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Patterns and Prospects of Development in Downtown Kearney

Center for Public Affairs Research (CPAR)
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PATTERNS AND PROSPECTS OF DEVELOPMENT IN DOWNTOWN KEARNEY, NEBRASKA

by

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INTRODUCTION AND EXECUTIVE SUMMARY

Introduction

This report is the product of a three-phased study conducted by the Center for Applied Urban Research for the City of Kearney's Downtown Improvement Board. The goals of the study were to assess the development trends that have occurred within downtown Kearney during the recent past (Phase I - Changing Business Mix); to analyze the attitudes of businessmen and patrons toward the downtown area and its development (Phase II - Business Openings and Relocations, and Phase III - Survey of Downtown Kearney Market Area); and to examine future directions for development of the district (Policy Implications).

The information gathered and the collection techniques are explained in the text, and the data tables will be found within the appropriate sections of the report. The findings are discussed in each major section, are integrated into potential policies in the final section, and are summarized in the overview.

Executive Summary

A generalized overview of the major findings derived from this study is presented below. While the overview gives an accurate portrayed of those findings, the reader is encouraged to explore the detailed analysis of the full report as it lends the greatest insights into the pattern and prospects of development in downtown Kearney.

Phase I - The Changing Business Mix

(1) More than half of downtown Kearney's businesses have been in existence ten years or more and represent the core of stability in the downtown area.

(2) Openings of new businesses and closings of old seemed to parallel regional and national economic trends.

(3) Total building occupancy increased by 22 businesses, or 10 percent, during the decade of the 1970's.

(4) The greatest net gain in building occupancy by category of activity was in retail activity, with a 15 percent increase; finance and service activities achieved more modest gains, 9 percent and 3 percent, respectively.

(5) The number of businesses offering personal and professional services declined in the downtown area as did businesses in the real estate, insurance, and securities category.

(6) By subareas of the downtown district, Central Avenue experienced the greatest numerical gain in building occupancy, while the northeast section of downtown experienced the greatest percentage gain.

(7) As a proportion of total activity, retailing increased during the decade while finance and service activity remained relatively stable.

Phase II - Business Openings and Relocations

(1) Over half of the business owner-operators who opened businesses in downtown Kearney considered the downtown site as most desirable; those same businesses perceived a lack of available space as a problem.

(2) Businessmen opening businesses downtown cited good parking conditions, ease of access, and high consumer traffic as the reasons for the success of downtown Kearney.

(3) Most business owner-operators who relocated away from downtown Kearney were attracted to alternative locations, rather than repelled from their former downtown sites.

(4) Many businessmen who relocated were not actively involved in a search for alternative locations and attributed their relocations to chance opportunity.

Phase III - Survey of Downtown Kearney Market Area

(1) Of all those surveyed, 76 percent consider Kearney their primary service center.

(2) Of all those surveyed, 94 percent patronize downtown Kearney.

(3) The most frequent use of downtown Kearney is for shopping; the least frequent use is for professional services (for example, medical or legal).

(4) A majority of all those surveyed shop for each of the types of goods asked about.

(5) A majority of all those surveyed express "no need for improvement" for most types of goods asked about, though a significant minority (20 percent) did express a need for improvement, especially in clothing, restaurants, and entertainment.

(6) When asked, a third of all those surveyed said yes, goods or services were missing from downtown Kearney; most frequently mentioned were clothing, restaurants, and department stores.

(7) When asked, most of those surveyed said yes, they did shop at other locations in addition to downtown Kearney, particularly east of the city.

(8) When asked, respondents' reasons for shopping at alternative locations were evenly divided among three categories: because of some retail characteristic, because of some specific store or service, or because of some personal preference (for example, while visiting relatives).

(9) When asked what had most improved in downtown Kearney, respondents cited improvements about evenly among four categories: retail characteristics, specific stores and services, physical conditions and vehicular conditions. However, a significant minority (26 percent) said that no improvement had taken place.

(10) When asked what improvement was most needed in downtown Kearney, better vehicular conditions (including traffic flow, parking, and streets) was most frequently mentioned--in spite of the fact that vehicular conditions were also the most frequently cited characteristic that had already improved.

Policy Implications and Planning Suggestions

(1) Bolster downtown Kearney retail activity by attracting a major full-line department store into the downtown district.

(2) Target the areas east of Kearney for major advertising and marketing efforts to encourage increased patronage.

(3) Improve the perception of the downtown Kearney area as a place to be by creating a "sense of place" (unified whole) through coordinated and cooperative advertising, activities, theme(s), and physical improvements.

(4) Increase the amenities that lend comfort and convenience to downtown Kearney; additions might include physical (rest areas, toilets, and sidewalk canopies) and/or visual (green space, lighting, and signage) amenities.

(5) Maintain and enhance the structural conditions of downtown Kearney through coordinated activity. Structural activities may include building conditions (building maintenance, historic preservation, and increased second story usage), and also vehicular conditions (traffic flow and control, refinement of the pattern of parking time zones, and creation of pedestrian zones).

(6) Encourage the sustenance and expansion of complementary non-retail activity within the downtown area.

PHASE I - THE CHANGING BUSINESS MIX

Phase I of this study was designed to determine the changes in business activity that had occurred within Kearney's Downtown Improvement District (DID) during the decade of the 1970's. By analyzing changes in business activity over the decade, patterns of current activity and future trends can be better understood.

In order to trace changes in business activity during the 1970's, the researchers examined records of taxes paid by occupants of structures included in the DID. Information was extracted from tax records on the numbers and types of businesses present for every second year (biennium) from 1971 through 1981. The data were then analyzed by biennium, by business function and category of activity, and by subareas within the DID. A comparative framework for this analysis is discussed in Appendix A.

Total Change in Business Activity

Mention should be made of the total change in business activity prior to differentiating business mix biennially or by category of activity.

Of the 234 building occupants present in downtown Kearney in 1981, 127 (or 54 percent) have been in operation since at least 1971 and represent the core of stability in the Downtown Improvement District. Conversely, 107 (or 46 percent) of current building occupants have joined that core sometime during the 1971-81 decade.

