

Executive Summary

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104

Rings: 1, 2, 3 mile radii

www.businessdecision.info

Latitude: 41.28503779 Longitude: -95.9934905

	1 mile	2 mile	3 mile
Population			
2000 Population	21,173	68,168	133,32
2010 Population	20,130	65,266	128,17
2014 Population	20,540	66,660	130,69
2019 Population	21,350	69,417	135,97
2000-2010 Annual Rate	-0.50%	-0.43%	-0.39%
2010-2014 Annual Rate	0.48%	0.50%	0.46%
2014-2019 Annual Rate	0.78%	0.81%	0.79%
2014 Male Population	48.3%	48.4%	48.49
2014 Female Population	51.7%	51.6%	51.6%
2014 Median Age	33.1	32.9	32.

In the identified area, the current year population is 130,699. In 2010, the Census count in the area was 128,173. The rate of change since 2010 was 0.46% annually. The five-year projection for the population in the area is 135,972 representing a change of 0.79% annually from 2014 to 2019. Currently, the population is 48.4% male and 51.6% female.

Median Age

The median age in this area is 33.1, compared to U.S. median age of 37.7.

62.3%	56.4%	57.8%
25.2%	30.2%	28.8%
0.8%	0.9%	1.1%
3.2%	3.8%	3.4%
0.1%	0.1%	0.1%
3.5%	4.2%	4.6%
4.9%	4.4%	4.2%
8.3%	8.7%	9.3%
	25.2% 0.8% 3.2% 0.1% 3.5% 4.9%	25.2% 30.2% 0.8% 0.9% 3.2% 3.8% 0.1% 0.1% 3.5% 4.2% 4.9% 4.4%

Persons of Hispanic origin represent 9.3% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.2 in the identified area, compared to 62.6 for the U.S. as a whole.

Households			
2000 Households	8,389	27,698	53,698
2010 Households	7,950	26,180	51,151
2014 Total Households	8,144	26,807	52,449
2019 Total Households	8,477	27,921	54,661
2000-2010 Annual Rate	-0.54%	-0.56%	-0.48%
2010-2014 Annual Rate	0.57%	0.56%	0.59%
2014-2019 Annual Rate	0.80%	0.82%	0.83%
2014 Average Household Size	2.50	2.45	2.39

The household count in this area has changed from 51,151 in 2010 to 52,449 in the current year, a change of 0.59% annually. The five-year projection of households is 54,661, a change of 0.83% annually from the current year total. Average household size is currently 2.39, compared to 2.40 in the year 2010. The number of families in the current year is 28,693 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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www.businessdecision.info Latitude: 41.28503779

Longitude: -95.9934905

		201191	
	1 mile	2 mile	3 mile
Median Household Income			
2014 Median Household Income	\$40,559	\$35,387	\$34,722
2019 Median Household Income	\$47,271	\$39,893	\$39,316
2014-2019 Annual Rate	3.11%	2.43%	2.52%
Average Household Income			
2014 Average Household Income	\$51,627	\$48,370	\$47,250
2019 Average Household Income	\$60,517	\$56,967	\$55,610
2014-2019 Annual Rate	3.23%	3.33%	3.31%
Per Capita Income			
2014 Per Capita Income	\$20,491	\$19,485	\$19,479
2019 Per Capita Income	\$24,055	\$22,949	\$22,991
2014-2019 Annual Rate	3.26%	3.33%	3.37%
Households by Theome			

Current median household income is \$34,722 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$39,316 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$47,250 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$55,610 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$19,479 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$22,991 in five years, compared to \$32,168 for all U.S. households

Housing			
_	0.072	20.427	F7 220
2000 Total Housing Units	8,873	29,427	57,330
2000 Owner Occupied Housing Units	5,614	15,870	29,839
2000 Renter Occupied Housing Units	2,775	11,828	23,859
2000 Vacant Housing Units	484	1,729	3,632
2010 Total Housing Units	8,790	29,521	57,469
2010 Owner Occupied Housing Units	5,063	14,232	27,083
2010 Renter Occupied Housing Units	2,887	11,948	24,068
2010 Vacant Housing Units	840	3,341	6,318
2014 Total Housing Units	9,051	30,339	59,125
2014 Owner Occupied Housing Units	4,883	13,621	25,969
2014 Renter Occupied Housing Units	3,261	13,185	26,480
2014 Vacant Housing Units	907	3,532	6,676
2019 Total Housing Units	9,401	31,576	61,574
2019 Owner Occupied Housing Units	5,065	14,130	26,936
2019 Renter Occupied Housing Units	3,412	13,791	27,724
2019 Vacant Housing Units	924	3,655	6,913

