: Android phone (any brand)	6,068	42.3%	106
Have a smartphone: Apple iPhone	6,412	44.7%	85
Number of cell phones in household: 1	2,369	31.3%	102
Number of cell phones in household: 2	3,286	43.4%	113
Number of cell phones in household: 3+	1,763	23.3%	80
HH has cell phone only (no landline telephone)	4,843	64.0%	96
Computers (Households)			
HH owns a computer	5,914	78.2%	96
HH owns desktop computer	2,939	38.8%	103
HH owns laptop/notebook	4,524	59.8%	91
HH owns any Apple/Mac brand computer	1,196	15.8%	71
HH owns any PC/non-Apple brand computer	5,169	68.3%	103
HH purchased most recent computer in a store	2,843	37.6%	101
HH purchased most recent computer online	1,480	19.6%	87
HH spent $1-$499 on most recent home computer	1,420	18.8%	121
HH spent $500-$999 on most recent home computer	1,482	19.6%	103
HH spent $1,000-$1,499 on most recent home computer	791	10.5%	87
HH spent $1,500-$1,999 on most recent home computer	310	4.1%	78
HH spent $2,000+ on most recent home computer	220	2.9%	62

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 20 mile radius

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,085	70.4%	112
Bought brewed coffee at convenience store in last 30 days	1,930	13.5%	108
Bought cigarettes at convenience store in last 30 days	1,447	10.1%	141
Bought gas at convenience store in last 30 days	7,262	50.7%	134
Spent at convenience store in last 30 days: $1-19	926	6.5%	85
Spent at convenience store in last 30 days: $20-$39	1,548	10.8%	105
Spent at convenience store in last 30 days: $40-$50	1,433	10.0%	117
Spent at convenience store in last 30 days: $51-$99	940	6.6%	109
Spent at convenience store in last 30 days: $100+	3,890	27.1%	133
Entertainment (Adults)			
Attended a movie in last 6 months	5,955	41.6%	87
Went to live theater in last 12 months	1,167	8.1%	81
Went to a bar/night club in last 12 months	2,071	14.5%	85
Dined out in last 12 months	7,345	51.3%	101
Gambled at a casino in last 12 months	1,501	10.5%	92
Visited a theme park in last 12 months	1,557	10.9%	76
Viewed movie (video-on-demand) in last 30 days	1,371	9.6%	74
Viewed TV show (video-on-demand) in last 30 days	809	5.6%	67
Watched any pay-per-view TV in last 12 months	771	5.4%	84
Downloaded a movie over the Internet in last 30 days	725	5.1%	66
Downloaded any individual song in last 6 months	2,173	15.2%	77
Used internet to watch a movie online in the last 30 days	3,704	25.8%	76
Used internet to watch a TV program online in last 30 days	2,499	17.4%	79
Played a video/electronic game (console) in last 12 months	1,412	9.9%	84
Played a video/electronic game (portable) in last 12 months	793	5.5%	93
Financial (Adults)			
Have home mortgage (1st)	4,435	31.0%	86
Used ATM/cash machine in last 12 months	7,635	53.3%	88
Own any stock	1,517	10.6%	88
Own U.S. savings bond	959	6.7%	108
Own shares in mutual fund (stock)	1,532	10.7%	96
Own shares in mutual fund (bonds)	1,003	7.0%	100
Have interest checking account	5,394	37.6%	106
Have non-interest checking account	5,261	36.7%	104
Have savings account	9,597	67.0%	98
Have 401K retirement savings plan	3,007	21.0%	96
Own/used any credit/debit card in last 12 months	12,643	88.2%	99
Avg monthly credit card expenditures: $1-110	1,870	13.1%	109
Avg monthly credit card expenditures: $111-$225	1,098	7.7%	97
Avg monthly credit card expenditures: $226-$450	1,396	9.7%	111
Avg monthly credit card expenditures: $451-$700	1,008	7.0%	88
Avg monthly credit card expenditures: $701-$1,000	1,060	7.4%	99
Avg monthly credit card expenditures: $1001-2000	1,419	9.9%	99
Avg monthly credit card expenditures: $2001+	862	6.0%	68
Did banking online in last 12 months	6,934	48.4%	91
Did banking on mobile device in last 12 months	4,819	33.6%	80