An alternate tabulation of building occupants revealed that a total of 380 businesses (occupants) were in operation at some time during the decade. Of those 380 businesses, 127 (or 33 percent) operated throughout the period, 85 (or 22 percent) were in operation at the beginning but closed during the period, 107 (or 28 percent) opened during the period and remained open, and 61 (or 16 percent) opened but later closed during the period.

Thus, 168 openings and 146 closings took place in the Downtown Improvement District from 1971 through 1981 for a net gain of 22 businesses during the period.

The total number of business openings and closings varied by year and by business function throughout the period. (See Tables 1A and 1B.) As examples, openings decreased but closings increased during the post-recessionary 1973-75 period, and retail functions demonstrated a far greater total and biennial change in activity throughout the period.

Business Mix by Category and Function

Building occupancy in the Downtown Improvement District increased by 22 businesses during the 1971-81 decade. That 10 percent gain in overall building occupancy indicated modest growth in the economic base of the downtown area. (See Table 2A.)

Changes in occupancy by biennium showed that the total number of building occupants did vary over time, particularly during the first half of the decade. (See Table 2A.) Total change per biennium varied from a single 7 percent loss in occupants during the 1973-75 post-recessionary period to gains of as much as 8 percent during the 1971-73 biennium. Modest gains of 2 to 4 percent characterized each biennium during the latter half of the decade.

Retail activity demonstrated the greatest net gain when building occupancy was differentiated by category of activity. (See Tables 2A and 2B.) Retail activity increased by 18 business outlets during the period for a 15 percent increase. Finance activity demonstrated a more modest gain during the decade with two additional businesses by 1982 or an increase of 9 percent. Service activity also experienced a slight gain of two outlets during the period or a 3 percent gain.

A more detailed examination of building occupancy by function for retailing demonstrated that specific types of retailing were responsible for the net gain in this type of activity over the decade. (See Table 2C.) Specifically, while department stores, automobile-related businesses, and food and pharmacy outlets decreased in number, other retail functions more than balanced those losses. The leisure/hobby type of business function showed the most marked numeric and percentage increase during the decade. Other gains were made among home furnishing, entertainment, and clothing functions.

An analysis of building occupancy by function for service activity demonstrated a net loss in personal and professional service functions but slight gains in other service activity, particularly business-related service outlets.

Among financial functions, net gains were made in the banks and loan agency area, but losses occurred in the real estate, insurance, and securities category.

Business Mix by Subarea

The business mix within the Downtown Improvement District was also viewed by classifying building occupancy by subareas within the district. Four of the subareas were formed by dividing the whole district along Central Avenue and 22nd Street to derive northeast, northwest, southeast, and southwest sectors. An additional (and separately computed) subarea consisted of building occupancy along Central Avenue (both the east and west sides). (See Tables 3A through 3F and Map 1.)

Numerically, Central Avenue experienced the greatest overall gain in building occupancy during the 1971-81 decade with an increase of 13 businesses. (See Table 3A.) However, the percentage gain in overall occupancy was greatest in the northeast sector with a 23 percent gain. Gains in the northeast and southwest subareas exceeded that for the DID as a whole, as did the gains for Central Avenue businesses. Only the northwest subarea failed to record an overall gain during the decade.

Central Avenue experienced the greatest numerical gain in occupancy (12 outlets) when retail activity alone was considered, while the southwest subarea experienced the greatest percentage gain (30 percent). Gains in the southwest and northwest exceeded overall increases in retail occupancy, suggesting an expansion in retailing within the western half of the district. The Central Avenue increase also exceeded the DID total.

Changes in service activity were more varied than those for overall or retail occupancy. The greatest numeric and percentage gains occurred in the northeast subarea. The northwest subarea was the only subarea experiencing a net loss in service activities. Only the northeast and Central Avenue subareas experienced gains greater than the overall increase in service outlets.

Finally, the changes in finance activity were the smallest by subarea during the decade. The only subareas gaining finance activity were the northeast and southeast sectors, especially the latter. The other subareas lost finance activity during the period. Nevertheless, while the gains in finance activity occurred east of Central Avenue during the decade, several more finance outlets remained west of Central Avenue than east by 1981.

<u>Business Mix as a Proportion of All Activity</u>

A final way of viewing business mix is to determine building occupancy in a category of activity, in a business function, or in a subarea as a proportion of all occupancy. (See Tables 4A through 4C.)

Differentiating the three categories of activity as percentages of total activity demonstrated minimal change, and therefore stability, during the decade. (See Table 4A.) Retail activity as a proportion of all activity increased slightly (from 56 to 59 percent) and consistently (except for the post-1973 recession). Finance activity demonstrated the same proportion of total activity at the end of the decade as it had initially but only by rebounding after a late decline. Service activity as a proportion of all activity exhibited the greatest stability through the period, except for a sudden loss at the end of the time period.

Differentiating business functions as a proportion of a category of activity can also yield insights into a changing business mix. (See Table 4B.) For instance, by examining the changing proportion of business functions within the finance category of activity, the viewer can determine that bank and loan agency outlets increased while real estate, insurance, and securities outlets decreased during the decade.

Finally, differentiation of categories of activity within the subareas of the DID can lend insights into the significance of certain activities among the subareas. (See Table 4C.) For example, the differences in service activity as a proportion of all activity among subareas demonstrated that service activity was proportionally greater in the southeast subarea (40 percent of all activity) and therefore more important to the overall economic vitality of that subarea than service activity in the southwest subarea (with only 13 percent of all occupants in service outlets).