Currently, 43.9% of the 59,125 housing units in the area are owner occupied; 44.8%, renter occupied; and 11.3% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 57,469 housing units in the area - 47.1% owner occupied, 41.9% renter occupied, and 11.0% vacant. The annual rate of change in housing units since 2010 is 1.27%. Median home value in the area is \$123,248, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 5.73% annually to \$162,822.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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SION Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 1 mile radius

www.businessdecision.info Latitude: 41.28503779

Longitude: -95.9934905

Summary	Cen	sus 2010		2014		201
Population		20,130		20,540		21,3
Households		7,950		8,144		8,4
Families		4,787		4,862		5,0
Average Household Size		2.51		2.50		2.
Owner Occupied Housing Units		5,063		4,883		5,0
Renter Occupied Housing Units		2,887		3,261		3,4
Median Age		32.0		33.1		34
Trends: 2014 - 2019 Annual Rate		Area		State		Nation
Population		0.78%		0.76%		0.73
Households		0.80%		0.79%		0.75
Families		0.67%		0.71%		0.66
Owner HHs		0.73%		0.78%		0.69
Median Household Income		3.11%		3.10%		2.74
			20	14	20	19
Households by Income			Number	Percent	Number	Perce
<\$15,000			1,278	15.7%	1,317	15.5
\$15,000 - \$24,999			1,199	14.7%	925	10.9
\$25,000 - \$34,999			978	12.0%	856	10.
\$35,000 - \$49,999			1,355	16.6%	1,325	15.6
\$50,000 - \$74,999			1,642	20.2%	1,649	19.5
\$75,000 - \$99,999			845	10.4%	1,181	13.9
\$100,000 - \$149,999			588	7.2%	839	9.9
\$150,000 - \$199,999			123	1.5%	183	2.2
\$200,000+			135	1.7%	202	2.4
Median Household Income			\$40,559		\$47,271	
Average Household Income			\$51,627		\$60,517	
Per Capita Income			\$20,491		\$24,055	
	Census 20	10	20	14	20	19
Population by Age	Number	Percent	Number	Percent	Number	Perc
0 - 4	1,807	9.0%	1,765	8.6%	1,805	8.
5 - 9	1,543	7.7%	1,636	8.0%	1,649	7.7
10 - 14	1,333	6.6%	1,429	7.0%	1,567	7.3
15 - 19	1,372	6.8%	1,292	6.3%	1,392	6.
20 - 24	1,442	7.2%	1,408	6.9%	1,287	6.0
25 - 34	3,576	17.8%	3,433	16.7%	3,197	15.
35 - 44	2,697	13.4%	2,885	14.0%	3,143	14.
45 - 54	2,722	13.5%	2,603	12.7%	2,550	11.9
55 - 64	2,010	10.0%	2,238	10.9%	2,389	11.2
65 - 74	891	4.4%	1,141	5.6%	1,536	7.2
75 - 84	506	2.5%	503	2.4%	615	2.9
	229	1.1%	209	1.0%	220	1.0
85+			20	14	20	19
85+	Census 20	10	20	′ – •		Doro
	Census 20 Number	10 Percent	Number	Percent	Number	Perce
					Number 13,035	61.1
Race and Ethnicity	Number	Percent	Number	Percent		61.
Race and Ethnicity White Alone	Number 12,687	Percent 63.0%	Number 12,796	Percent 62.3%	13,035	
Race and Ethnicity White Alone Black Alone	Number 12,687 5,207	Percent 63.0% 25.9%	Number 12,796 5,179	Percent 62.3% 25.2%	13,035 5,218	61.: 24.4
Race and Ethnicity White Alone Black Alone American Indian Alone	Number 12,687 5,207 152	Percent 63.0% 25.9% 0.8%	Number 12,796 5,179 173	Percent 62.3% 25.2% 0.8%	13,035 5,218 197	61.2 24.4 0.9
Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone	Number 12,687 5,207 152 580	Percent 63.0% 25.9% 0.8% 2.9%	Number 12,796 5,179 173 662	Percent 62.3% 25.2% 0.8% 3.2%	13,035 5,218 197 787	61.24.4 0.9
Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone Pacific Islander Alone	Number 12,687 5,207 152 580 14	Percent 63.0% 25.9% 0.8% 2.9% 0.1%	Number 12,796 5,179 173 662 14	Percent 62.3% 25.2% 0.8% 3.2% 0.1%	13,035 5,218 197 787 14	61. 24. 0.9 3. 0.9
Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone Pacific Islander Alone Some Other Race Alone	Number 12,687 5,207 152 580 14 592	Percent 63.0% 25.9% 0.8% 2.9% 0.1% 2.9%	Number 12,796 5,179 173 662 14 712	Percent 62.3% 25.2% 0.8% 3.2% 0.1% 3.5%	13,035 5,218 197 787 14 920	61. 24. 0. 3. 0. 4.