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 20 mile radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	7,227	95.5%	101
HH used chicken (fresh or frozen) in last 6 months	5,251	69.4%	101
HH used turkey (fresh or frozen) in last 6 months	1,176	15.5%	107
HH used fish/seafood (fresh or frozen) in last 6 months	3,999	52.9%	91
HH used fresh fruit/vegetables in last 6 months	6,543	86.5%	99
HH used fresh milk in last 6 months	6,558	86.7%	104
HH used organic food in last 6 months	1,311	17.3%	69
Health (Adults)			
Exercise at home 2+ times per week	5,267	36.8%	91
Exercise at club 2+ times per week	1,188	8.3%	61
Visited a doctor in last 12 months	11,655	81.3%	103
Used vitamin/dietary supplement in last 6 months	8,408	58.7%	97
Home (Households)			
HH did any home improvement in last 12 months	2,686	35.5%	104
HH used any maid/professional cleaning service in last 12 months	1,206	15.9%	78
HH purchased low ticket HH furnishings in last 12 months	1,612	21.3%	99
HH purchased big ticket HH furnishings in last 12 months	1,850	24.5%	94
HH bought any small kitchen appliance in last 12 months	1,791	23.7%	93
HH bought any large kitchen appliance in last 12 months	1,108	14.6%	94
Insurance (Adults/Households)			
Currently carry life insurance	7,533	52.6%	109
Carry medical/hospital/accident insurance	11,929	83.3%	103
Carry homeowner/personal property insurance	9,446	65.9%	117
Carry renter's insurance	987	6.9%	65
HH has auto insurance: 1 vehicle in household covered	1,755	23.2%	79
HH has auto insurance: 2 vehicles in household covered	2,394	31.6%	102
HH has auto insurance: 3+ vehicles in household covered	2,591	34.2%	138
Pets (Households)			
Household owns any pet	4,683	61.9%	118
Household owns any cat	2,569	34.0%	148
Household owns any dog	3,550	46.9%	119
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	6,638	46.3%	131
Buy based on quality not price	2,155	15.0%	87
Buy on credit rather than wait	1,707	11.9%	90
Only use coupons brands: usually buy	2,036	14.2%	104
Will pay more for environmentally safe products	1,519	10.6%	77
Buy based on price not brands	4,473	31.2%	109
Am interested in how to help the environment	2,074	14.5%	71
Reading (Adults)			
Bought digital book in last 12 months	2,206	15.4%	89
Bought hardcover book in last 12 months	3,221	22.5%	92
Bought paperback book in last 12 month	4,408	30.8%	99
Read any daily newspaper (paper version)	2,198	15.3%	99
Read any digital newspaper in last 30 days	5,589	39.0%	79
Read any magazine (paper/electronic version) in last 6 months	12,333	86.1%	97

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April 13, 2023

Retail Market Potential

Falls City, Nebraska
Ring: 20 mile radius

Prepared by Esri
Latitude: 40.06310
Longitude: -95.60187

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,819	68.5%	102
Went to family restaurant/steak house: 4+ times a month	2,986	20.8%	101
Went to fast food/drive-in restaurant in last 6 months	12,970	90.5%	100
Went to fast food/drive-in restaurant 9+ times/month	5,335	37.2%	98
Fast food restaurant last 6 months: eat in	3,919	27.4%	120
Fast food restaurant last 6 months: home delivery	895	6.2%	54
Fast food restaurant last 6 months: take-out/drive-thru	8,652	60.4%	108
Fast food restaurant last 6 months: take-out/walk-in	2,456	17.1%	80
Television & Electronics (Adults/Households)			
Own any tablet	7,502	52.4%	93
Own any e-reader	1,470	10.3%	84
Own e-reader/tablet: iPad	4,058	28.3%	82
HH has Internet connectable TV	3,232	42.7%	100
Own any portable MP3 player	1,796	12.5%	92
HH owns 1 TV	1,252	16.5%	84
HH owns 2 TVs	2,143	28.3%	103
HH owns 3 TVs	1,931	25.5%	115
HH owns 4+ TVs	1,497	19.8%	95
HH subscribes to cable TV	2,295	30.3%	82
HH subscribes to fiber optic	197	2.6%	48
HH owns portable GPS navigation device	1,916	25.3%	123
HH purchased video game system in last 12 months	301	4.0%	51
HH owns any Internet video device for TV	2,998	39.6%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	7,197	50.2%	94
Took 3+ domestic non-business trips in last 12 months	1,517	10.6%	84
Spent on domestic vacations in last 12 months: $1-999	1,674	11.7%	93
Spent on domestic vacations in last 12 months: $1,000-$1,499	722	5.0%	81
Spent on domestic vacations in last 12 months: $1,500-$1,999	531	3.7%	98
Spent on domestic vacations in last 12 months: $2,000-$2,999	568	4.0%	105
Spent on domestic vacations in last 12 months: $3,000+	756	5.3%	83
Domestic travel in last 12 months: used general travel website	833	5.8%	98
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,990	20.9%	63
Took 3+ foreign trips by plane in last 3 years	488	3.4%	43
Spent on foreign vacations in last 12 months: $1-999	613	4.3%	59
Spent on foreign vacations in last 12 months: $1,000-$2,999	345	2.4%	62
Spent on foreign vacations in last 12 months: $3,000+	451	3.1%	52
Foreign travel in last 3 years: used general travel website	468	3.3%	50
Nights spent in hotel/motel in last 12 months: any	6,120	42.7%	94
Took cruise of more than one day in last 3 years	1,046	7.3%	68
Member of any frequent flyer program	2,180	15.2%	61
Member of any hotel rewards program	3,389	23.7%	92

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