TABLE 1A

BUSINESS OPENINGS PER BIENNIUM, BY FUNCTION

Business Function	71-73	73-75	75-77	77-79	79-81	Total
Retail						
Retail food and pharmacy	2	0	1	4	1	7
Clothing and accessories	1	0	6	4	3	13
Home furnishings	1	0	3	4	5	12
Leisure and hobby goods	2	2	2	1	7	14
Home, home improv., and repairs	3	0	0	4	5	11
Auto sales and service	2	0	2	0	3	7
Entertainment, including food and drink	1	2	4	2	6	15
Gifts and luxury items	3	1	1	3	2	10
Department stores	0	0	0	0	0	0
Total	15	5	19	22	32	93
Percent of Total	16%	5%	20%	24%	34%	99%*
Finance						
Banks and loan agencies	1	0	0	1	4	6
Real estate, insurance, and securities	2	2	2	0	8	14
Total	3	2	2	1	12	20
Percent of Total	15%	10%	10%	5%	60%	100%
Service						
Personal (barbers, etc.)	2	1	3	6	4	16
Professional (med., law, etc.)	3	1	3	5	5	17
Educational and religious	0	0	0	0	1	1
Public offices and social services	0	0	2	2	2	6
Business-related sales and service	3	4	1	0	7	15
Total	8	6	9	13	19	55
Percent of Total	15%	11%	16%	24%	35%	101%*
Grand Total	26	13	30	36	63	168
Percent of Grand Total	15%	8%	18%	21%	38%	100%

*Some totals do not equal 100% due to rounding.

TABLE 1B

BUSINESS CLOSINGS PER BIENNIUM, BY FUNCTION

Business Function	71-73	73-75	75-77	77-79	79-81	Total
Retail						
Retail food and pharmacy	1	1	3	2	4	11
Clothing and accessories	1	0	1	4	3	9
Home furnishings	0	3	2	1	3	9
Leisure and hobby goods	0	0	1	0	1	2
Home, home improv., and repairs	1	1	2	3	4	11
Auto sales and service	1	6	1	3	2	13
Entertainment, including food and drink	1	1	0	2	5	9
Gifts and luxury items	1	3	1	2	2	9
Department stores	0	1	1	0	0	2
Total	6	16	12	17	24	75
Percent of Total	8%	21%	16%	23%	32%	100%
Finance						
Banks and loan agencies	0	0	0	1	1	2
Real estate, insurance, and securities	2	3	4	2	5	16
Total	2	3	4	3	6	18
Percent of total	11%	17%	22%	17%	33%	100%
Service						
Personal (barbers, etc.)	1	2	3	3	9	18
Professional (med., law, etc.)	0	4	1	7	7	19
Educational and religious	0	0	0	0	0	0
Public offices and social services	1	0	0	1	2	4
Business-related sales and service	0	4	3	0	5	12
Total	2	10	7	11	23	53
Percent of Total	4%	19%	13%	21%	43%	100%
Grand Total	10	29	23	31	53	146
Percent of Grand Total	7%	20%	16%	21%	36%	100%

TABLE 2A

NUMBER OF BUILDING OCCUPANTS,
BY CATEGORY OF ACTIVITY, BY YEAR

	1971	1973	1975	1977	1979	1981	Numerical Change 1971-1981	Percent Change 1971-1981
Retail	119	128	117	125	129	137	+18	+15%
Finance	22	23	22	20	18	24	+2	+9%
Service	71	77	73	74	77	73	+2	+3%
Total	212	228	212	219	224	234	+22	+10%
Percent Change Per Biennium		+8%	- 7%	+3%	+2%	+4%		

TABLE 2B

NUMBER OF BUILDING OCCUPANTS, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	13	14	13	11	13	10
Clothing and accessories	20	20	20	26	25	25
Home furnishings	8	9	6	7	10	12
Leisure and hobby goods	3	5	7	8	9	15
Hdwe., home imp., and repairs	16	18	17	15	16	17
Auto related sales and service	23	24	18	19	16	17
Entertainment, including food and drink	16	16	17	21	21	22
Gifts and luxury items	13	15	13	13	14	14
Department stores	7	7	6	5	5	5
Total	119	128	117	125	129	137
Finance						
Banks and loan agencies	7	8	8	8	8	11
Real estate, ins., securities	15	15	14	12	10	13
Total	22	23	22	20	18	24
Service						
Personal: (barber, beauty, etc.)	32	34	33	32	35	30
Professional (med., law, etc.)	19	22	19	21	19	17
Educational and religious	2	2	2	2	2	3
Public offices and social services	6	4	4	6	7	7
Business-related sales and service	12	15	15	13	14	16
Total	71	77	73	74	77	73
Grand Total	212	228	212	219	224	234

TABLE 2C

CHANGE IN NUMBER AND PERCENT OF BUILDING OCCUPANTS, BY FUNCTION OVER DECADE

Business Function	1971	1981	Numerical Change 1971-1981	Percent Change 1971-1981
Retail				
Retail food and pharmacy	13	10	- 3	- 23%
Clothing and accessories	20	25	+5	+25%
Home furnishings	8	12	+4	+50%
Leisure and hobby goods	3	15	+12	+400%
Home, home improv., and repairs	16	17	+1	+6%
Auto sales and service	23	17	- 6	- 26%
Entertainment, including food and drink	16	22	+6	+38%
Gifts and luxury items	13	14	+1	+8%
Department stores	7	5	- 2	- 29%
Total	119	137	+18	+15%
Finance				
Banks and loan agencies	7	11	+4	+57%
Real estate, insurance and securities	15	13	- 2	- 13%
Total	22	24	+2	+9%
Service				
Personal (barbers, etc.)	32	30	- 2	- 6%
Professional (med., law, etc.)	19	17	- 2	- 11%
Educational and religious	2	3	+1	+50%
Public offices and social services	6	7	+1	- 17%
Business-related sales and service	12	16	+4	+33%
Total	71	73	+2	+3%
Grand Total	212	234	+22	+10%