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Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



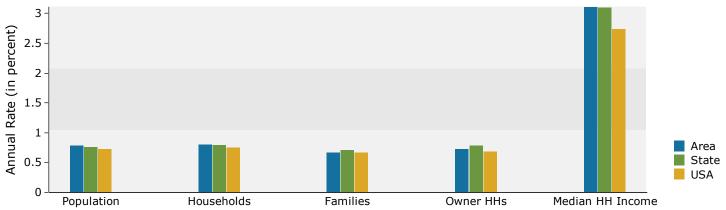
Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 1 mile radius

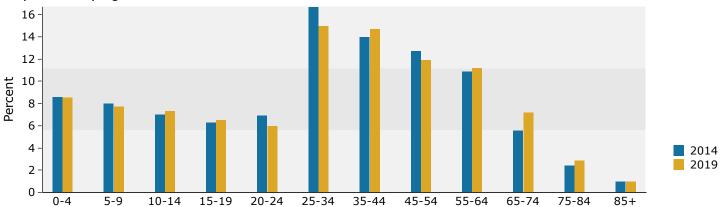
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Latitude: 41.28503779 Longitude: -95.9934905

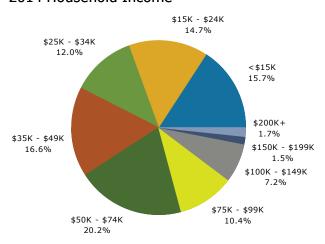
Trends 2014-2019



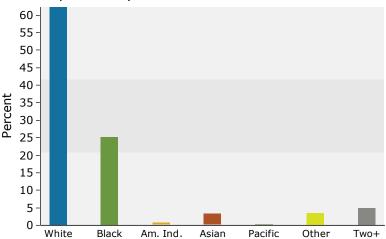
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

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Owner HHs

Median Household Income

SION Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 2 mile radius

www.businessdecision.info Latitude: 41.28503779

0.78%

3.10%

Longitude: -95.9934905

0.69%

2.74%

Summary Census 2010 2014 2019 Population 65,266 66,660 69,417 Households 26,180 26,807 27,921 **Families** 15,014 15,246 15,777 Average Household Size 2.45 2.45 2.45 Owner Occupied Housing Units 14,232 13,621 14,130 Renter Occupied Housing Units 11,948 13,185 13,791 32.0 32.9 34.0 Median Age Trends: 2014 - 2019 Annual Rate State National Area Population 0.81% 0.76% 0.73% Households 0.82% 0.79% 0.75% **Families** 0.69% 0.71% 0.66%

	2014		2019	
Households by Income	Number	Percent	Number	Percent
<\$15,000	5,554	20.7%	5,666	20.3%
\$15,000 - \$24,999	4,087	15.2%	3,268	11.7%
\$25,000 - \$34,999	3,599	13.4%	3,242	11.6%
\$35,000 - \$49,999	4,409	16.4%	4,403	15.8%
\$50,000 - \$74,999	4,320	16.1%	4,421	15.8%
\$75,000 - \$99,999	2,181	8.1%	3,109	11.1%
\$100,000 - \$149,999	1,606	6.0%	2,294	8.2%
\$150,000 - \$199,999	498	1.9%	750	2.7%
\$200,000+	553	2.1%	769	2.8%

0.74%

2.43%

Median Household Income	\$35,387	\$39,893
Average Household Income	\$48,370	\$56,967
Per Capita Income	\$19,485	\$22,949

. c. capita income			Ψ=5/.00		4==/5.5	
	Census 2	2010	:	2014	2	2019
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,448	8.3%	5,339	8.0%	5,528	8.0%
5 - 9	4,830	7.4%	5,056	7.6%	5,065	7.3%
10 - 14	4,366	6.7%	4,558	6.8%	4,850	7.0%
15 - 19	4,662	7.1%	4,391	6.6%	4,610	6.6%
20 - 24	5,343	8.2%	5,197	7.8%	4,866	7.0%
25 - 34	10,871	16.7%	11,058	16.6%	10,861	15.6%
35 - 44	8,094	12.4%	8,369	12.6%	9,138	13.2%
45 - 54	8,731	13.4%	8,273	12.4%	7,905	11.4%
55 - 64	6,619	10.1%	7,417	11.1%	7,929	11.4%
65 - 74	3,272	5.0%	4,014	6.0%	5,253	7.6%
75 - 84	2,053	3.1%	1,992	3.0%	2,344	3.4%
85+	976	1.5%	993	1.5%	1,069	1.5%
	Census 2	2010	:	2014	2	2019
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	37,201	57.0%	37,572	56.4%	38,361	55.3%

Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	37,201	57.0%	37,572	56.4%	38,361	55.3%
Black Alone	20,244	31.0%	20,114	30.2%	20,212	29.1%
American Indian Alone	552	0.8%	626	0.9%	717	1.0%
Asian Alone	2,226	3.4%	2,534	3.8%	2,997	4.3%
Pacific Islander Alone	67	0.1%	67	0.1%	67	0.1%
Some Other Race Alone	2,332	3.6%	2,787	4.2%	3,582	5.2%
Two or More Races	2,644	4.1%	2,960	4.4%	3,482	5.0%

Hispanic Origin (Any Race) **Data Note:** Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

