



# SOUTH OMAHA

## A \$3 BILLION MARKET

The five-mile radius centered at 24th and L Streets in Omaha is home to dynamic growth of new shops and restaurants. With the Hispanic population estimated at 19.4 percent, this is the heart of Omaha's Latino community. South Omaha has more than 80,000 households with a spending power of nearly \$3 billion in annual retail sales. The area has seen a revitalization of the core business district and now has significant unmet retail demand totaling more than \$121 million.

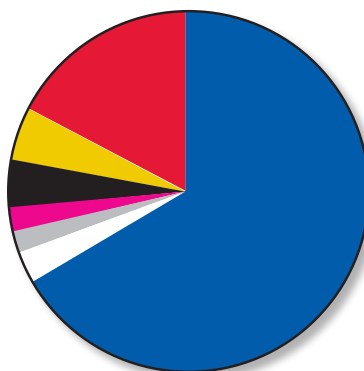
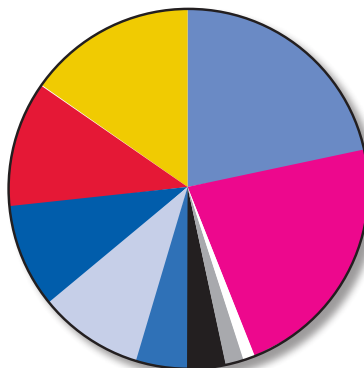
### POPULATION & DEMOGRAPHICS

Population:	Within 3 miles	5 miles
Total	88,892	199,708
Male	51.04%	50.07%
Female	48.96%	49.93%

Households:	Within 3 miles	5 miles
Households	34,355	80,423
Average Size	2.51	2.39
Owner Occupied	60.66%	58.15%

Income:	Within 3 miles	5 miles
Per Capita Income	\$17,912	\$20,445
Median HH Income	\$38,085	\$40,551
Average HH Income	\$45,670	\$50,015

Age:	Within 3 miles	5 miles
0-4	8.74%	8.02%
5-9	7.66%	7.24%
10-14	6.81%	6.61%
15-24	13.28%	14.45%
25-34	15.27%	14.49%
35-44	14.90%	14.66%
45-54	12.60%	12.95%
55-64	8.61%	9.17%
65+	12.14%	11.41%



## SOUTH OMAHA RETAIL OPPORTUNITY GAP (IN MILLIONS OF DOLLARS)

	<b>Demand</b> <i>(Consumer Expenditures)</i>	<b>Supply</b> <i>(Retail Sales)</i>	<b>Opportunity Gap</b>
General Merchandise Stores	\$360.1	\$131.0	\$229.0
Clothing Stores	95.8	18.7	77.1
Home Centers	111.5	46.2	65.3
Pharmacies and Drug Stores	135.6	79.8	55.8
Food and Beverage Stores	345.8	313.9	31.9
Home Furnishing Stores	34.5	8.6	25.9
Sporting Goods Stores	22.6	6.5	16.1
Shoe Stores	19.5	4.9	14.6
Nursery and Garden Centers	25.7	14.1	11.6
Household Appliances Stores	12.0	1.8	10.3
Office Supplies Stores	31.8	24.1	7.6
Lawn, Garden Equipment, Supplies Stores	30.1	23.7	6.4
Radio, Television, Electronics Stores	43.7	38.5	5.2
Furniture Stores	40.5	35.8	4.7
Cosmetics, Beauty Supplies Stores	5.7	1.0	4.7
Paint and Wallpaper Stores	7.0	2.6	4.4
<b>Total Retail Sales including Eating and Drinking Places</b>	<b>\$2,991.1</b>	<b>\$2,869.4</b>	<b>\$121.6</b>

\*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.



**(800) 852-2622**  
**SelectGreaterOmaha.com**

1301 Harney Street  
Omaha, NE 68102  
Phone: (402) 346-5000  
Fax: (402) 346-7050  
E-mail: [info@selectgreateromaha.com](mailto:info@selectgreateromaha.com)