TABLE 3A

NUMBER OF BUILDING OCCUPANTS FOR CATEGORIES OF ACTIVITY, BY CATEGORY OF ACTIVITY, BY YEAR

	1971	1973	1975	1977	1979	1981	1971-81 Number Gain	1971-81 Percent Gain
Retail								
NE	26	28	27	30	30	30	+4	+15%
NW	25	28	25	27	34	30	+5	+20%
SE	38	40	35	34	32	38	—	—
SW	30	32	30	34	33	39	+9	+30%
Total Area	119	128	117	125	129	137	+18	+15%
Central Ave.	60	62	62	63	65	72	+12	+20%
Finance								
NE	2	2	1	1	1	3	+1	a/
NW	8	9	9	8	8	6	-2	a/
SE	3	4	4	3	3	7	+4	a/
SW	9	8	8	8	6	8	-1	a/
Total Area	22	23	22	20	18	24	+2	+9%
Central Ave.	4	6	4	3	2	3	-1	a/
Service								
NE	12	13	14	16	14	16	+4	+33%
NW	23	23	22	20	23	20	-3	-13%
SE	29	31	29	30	33	30	+1	+3%
SW	7	10	8	8	7	7	—	—
Total Area	71	77	73	74	77	73	+2	+3%
Central Ave.	24	28	27	26	25	26	+2	+8%
All Activities								
NE	40	43	42	47	45	49	+9	+23%
NW	56	60	56	55	65	56	—	—
SE	70	75	68	67	68	75	+5	+7%
SW	46	50	46	50	46	54	+8	+17%
Total Area	212	228	212	219	224	234	+22	+10%
Central Ave.	88	96	93	92	92	101	+13	+15%

a/ N's too small for computation of percentages

TABLE 3B

NUMBER OF BUILDING OCCUPANTS IN NORTHEAST SUBAREA, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	1	2	2	2	2	2
Clothing and accessories	5	5	5	7	6	5
Home furnishings	2	2	2	2	2	3
Leisure and hobby goods	1	2	3	3	4	5
Hdwe., home improv., and repairs	1	2	2	2	2	2
Auto related sales and service	5	5	3	4	3	3
Entertainment, including food and drink	3	3	4	4	4	3
Gifts and luxury items	6	5	4	4	5	5
Department stores	2	2	2	2	2	2
Total	26	28	27	30	30	30
Finance						
Banks and loan agencies	0	0	0	0	0	2
Real estate, ins., securities	2	2	1	1	1	1
Total	2	2	1	1	1	3
Service						
Personal (barber, beauty, etc.)	6	6	6	8	6	6
Professional (med., law, etc.)	3	3	3	3	3	3
Educational and religious	1	1	1	1	1	1
Public offices and social services	0	0	0	1	1	3
Business-related sales and service	2	3	4	3	3	3
Total	12	13	14	16	14	16
Grand Total	40	43	42	47	45	49

TABLE 3C

NUMBER OF BUILDING OCCUPANTS IN NORTHWEST SUBAREA, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	4	5	5	3	5	3
Clothing and accessories	2	3	3	4	4	5
Home furnishings	1	2	1	1	4	2
Leisure and hobby goods	1	1	1	1	1	2
Hdwe., home improv., and repairs	5	5	5	4	5	5
Auto related sales and service	6	6	6	6	6	5
Entertainment, including food and drink	5	4	3	6	7	7
Gifts and luxury items	1	2	1	2	2	1
Department stores	0	0	0	0	0	0
Total	25	28	25	27	34	30
Finance						
Banks and loan agencies	2	3	3	3	3	2
Real estate, ins., securities	6	6	6	5	5	4
Total	8	9	9	8	8	6
Service						
Personal (barber, beauty, etc.)	16	16	15	12	15	13
Professional (med., law, etc.)	4	4	4	6	6	4
Educational and religious	0	0	0	0	0	0
Public offices and social services	2	2	2	2	2	2
Business-related sales and service	1	1	1	0	0	1
Total	23	23	22	20	23	20
Grand Total	56	60	56	55	65	56

TABLE 3D

NUMBER OF BUILDING OCCUPANTS IN SOUTHEAST SUBAREA, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	3	2	2	2	2	2
Clothing and accessories	7	6	6	7	8	8
Home furnishings	4	4	2	2	2	3
Leisure and hobby goods	1	1	2	3	3	5
Hdwe., home improv., and repairs	5	7	6	6	6	8
Auto related sales and service	6	7	5	4	3	3
Entertainment, including food and drink	5	5	5	5	4	4
Gifts and luxury items	4	5	5	4	3	4
Department stores	3	3	2	1	1	1
Total	38	40	35	34	32	38
Finance						
Banks and loan agencies	1	1	1	1	1	2
Real estate, ins., securities	2	3	3	2	2	5
Total	3	4	4	3	3	7
Service						
Personal (barber, beauty, etc.)	6	7	8	8	9	5
Professional (med., law, etc.)	11	12	9	10	10	10
Educational and religious	1	1	1	1	1	2
Public offices and social services	4	2	2	3	4	2
Business-related sales and service	7	9	9	8	9	11
Total	29	31	29	30	33	30
Grand Total	70	75	68	67	68	75

TABLE 3E

NUMBER OF BUILDING OCCUPANTS IN SOUTHWEST SUBAREA, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	5	5	4	4	4	3
Clothing and accessories	6	6	6	8	7	7
Home furnishings	1	1	1	2	2	4
Leisure and hobby goods	0	1	1	1	1	3
Hdwe., home improv., and repairs	5	4	4	3	3	2
Auto related sales and service	6	6	4	5	4	6
Entertainment, including food and drink	3	4	5	6	6	8
Gifts and luxury items	2	3	3	3	4	4
Department stores	2	2	2	2	2	2
Total	30	32	30	34	33	39
Finance						
Banks and loan agencies	4	4	4	4	4	5
Real estate, ins., securities	5	4	4	4	2	3
Total	9	8	8	8	6	8
Service						
Personal (barber, beauty, etc.)	4	5	4	4	5	6
Professional (med., law, etc.)	1	3	3	2	0	0
Educational and religious	–	–	–	–	–	–
Public offices and social services	–	–	–	–	–	–
Business-related sales and service	2	2	1	2	2	1
Total	7	10	8	8	7	7
Grand Total	46	50	46	50	46	54