7.4%

5,827

8.7%

7,459

10.7%

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4,834



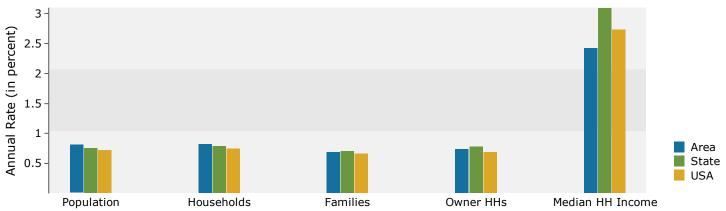
Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 2 mile radius

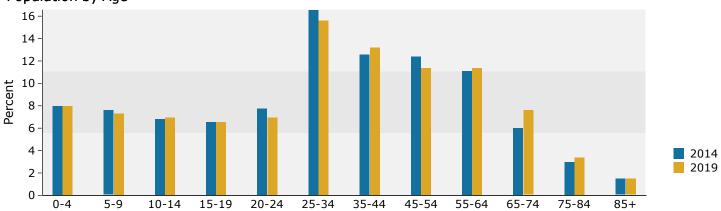
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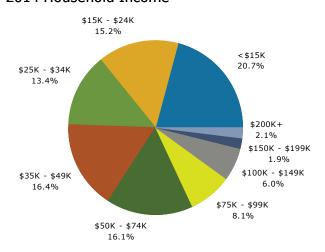
Trends 2014-2019



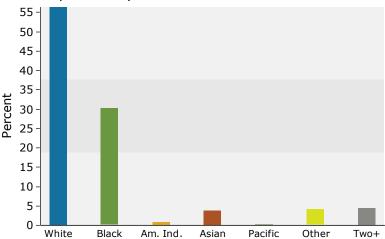
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 8.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

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SION Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 3 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Summary	Cer	sus 2010		2014		20:
Population		128,173		130,699		135,9
Households		51,151		52,449		54,6
Families		28,274		28,693		29,6
Average Household Size		2.40		2.39		2.
Owner Occupied Housing Units		27,083		25,969		26,9
Renter Occupied Housing Units		24,068		26,480		27,7
Median Age		31.8		32.6		3
Trends: 2014 - 2019 Annual Rate		Area		State		Natio
Population		0.79%		0.76%		0.7
Households		0.83%		0.79%		0.7
Families		0.68%		0.71%		0.66
Owner HHs		0.73%		0.78%		0.69
Median Household Income		2.52%		3.10%		2.74
			20	14	20	019
Households by Income			Number	Percent	Number	Perce
<\$15,000			11,102	21.2%	11,298	20.
\$15,000 - \$24,999			8,363	15.9%	6,674	12.2
\$25,000 - \$34,999			6,904	13.2%	6,336	11.6
\$35,000 - \$49,999			8,346	15.9%	8,351	15.3
\$50,000 - \$74,999			8,402	16.0%	8,523	15.6
\$75,000 - \$99,999			4,265	8.1%	6,078	11.
\$100,000 - \$149,999			3,326	6.3%	4,754	8.7
\$150,000 - \$199,999			818	1.6%	1,337	2.4
\$200,000+			921	1.8%	1,310	2.
Median Household Income			\$34,722		\$39,316	
Average Household Income			\$47,250		\$55,610	
Per Capita Income			\$19,479		\$22,991	
	Census 20	10	20	14	20	019
Population by Age	Number	Percent	Number	Percent	Number	Perc
0 - 4	10,040	7.8%	9,845	7.5%	10,229	7.
5 - 9	8,834	6.9%	9,210	7.0%	9,222	6.
10 - 14	8,178	6.4%	8,392	6.4%	8,811	6.
15 - 19	10,365	8.1%	9,920	7.6%	10,234	7.
20 - 24	11,833	9.2%	11,551	8.8%	11,018	8.
25 - 34	20,784	16.2%	21,216	16.2%	21,251	15.
35 - 44	15,233	11.9%	15,709	12.0%	16,905	12.
45 - 54	16,740	13.1%	15,765	12.1%	15,052	11.
55 - 64	12,983	10.1%	14,498	11.1%	15,457	11.4
65 - 74	6,617	5.2%	8,024	6.1%	10,288	7.0
75 - 84	4,511	3.5%	4,409	3.4%	5,154	3.8
85+	2,054	1.6%	2,158	1.7%	2,351	1.7
	Census 20		20	14	20	019
Race and Ethnicity	Number	Percent	Number	Percent	Number	Perc
White Alone	75,056	58.6%	75,570	57.8%	77,009	56.6
Black Alone	37,896	29.6%	37,679	28.8%	37,924	27.9
American Indian Alone	1,258	1.0%	1,429	1.1%	1,625	1.2
Asian Alone	3,841	3.0%	4,393	3.4%	5,223	3.8
Pacific Islander Alone	117	0.1%	120	0.1%	120	0.3
Some Other Race Alone	5,036	3.9%	5,957	4.6%	7,543	5.
Two or More Races	4,969	3.9%	5,551	4.2%	6,527	4.
Hispanic Origin (Any Race)	10,230	8.0%	12,191	9.3%	15,417	11.

