



NORTH OMAHA

A \$2.9 BILLION MARKET

Opportunities abound for both in-fill and new development projects in North Omaha, defined as a five-mile radius surrounding 30th Street and Ames Avenue. The area has more than 200,000 people spending an estimated \$2.9 billion in retail sales in 2007, and an unmet demand nearing \$1 billion. North Omaha is located within an easy 10- to 15-minute drive of many economic engines including a thriving downtown business district, the airport, the Qwest Center Omaha and four Fortune 500 headquarters.

POPULATION & DEMOGRAPHICS

Population:	Within 3 miles	5 miles
Total	91,269	201,653
Male	48.60%	49.56%
Female	51.40%	50.44%

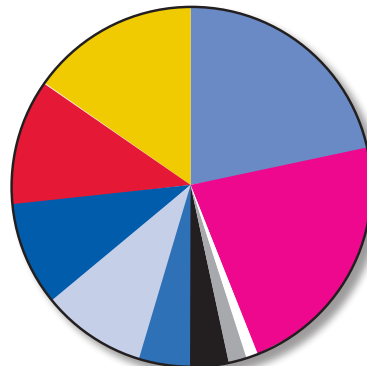
Households:	Within 3 miles	5 miles
Households	35,481	81,704
Average Size	2.47	2.36
Owner Occupied	55.29%	58.50%

Income:	Within 3 miles	5 miles
Per Capita Income	\$16,360	\$19,739
Median HH Income	\$32,995	\$38,064
Average HH Income	\$41,616	\$47,961

Age:	Within 3 miles	5 miles
0-4	8.77%	8.08%
5-9	7.82%	7.20%
10-14	7.67%	6.82%
15-24	16.77%	14.64%
25-34	14.28%	15.03%
35-44	13.46%	14.21%
45-54	12.72%	12.23%
55-64	8.72%	9.34%
65+	9.79%	11.52%

HOUSEHOLDS BY EFFECTIVE BUYING INCOME

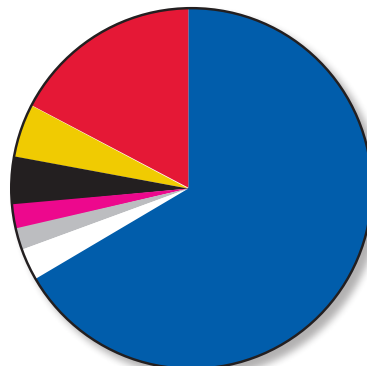
WITHIN 5 MILES



Less than \$15,000	18.68%
\$15,000 - \$24,999	17.64%
\$25,000 - \$34,999	18.16%
\$35,000 - \$49,999	20.84%
\$50,000 - \$74,999	15.73%
\$75,000 - \$99,999	6.01%
\$100,000 - 149,999	2.07%
\$150,000 - \$249,999	0.53%
\$250,000 - \$499,999	0.22%
\$500,000 or more	0.13%

TYPES OF HOUSING

WITHIN 5 MILES



1 Unit Attached	2.59%
1 Unit Detached	66.60%
2 Units	3.95%
3 to 19 Units	14.78%
20 to 49 Units	4.79%
50 or More Units	5.98%
Other	1.30%

NORTH OMAHA RETAIL OPPORTUNITY GAP (IN MILLIONS OF DOLLARS)

	Demand <i>(Consumer Expenditures)</i>	Supply <i>(Retail Sales)</i>	Opportunity Gap
Motor Vehicle and Parts Dealers	\$596.0	\$239.6	\$356.4
General Merchandise Stores	349.6	92.5	257.1
Food and Beverage Stores	337.4	251.5	84.9
Clothing Stores	92.2	23.2	69.1
Pharmacies and Drug Stores	134.7	79.5	55.2
Home Centers	109.7	69.9	39.8
Gasoline Stations	316.6	292.1	24.4
Home Furnishing Stores	33.2	10.1	23.2
Electronics and Appliance Stores	70.4	49.0	21.4
Lawn, Garden Equipment Stores	29.5	14.0	15.5
Hardware Stores	23.5	9.6	13.9
Nursery and Garden Centers	25.1	11.3	13.8
Shoe Stores	18.9	5.8	13.1
Sporting Goods, Hobby, Book, Music Stores	59.9	50.5	9.5
Office Supplies	29.8	21.8	8.0
Jewelry, Luggage, Leather Goods Stores	16.6	10.0	6.6
Total Retail Sales including Eating and Drinking Places	\$2,897.2	\$1,928.9	\$968.3

*All estimates stated in millions of dollars.
Source: Claritas 2007 RMP Retail Opportunity Gap

The Greater Omaha Economic Development Partnership, in conjunction with local governments,
is ready to assist retailers and developers with new retail projects.



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