TABLE 3F

NUMBER OF BUILDING OCCUPANTS ALONG CENTRAL AVENUE, BY FUNCTION, BY YEAR

Business Function	1971	1973	1975	1977	1979	1981
Retail						
Retail food and pharmacy	5	6	6	5	5	5
Clothing and accessories	16	17	17	20	19	18
Home furnishings	6	7	6	6	6	8
Leisure and hobby goods	3	3	3	4	5	10
Hdwe., home improv., and repairs	5	6	6	5	5	5
Auto related sales and service	2	1	1	2	1	2
Entertainment, including food and drink	7	7	9	9	11	11
Gifts and luxury items	10	9	9	8	9	9
Department stores	6	6	5	4	4	4
Total	60	62	62	63	65	72
Finance						
Banks and loan agencies	1	1	1	1	1	2
Real estate, ins., securities	3	5	3	2	1	1
Total	4	6	4	3	2	3
Service						
Personal (barber, beauty, etc.)	12	14	14	15	14	13
Professional (med., law, etc.)	6	7	7	6	6	5
Educational and religious	2	2	2	2	2	2
Public offices and social services	1	1	1	1	1	3
Business-related sales and service	3	4	3	2	2	3
Total	24	28	27	26	25	26
Grand Total	88	96	93	92	92	101

TABLE 4A

PERCENT OF BUILDING OCCUPANTS,
BY CATEGORY OF ACTIVITY, BY YEAR

	Percent 1971	Percent 1973	Percent 1975	Percent 1977	Percent 1979	Percent 1981	Change in Percent 1971-1981
Retail	56	56	55	57	58	59	+2
Finance	10	10	10	9	8	10	—
Service	33	34	34	34	34	31	-2
Total	99*	100	99*	100	100	100	

*Some totals do not equal 100% due to rounding.

TABLE 4B

PERCENT OF BUILDING OCCUPANTS IN EACH FUNCTIONAL CLASS, BY CATEGORY OF ACTIVITY, BY YEAR

Business Function	Percent 1971	Percent 1973	Percent 1975	Percent 1977	Percent 1979	Percent 1981	Change in Percent 1971-1981
Retail							
Retail food and pharmacy	11	11	11	9	10	7	-4
Clothing and accessories	17	16	17	21	19	18	+1
Home furnishings	7	7	5	6	8	9	+2
Leisure and hobby goods	3	4	6	6	7	11	+8
Hdwe., home improv., and repairs	13	14	15	12	12	12	-1
Auto related sales and service	19	19	15	15	12	12	-7
Entertainment, including food and drink	13	13	15	17	16	16	+3
Gifts and luxury items	11	12	11	10	11	10	-1
Department stores	6	5	5	4	4	4	-2
Total	100	101	100	100	99	99	
Finance							
Banks and loan agencies	32	35	36	40	44	46	+14
Real estate, ins., securities	68	65	64	60	56	54	-14
Total	100	100	100	100	100	100	
Service							
Personal (barber, beauty, etc.)	45	44	45	43	45	41	-4
Professional (med., law, etc.	27	29	26	28	25	23	-4
Educational and religious	3	3	3	3	3	4	+1
Public offices and social services	8	5	5	8	9	10	+2
Business-related sales and service	17	19	21	18	18	22	+5
Total	100	100	100	100	100	100	