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Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



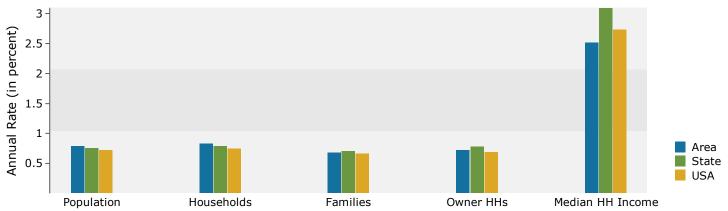
Demographic and Income Profile

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104 Ring: 3 mile radius

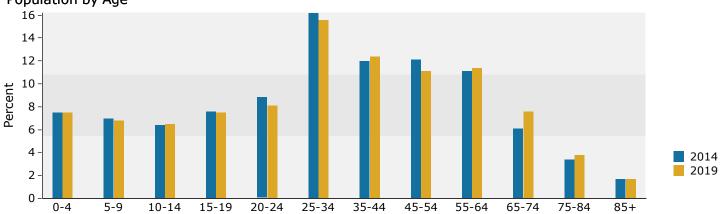
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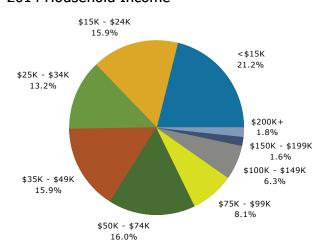
Trends 2014-2019



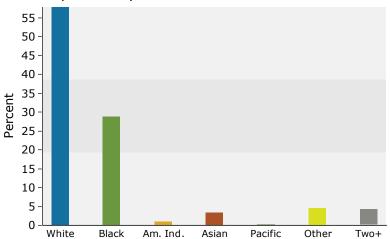
Population by Age



2014 Household Income



2014 Population by Race



2014 Percent Hispanic Origin: 9.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

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Personal Care Products & Services

Support Payments/Cash Contribution/Gifts in Kind

Education

Smoking Products

Miscellaneous (1)

Life/Other Insurance

Pensions and Social Security

SION Household Budget Expenditures

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104

Ring: 1 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Demographic Summary			2014	2019
Population			20,540	21,350
Households			8,144	8,477
Families			4,862	5,02
Median Age			33.1	34.
Median Household Income			\$40,559	\$47,27
	Spending	Average Amount		
	Index	Spent	Total	Percen
Total Expenditures	71	\$49,882.45	\$406,242,676	100.09
Food	73	\$6,051.11	\$49,280,264	12.19
Food at Home	74	\$3,758.73	\$30,611,101	7.5%
Food Away from Home	72	\$2,292.38	\$18,669,164	4.69
Alcoholic Beverages	71	\$384.15	\$3,128,510	0.89
Housing	72	\$15,137.37	\$123,278,711	30.30
Shelter	71	\$11,427.18	\$93,062,961	22.9
Utilities, Fuel and Public Services	75	\$3,710.19	\$30,215,751	7.49
Household Operations	68	\$1,229.85	\$10,015,883	2.5
Housekeeping Supplies	72	\$505.96	\$4,120,576	1.00
Household Furnishings and Equipment	64	\$1,153.46	\$9,393,792	2.3
Apparel and Services	48	\$1,088.33	\$8,863,331	2.2
Transportation	74	\$7,611.17	\$61,985,359	15.3
Travel	68	\$1,293.22	\$10,531,967	2.6
Health Care	74	\$3,412.04	\$27,787,639	6.8
Entertainment and Recreation	73	\$2,367.16	\$19,278,188	4.7

70

71

83

74

70

70

70

\$534.87

\$375.85

\$833.51

\$313.62

\$1,716.27

\$4,823.90

\$1,050.61

\$4,355,999

\$8,556,169

\$3,060,890

\$6,788,137

\$13,977,310

\$2,554,141

\$39,285,810

1.1%

2.1%

0.8%

1.7%

3.4%

0.6%

9.7%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/ vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 16, 2014



Pensions and Social Security

SION Household Budget Expenditures

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104

Ring: 2 mile radius

www.businessdecision.info

Latitude: 41.28503779 Longitude: -95.9934905

Demographic Summary			2014	201
Population			66,660	69,41
Households			26,807	27,92
Families			15,246	15,7
Median Age			32.9	34
Median Household Income			\$35,387	\$39,8
	Spending	Average Amount		
	Index	Spent	Total	Perce
Total Expenditures	67	\$46,752.00	\$1,253,280,845	100.0
Food	69	\$5,691.54	\$152,572,985	12.2
Food at Home	69	\$3,529.37	\$94,611,862	7.5
Food Away from Home	68	\$2,162.16	\$57,961,123	4.6
Alcoholic Beverages	68	\$366.79	\$9,832,535	0.8
Housing	68	\$14,341.39	\$384,449,568	30.7
Shelter	68	\$10,871.79	\$291,440,040	23.3
Utilities, Fuel and Public Services	70	\$3,469.60	\$93,009,528	7.4
Household Operations	64	\$1,150.36	\$30,837,707	2.5
Housekeeping Supplies	67	\$473.78	\$12,700,494	1.0
Household Furnishings and Equipment	60	\$1,079.20	\$28,930,241	2.3
Apparel and Services	46	\$1,033.66	\$27,709,289	2.2
Transportation	69	\$7,099.08	\$190,305,038	15.2
Travel	63	\$1,201.98	\$32,221,427	2.6
Health Care	68	\$3,129.45	\$83,891,166	6.7
Entertainment and Recreation	68	\$2,200.97	\$59,001,281	4.7
Personal Care Products & Services	66	\$505.57	\$13,552,773	1.1
Education	67	\$999.62	\$26,796,909	2.1
Smoking Products	78	\$356.14	\$9,546,970	0.8
Miscellaneous (1)	68	\$773.12	\$20,724,899	1.7
Support Payments/Cash Contribution/Gifts in Kind	66	\$1,595.53	\$42,771,323	3.4
Life/Other Insurance	64	\$286.36	\$7,676,402	0.6

65

\$4,467.48

\$119,759,836

9.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 16, 2014

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SION Household Budget Expenditures

5120 Maple St: 5120 Maple St, Omaha, Nebraska 68104

Ring: 3 mile radius

www.businessdecision.info

Latitude: 41.28503779 Longitude: -95.9934905

Demographic Summary			2014	201
Population			130,699	135,97
Households			52,449	54,66
Families			28,693	29,68
Median Age			32.6	33
Median Household Income			\$34,722	\$39,3
	Spending	Average Amount		
	Index	Spent	Total	Perce
Total Expenditures	65	\$45,674.46	\$2,395,579,986	100.0
Food	67	\$5,568.74	\$292,074,758	12.2
Food at Home	68	\$3,447.25	\$180,804,561	7.5
Food Away from Home	66	\$2,121.49	\$111,270,197	4.6
Alcoholic Beverages	67	\$362.66	\$19,021,398	0.8
Housing	67	\$14,086.60	\$738,828,212	30.8
Shelter	67	\$10,715.20	\$562,001,290	23.
Utilities, Fuel and Public Services	68	\$3,371.41	\$176,826,921	7.4
Household Operations	63	\$1,125.89	\$59,051,729	2.
Housekeeping Supplies	66	\$462.38	\$24,251,138	1.0
Household Furnishings and Equipment	59	\$1,053.69	\$55,264,877	2.3
Apparel and Services	45	\$1,016.07	\$53,291,855	2.2
Transportation	67	\$6,905.66	\$362,195,098	15.
Travel	62	\$1,174.63	\$61,608,005	2.6
Health Care	65	\$3,026.55	\$158,739,374	6.6
Entertainment and Recreation	66	\$2,140.81	\$112,283,292	4.7
Personal Care Products & Services	65	\$497.11	\$26,072,816	1.:
Education	66	\$982.83	\$51,548,249	2.2
Smoking Products	76	\$344.72	\$18,080,251	0.8
Miscellaneous (1)	66	\$747.19	\$39,189,300	1.0
Support Payments/Cash Contribution/Gifts in Kind	64	\$1,551.19	\$81,358,269	3.4
Life/Other Insurance	61	\$275.38	\$14,443,545	0.6
Life/Other Insulance	91	\$4/5.38	\$1 4,44 3,343	0.0

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 16, 2014

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Ring: 1 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Population		Households	
2010 Total Population	20,130	2014 Median Household Income	\$40,559
2014 Total Population	20,540	2019 Median Household Income	\$47,271
2019 Total Population	21,350	2014-2019 Annual Rate	3.11%
2014-2019 Annual Rate	0.78%		

	Census 2010 2014		014 2010			
	Censu	Census 2010		114	2019	
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	8,790	100.0%	9,051	100.0%	9,401	100.0%
Occupied	7,950	90.4%	8,144	90.0%	8,477	90.2%
Owner	5,063	57.6%	4,883	53.9%	5,065	53.9%
Renter	2,887	32.8%	3,261	36.0%	3,412	36.3%
Vacant	840	9.6%	907	10.0%	924	9.8%

	2	2014		
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	4,883	100.0%	5,066	100.0%
<\$50,000	337	6.9%	325	6.4%
\$50,000-\$99,999	1,572	32.2%	1,362	26.9%
\$100,000-\$149,999	1,659	34.0%	1,007	19.9%
\$150,000-\$199,999	612	12.5%	714	14.1%
\$200,000-\$249,999	424	8.7%	818	16.1%
\$250,000-\$299,999	163	3.3%	338	6.7%
\$300,000-\$399,999	73	1.5%	226	4.5%
\$400,000-\$499,999	26	0.5%	177	3.5%
\$500,000-\$749,999	6	0.1%	48	0.9%
\$750,000-\$999,999	5	0.1%	42	0.8%
\$1,000,000+	6	0.1%	9	0.2%
Median Value	\$116,049		\$142,006	
Average Value	\$129,818		\$172,690	