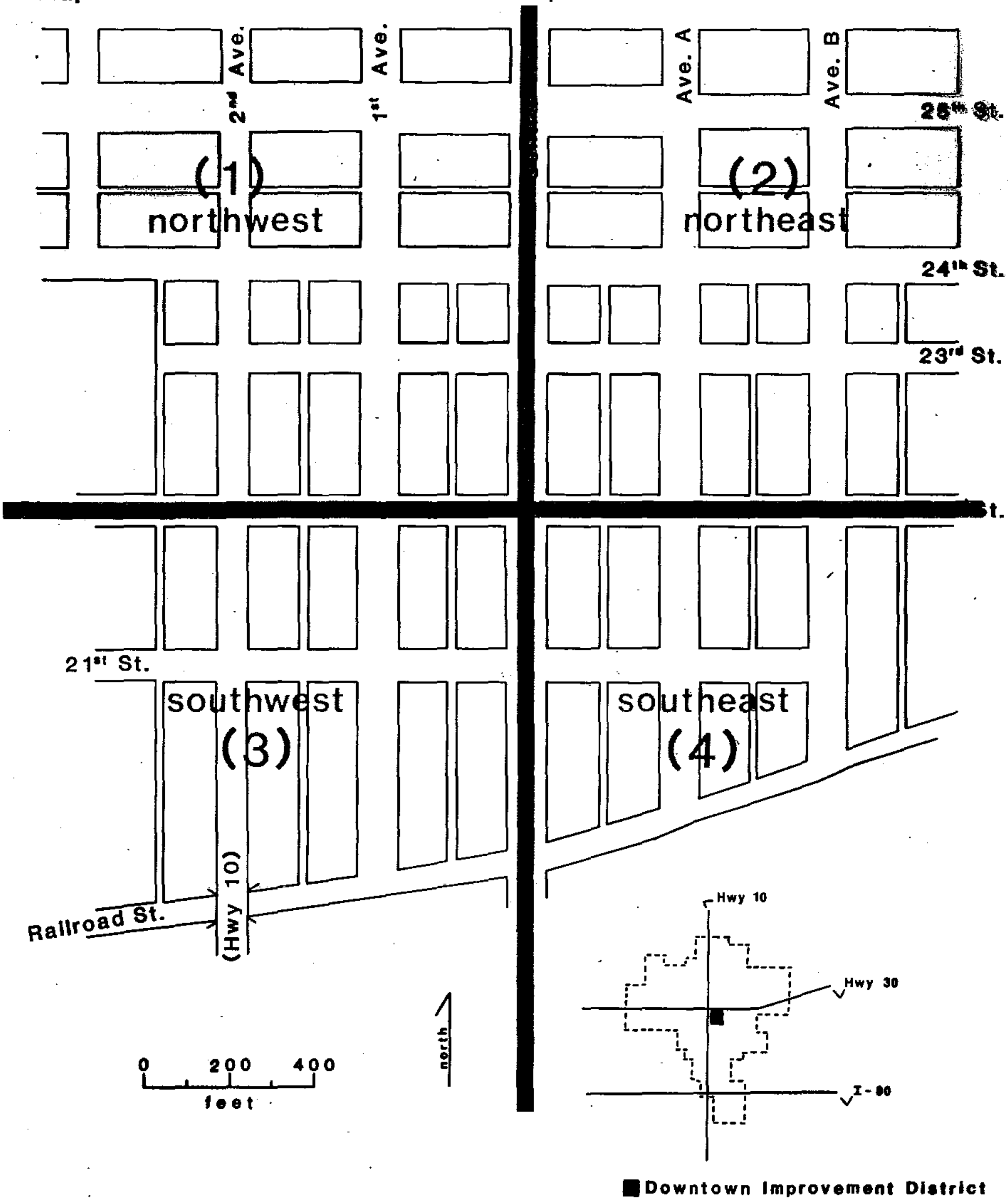
TABLE 4C

NUMBER AND PERCENT OF BUILDING OCCUPANTS IN 1981,
BY CATEGORY OF ACTIVITY, BY SUBAREA

	NE		NW		SE		SW		Total		Central Ave.	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Retail	30	61	30	54	38	51	39	72	137	59	72	71
Finance	3	6	6	11	7	9	8	15	24	10	3	3
Service	16	33	20	36	30	40	7	13	73	31	26	26
Grand Total	49	100	56	101*	75	100	54	100	234	100	101	100

*Some totals do not equal 100% due to rounding

Map 1. Subareas of the Downtown Improvement District



PHASE II - BUSINESS OPENINGS AND RELOCATIONS

Phase II of this study was designed to add detail and insights into two categories of business activity examined in Phase I: new business openings and business relocations.

This phase of the study was accomplished through semi-structured personal interviews with approximately a dozen owner-operators of each type of business--new business openings (arrivals) and business relocations (leavers). (See survey form in Appendix B.)

Arrivals consisted of those businessmen who had opened within the Downtown Improvement District during the previous two years. Leavers consisted of those businessmen who had operated within the district but chose to move to locations outside.

Arrivals: New Businesses Opened

Business owner-operators who recently moved into downtown Kearney were interviewed in order to determine the factors that influenced their location decisions. All of them had been in their current downtown locations less than two years, and approximately half had owned or operated businesses elsewhere.

Business arrivals cited several considerations as important in deciding to move to downtown Kearney. Over half spoke of space constraints (the unavailability or inadequacy of potential sites both downtown and elsewhere) as a limiting factor to opening their businesses. However, those perceived space constraints might be a function of their willingness or unwillingness to consider alternative locations. Specifically, even though over half inspected alternative sites outside the downtown Kearney area, nearly half cited a downtown (or Central Avenue) location as most desirable or very important. Several stated that downtown was "the" place to locate in Kearney.

Other considerations were the price of the facilities, the accessibility of sites (with high consumer traffic), and the age and character of buildings. Some desired older and/or historical structures with which more could be done.

Whether adjacent or nearby businesses complemented their own operations was of little concern. The only related consideration of significance was the desirability of consumer traffic generated by other businesses. Competition was not a concern and, in fact, was welcomed.

Arrivals new to downtown Kearney mentioned several reasons for the success of the area. A majority of those interviewed cited good parking conditions and ease of access for customers as important. The second most frequently mentioned success factor was the high consumer traffic level, attributed both to tourists and citizens of neighboring communities. Other reasons included attractive storefronts and the diversified selection of well-priced goods.

Recent arrivals were also asked about their concerns regarding downtown Kearney. Nearly half stated that they had no major concerns or problems with the downtown area. Of those who did have some, the greatest number cited litter and/or safety of their business sites. These factors were often related to a location near an entertainment establishment or night spot. The second most frequently named concern was with the unavailability of long-term (greater than two-hour) parking for customers and/or employees near their businesses.

A few arrivals said the presence of young persons near their businesses on Thursdays made them choose not to stay open that evening. Others expressed concern over the lack of plantings (green space) in the downtown area.

Finally, arrivals were asked what improvements were needed in downtown Kearney. Those interviewed were more responsive to this question than the one soliciting problem areas. Little consensus was expressed on the needs for an improved downtown area. However, several suggestions were offered including improving the cleanliness and appearance of downtown (perhaps by installing litter receptacles on corners), initiating a "permit" system for long-term parking, planting shrubs and trees, installing public rest rooms, and attracting more young children downtown. One additional improvement suggested was the revision or dissolution of the downtown area's sign ordinance.

To summarize, entrepreneurs who recently opened businesses in downtown Kearney considered their downtown locations to be very important to the existence and continued operation of their businesses. They viewed the downtown area very positively and were not overly concerned with any particular problem. They recognized that improvements could always be made but suggested that improvements were needed in amenities rather than to overcome any substantial problems.

Leavers: Businesses Relocated

Business owner-operators who relocated away from downtown Kearney were interviewed to determine their reasons for leaving the downtown area. The downtown leavers were not new to business management as their businesses had been in operation for eight to 93 years with an average of more than 23 years. At the time of the survey the leavers had operated in their current locations away from downtown for one to 12 years, averaging nearly four years. None of those interviewed had other business outlets or locations.

Most leavers were attracted to their current business locations rather than repelled from their former downtown sites. In fact, over one-quarter of the leavers said they had not searched for other locations, and nearly another 20 percent actually preferred downtown locations, at least in some respects. Other leavers did cite a range of location preferences, with a notable inclination (20 percent) toward Second Avenue sites. A few leavers stated available sites were generally scarce. Leavers cited several considerations as most influential in their location choices. One-third attributed the selection of their current business sites to a chance occurrence or opportunity, in particular the opportunity to buy land and/or build at their current sites. Two-thirds of the leavers cited the importance of consumer access, exposure, and traffic to their site selections, and a third considered the location of other businesses, facilities, and/or sites, particularly the presence of support services (such as financial institutions, suppliers, or business clients).

When asked specifically why they moved out of downtown Kearney, over one-third of the leavers said they had no specific voluntary reasons for leaving their downtown sites. Instead, either another site attracted them, or their relocation was non-voluntary (due to building sale or termination of lease). Others did name several considerations influencing their relocations. Answering a multiple response question, approximately 40 percent cited parking availability, 25 percent building condition/ appearances, 17 percent need for more interior space, and 17 percent increased costs.

Leavers were also asked what downtown improvement would have kept them from moving away. Approximately half said that nothing could have prevented their relocation because the attraction of other sites, not problems downtown, caused their moves. One-quarter did say that they "might" have remained at a downtown site if suitable space had been available.

Leavers also expressed their concerns about (problems with) downtown Kearney _other_ than those related to their relocations. Over half mentioned parking, including total availability, proximity of spaces to specific business sites, lack of availability for downtown employees, and monopolizing of spaces by downtown employees. One-third of the leavers cited the physical condition of downtown buildings, particularly the facades and signage. Other concerns were more individualized and varied, including those about the need for sheltered walkways and problems with absentee landlordism, broken glass, "drag racing," and the image of tavern subareas.

Finally, leavers were asked what improvements were needed in downtown. Those interviewed were less responsive to this question than that soliciting problem areas, and little consensus was expressed. However, individual suggestions included the establishment of variable parking time zones, conversion of Central Avenue to one-way traffic, improvement of building facades, expanding the range of available goods, attracting a wider group of business owners and adding public restrooms, landscaping, and access for the handicapped.

Arrivals and Leavers Compared

Arrivals and leavers from the Downtown Improvement District were, in many ways, more similar than different in their attitudes and concerns. Both were less concerned with the complementarity of neighboring businesses than they were about visibility and high levels of consumer traffic, and both expressed concern with issues such as parking and amenities in the downtown area and suggested a need to improve those conditions, though to varying degrees.

By contrast, arrivals and leavers differed most in the deliberateness of their locational decisions and in their perceptions of locational constraints.

Arrivals as a group were more adamant about their needs to locate within their chosen downtown locations; devoted more effort in actively searching for their downtown locations; and felt there were fewer sites available to them, thus limiting their locational choices. Leavers, by contrast, were more flexible in their selections of new sites; expended far less effort in selecting new sites, many citing chance as the reason for their moves; and felt availability was a constraint but was not as limiting to their relocation decisions. An additional difference was that leavers expressed somewhat more concern with the structural condition of downtown, while arrivals expressed more concern with the appearance and atmosphere of the downtown area.

PHASE III - SURVEY OF DOWNTOWN KEARNEY MARKET AREA

Phase III of this study was designed to determine the degree of patronage of downtown Kearney's retail, financial, and service outlets; other locations where patrons shop; and patrons' opinions of the direction of downtown growth and development. Those findings were compared to changes in actual business mix to determine whether the direction of actual development paralleled that desired by patrons.

The desired information was gathered through a structured telephone survey of people living within the downtown Kearney market area. The market area was considered to include an area within a 30 mile radius of downtown Kearney. Therefore, respondents to the survey were selected from communities throughout Buffalo and Kearney Counties, from one community in eastern Phelps County (Funk), one community in southeast Dawson County (Overton), and two communities in northwest Adams County (Kenesaw and Prosser). (See Table 5D and Map 2.) From those communities 356 respondents were selected in proportion to the size of each community. In addition, 50 Kearney State College students living in dormitories were also included in the survey. Thus, a total of 406 respondents was surveyed during a two week period during October of 1981.

Responses to the market area survey are summarized on the form used for the actual survey. Due to the length and complexity of the survey, the analysis of responses is presented in outline form with headings corresponding to the tables of findings. The following pages include the tabulation of findings, the survey form (with responses), and, finally, the tables themselves. Findings discussed in the tabulation include the more significant and salient trends in the data. Some of the more detailed breakdowns of the data, though apparent from the tables, are not mentioned here in the outline.

TABULATION OF SURVEY ANALYSIS AND FINDINGS

TABLE 5(A&B): <u>Demographics</u> (Questions #36 through #39, sex and residential location)

Sex: Roughly two females for each male respondent were surveyed.

Age: The population was relatively young in all subgroups; the eldest subgroup was from east of Kearney.

Income: The majority of respondents earned between $10,000 and $30,000 per year (59 percent).

Household Size: Most respondents lived in two to four person households (70 percent).

Length of Residence: Most respondents were long-time residents of the area (68 percent for five or more years).

TABLE 6: <u>Kearney as a Primary Service Center</u> (Question #1)

- Three-quarters (76%) of all respondents considered Kearney their primary service center.
- By subareas, proportions varied from less than majority (48 percent) east of Kearney to nearly all respondents (92 percent) in Kearney.

TABLE 7: <u>Downtown Kearney as a Source of Goods and Services</u> (Question #2)

- An overwhelming proportion of respondents (94 percent) used downtown Kearney. (The 6 percent who did not use downtown Kearney are examined in Appendix C.)
- By subareas, only respondents living east of Kearney used downtown Kearney less.
- By demographics, no significant variation in use occurred by sex or income; downtown Kearney did seem to be used less with age (due to decreased mobility) and length of residence (related to age), and more with increased household size.

TABLE 8: <u>Purposes and Frequency of Downtown Kearney Use</u> (Questions #3 through

- Of all respondents, the greatest regular use of downtown Kearney was for shopping; downtown Kearney was least used regularly for professional services.

- For shopping, the majority of respondents from all locations used downtown Kearney; respondents located east of Kearney used downtown less than others; almost all respondents shopped downtown Kearney at some time.

- For financial services, respondents from Kearney (77 percent) were the main downtown users.