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Ring: 1 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	5,063	100.0%
Owned with a Mortgage/Loan	3,973	78.5%
Owned Free and Clear	1,090	21.5%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	840	100.0%
For Rent	278	33.1%
Rented- Not Occupied	18	2.1%
For Sale Only	128	15.2%
Sold - Not Occupied	26	3.1%
Seasonal/Recreational/Occasional Use	13	1.5%
For Migrant Workers	0	0.0%
Other Vacant	399	47.5%

Census 20:	10 Occupied Housing Units by Age of Householder and Home Ownership		
		Owner (Occupied Units
	Occupied Units	Number	% of Occupied
Total	7,953	5,064	63.7%
15-24	429	105	24.5%
25-34	1,768	918	51.9%
35-44	1,611	989	61.4%
45-54	1,672	1,100	65.8%
55-64	1,303	997	76.5%
65-74	615	488	79.3%
75-84	373	309	82.8%
85+	182	158	86.8%

Census 2010 Occupied Housing Units by Race/Ethnicity of Household	ler and Home Ownership		
		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	7,953	5,065	63.7%
White Alone	5,461	4,059	74.3%
Black/African American	1,966	783	39.8%
American Indian/Alaska	47	18	38.3%
Asian Alone	155	57	36.8%
Pacific Islander Alone	6	3	50.0%
Other Race Alone	140	63	45.0%
Two or More Races	178	82	46.1%
Hispanic Origin	327	171	52.3%

Census 2010 Occupied Housing Units by Size and Home Ownership			
		Owner (Occupied Units
	Occupied Units	Number	% of Occupied
Total	7,950	5,063	63.7%
1-Person	2,423	1,483	61.2%
2-Person	2,393	1,725	72.1%
3-Person	1,255	773	61.6%
4-Person	989	616	62.3%
5-Person	504	276	54.8%
6-Person	223	118	52.9%
7+ Person	163	72	44.2%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Ring: 2 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Population		Households	
2010 Total Population	65,266	2014 Median Household Income	\$35,387
2014 Total Population	66,660	2019 Median Household Income	\$39,893
2019 Total Population	69,417	2014-2019 Annual Rate	2.43%
2014-2019 Annual Rate	0.81%		

		Census 2010 2014		\ .	2010		
	Censu	5 2010	2014		2019		
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent	
Total Housing Units	29,521	100.0%	30,339	100.0%	31,576	100.0%	
Occupied	26,180	88.7%	26,806	88.4%	27,921	88.4%	
Owner	14,232	48.2%	13,621	44.9%	14,130	44.7%	
Renter	11,948	40.5%	13,185	43.5%	13,791	43.7%	
Vacant	3,341	11.3%	3,532	11.6%	3,655	11.6%	

	20	014	20	19
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	13,621	100.0%	14,129	100.0%
<\$50,000	1,229	9.0%	1,152	8.2%
\$50,000-\$99,999	4,087	30.0%	3,469	24.6%
\$100,000-\$149,999	4,272	31.4%	2,555	18.1%
\$150,000-\$199,999	1,543	11.3%	1,822	12.9%
\$200,000-\$249,999	923	6.8%	1,878	13.3%
\$250,000-\$299,999	490	3.6%	979	6.9%
\$300,000-\$399,999	485	3.6%	851	6.0%
\$400,000-\$499,999	264	1.9%	758	5.4%
\$500,000-\$749,999	196	1.4%	344	2.4%
\$750,000-\$999,999	75	0.6%	238	1.7%
\$1,000,000+	57	0.4%	83	0.6%
Median Value	\$117,492		\$147,818	
Average Value	\$149,154		\$197,107	

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Ring: 2 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	14,232	100.0%
Owned with a Mortgage/Loan	10,671	75.0%
Owned Free and Clear	3,561	25.0%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	3,341	100.0%
For Rent	1,494	44.7%
Rented- Not Occupied	61	1.8%
For Sale Only	417	12.5%
Sold - Not Occupied	93	2.8%
Seasonal/Recreational/Occasional Use	61	1.8%
For Migrant Workers	0	0.0%
Other Vacant	1,225	36.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership					
	Owner Occupied				
	Occupied Units	Number	% of Occupied		
Total	26,180	14,232	54.4%		
15-24	1,753	287	16.4%		
25-34	5,616	2,097	37.3%		
35-44	4,732	2,487	52.6%		
45-54	5,310	3,127	58.9%		
55-64	4,285	2,940	68.6%		
65-74	2,251	1,675	74.4%		
75-84	1,489	1,118	75.1%		
85+	744	501	67.3%		

Census 2010 Occupied Housing Units by Race/Ethnicity of Household	er and Home Ownership		
		Owner C	Occupied Units
	Occupied Units	Number	% of Occupied
Total	26,179	14,232	54.4%
White Alone	16,387	10,456	63.8%
Black/African American	7,865	3,151	40.1%
American Indian/Alaska	180	58	32.2%
Asian Alone	599	128	21.4%
Pacific Islander Alone	17	5	29.4%
Other Race Alone	566	215	38.0%
Two or More Races	565	219	38.8%
Hispanic Origin	1,186	516	43.5%

Census 2010 Occupied Housing Units by Size and Home Ownership			
		Owner (Occupied Units
	Occupied Units	Number	% of Occupied
Total	26,180	14,232	54.4%
1-Person	8,764	4,033	46.0%
2-Person	7,604	4,803	63.2%
3-Person	3,988	2,226	55.8%
4-Person	2,985	1,692	56.7%
5-Person	1,619	848	52.4%
6-Person	691	371	53.7%
7+ Person	529	259	49.0%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Ring: 3 mile radius

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Latitude: 41.28503779 Longitude: -95.9934905

Population		Households	
2010 Total Population	128,173	2014 Median Household Income	\$34,722
2014 Total Population	130,699	2019 Median Household Income	\$39,316
2019 Total Population	135,972	2014-2019 Annual Rate	2.52%
2014-2019 Annual Rate	0.79%		

	Censu	s 2010	20	14	20	19
Housing Units by Occupancy Status and Tenure	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	57,469	100.0%	59,125	100.0%	61,574	100.0%
Occupied	51,151	89.0%	52,449	88.7%	54,660	88.8%
Owner	27,083	47.1%	25,969	43.9%	26,936	43.7%
Renter	24,068	41.9%	26,480	44.8%	27,724	45.0%
Vacant	6,318	11.0%	6,676	11.3%	6,913	11.2%

	2	014	20	19
Owner Occupied Housing Units by Value	Number	Percent	Number	Percent
Total	25,967	100.0%	26,934	100.0%
<\$50,000	2,291	8.8%	2,136	7.9%
\$50,000-\$99,999	6,772	26.1%	5,565	20.7%
\$100,000-\$149,999	8,432	32.5%	4,512	16.8%
\$150,000-\$199,999	4,142	16.0%	4,890	18.2%
\$200,000-\$249,999	1,881	7.2%	4,205	15.6%
\$250,000-\$299,999	812	3.1%	1,836	6.8%
\$300,000-\$399,999	735	2.8%	1,446	5.4%
\$400,000-\$499,999	384	1.5%	1,247	4.6%
\$500,000-\$749,999	281	1.1%	550	2.0%
\$750,000-\$999,999	101	0.4%	367	1.4%
\$1,000,000+	136	0.5%	180	0.7%
Median Value	\$123,248		\$162,822	
Average Value	\$148,442		\$196,728	

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Ring: 3 mile radius

www.businessdecision.info

Latitude: 41.28503779 Longitude: -95.9934905

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	27,084	100.0%
Owned with a Mortgage/Loan	19,608	72.4%
Owned Free and Clear	7,476	27.6%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	6,318	100.0%
For Rent	2,964	46.9%
Rented- Not Occupied	130	2.1%
For Sale Only	774	12.3%
Sold - Not Occupied	176	2.8%
Seasonal/Recreational/Occasional Use	158	2.5%
For Migrant Workers	1	0.0%
Other Vacant	2,169	34.3%

Censu	s 2010 Occupied Housing Units by Age of Householder and Home Ownership			
		Owner Occupied Units		
	Occupied Units	Number	% of Occupied	
Total	51,150	27,083	52.9%	
15-2	4 3,806	524	13.8%	
25-3	10,871	3,835	35.3%	
35-4	8,823	4,517	51.2%	
45-	10,035	5,848	58.3%	
55-6	4 8,285	5,527	66.7%	
65-7	4,490	3,282	73.1%	
75-8	3,268	2,448	74.9%	
85+	1,572	1,102	70.1%	

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership					
		Owner Occupied Units			
	Occupied Units	Number	% of Occupied		
Total	51,151	27,083	52.9%		
White Alone	32,411	20,227	62.4%		
Black/African American	14,757	5,748	39.0%		
American Indian/Alaska	390	103	26.4%		
Asian Alone	1,213	236	19.5%		
Pacific Islander Alone	31	8	25.8%		
Other Race Alone	1,257	383	30.5%		
Two or More Races	1,092	378	34.6%		
Hispanic Origin	2,524	909	36.0%		

Census 2010 Occupied Housing Units by Size and Home Ownership			
		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	51,151	27,083	52.9%
1-Person	18,135	7,966	43.9%
2-Person	14,917	9,282	62.2%
3-Person	7,524	4,179	55.5%
4-Person	5,396	3,015	55.9%
5-Person	2,888	1,502	52.0%
6-Person	1,276	646	50.6%
7+ Person	1,015	493	48.6%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1.

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