- For entertainment, dormitory students used downtown most (79 percent), and respondents living away from Kearney used downtown least.

- For personal services, a majority of respondents from Kearney (55 percent) used downtown regularly.

- Professional services in downtown Kearney were used least regularly by all respondents and respondent groups.

TABLE 9(A&B): <u>Types of Goods and Services Purchased in Downtown Kearney</u> (Questions #8 and #17)

- A majority of all respondents reported that they shopped in downtown Kearney for each of the goods and services listed, except children's clothing.

- Goods and services acquired in downtown Kearney by the greatest number of respondents were, in descending order, gifts and luxury items, women's clothing, restaurants, and entertainment.

- Variation in shopping for various goods and services was distinctively different between dormitory students and all others, but variation among respondents from other subareas was relatively low. For example, dormitory students' use of downtown Kearney for entertainment far exceeded others' usage for that function.

- Also notable from this table (Table 9B) is the trend that the proportion of shoppers for men's clothing and home furnishings increase regularly with increasing income.

TABLE
10(A&B): Assessment of Goods and Services Available in Downtown Kearney
(Questions #8 through #17)

- A majority of respondents expressed no need for improvement for Food and Pharmacy (69 percent), Gifts and Luxury Items (64 percent), Hardware and Appliances (58 percent), Restaurants (55 percent), Auto Parts and Services (52 percent), and Home Furnishings (50 percent).

- Twenty (20) percent or more of all respondents expressed some or much need for improvement in each of the types of goods or services available in downtown Kearney.

- The proportion of respondents expressing some or much need for improvement was greatest for Clothing (women's, 45 percent; men's, 37 percent; children's, 32 percent), and Entertainment and Restaurants (37 and 36 percent, respectively).

- More than ten percent of respondents expressed the need for much improvement in Clothing (women's, 16 percent; children's, 12 percent; men's, 11 percent) and Restaurants and Entertainment (15 and 11 percent, respectively).

- Kearney residents were usually most critical of goods and services (some/much improvement needed) due perhaps to their greater familiarity with and use of downtown.

TABLE
11(A&B): Goods and Services Missing from Downtown Kearney
(Questions #18 and #18A)

- One-third of respondents felt goods or services were missing from downtown Kearney.

- Kearney residents, females, relatively younger respondents, and respondents with greater incomes were more likely to feel goods and services were missing.

- Goods and services cited most as missing were clothing (27 percent of respondents), Restaurants and Entertainment (21 percent), and Department Stores (19 percent).

- Specific stores named by respondents as missing included Ardan, Brandeis, Miller & Paine, Richman Gordman, Walgreen, and Woolco.

TABLE
12(A&B): <u>Other Shopping Locations of Downtown Kearney Patrons</u>
(Question #19)

- Only 6 percent of respondents said they did not shop elsewhere.

- A far greater number of respondents shopped at alternate locations east of Kearney than west of Kearney.

- Grand Island was the single most frequently cited alternate location for shopping (44 percent of responses).

- Respondents from all subareas cited other shopping locations predominantly east of Kearney, except for those living west of Kearney (who shopped nearly equally east and west).

TABLE
12(C,D&E): <u>Reasons for Shopping Elsewhere Than Downtown Kearney</u>
(Question #19)

- The proportion of reasons for shopping elsewhere was nearly equal among the three categories of reasons (Table 12C): retail charateristics (38 percent), specific stores or services (32 percent), and personal reasons (31 percent).

- The proportion of reasons by category for shopping elsewhere in Kearney was largely due to retail characteristics (58 percent in Table 12C), especially price considerations (27 percent in Table 12D), and was related to the desire to shop at discount stores (18 percent in Table 12D).

- The proportion of reasons for shopping east of Kearney was more similar among categories than were the other shopping locations (Table 12C). The single most frequently cited reason was to use a mall (25 percent in Table 12D) which related to selection (22 percent) and stores under one roof (6 percent).

- By far, the most frequent overall reasons given for shopping elsewhere were the presence of a mall and selection.

- Reasons for selecting specific alternative shopping locations are listed in Table 12E; Grand Island was overwhelmingly the most often cited alternative location (44 percent in Table 12A), and elsewhere in Kearney was the second most frequently cited location (12 percent in Table 12A).

TABLE 13(A&B) Most Improved Aspects of Downtown Kearney (Question #20)

- For all respondents, proportions of responses were comparable in each of four categories of improvement, though specific stores and services were cited most frequently as most improved.
- A significant minority of respondents (26 percent) expressed "no improvement" in downtown, particularly Kearney residents themselves.
- By subarea, the proportion of responses per category varied significantly. However, parking and building conditions were the most frequently mentioned improvements that had occurred.

TABLE 14(A&B): Most Needed Improvements in Downtown Kearney (Question #21)

- For all respondents and for each subarea, vehicular conditions led as the most cited category of improvement needed; those conditions included parking, access to downtown (such as traffic control), and street conditions. Parking though cited most frequently as an improved condition (in Table 13), was also the single most frequently cited complaint.
- Kearney residents were most likely to cite improvements as being needed, and respondents located east of Kearney were least critical (19 percent citing "no need for improvement").

TABLE 15: Other Comments Made by Respondents (Question #22)

- Positive comments far outnumbered negative when respondents were given the opportunity to add their own remarks about downtown Kearney.
- By far, the most frequent single response was the attitude characteristic that Kearney is a "nice place."

(Tables constructed from data supplied on questions #23 through #35 are contained in Appendix C. These data report the information supplied by the 26 respondents who did not go to downtown Kearney.)

Interview #: ____________
Location of Respondent: ____________

50	KSC Dormitory Students
194	Kearney Residents
96	East of Kearney
66	West of Kearney
406	Total

Downtown Kearney Survey

Say "Hello, I'm (interviewer) ____________ from the University of Nebraska. We're doing a short survey about downtown Kearney. May I ask you a few questions?"

1. Do you consider Kearney to be your primary service center, the place where you go most often for goods and services?

Yes	309	(76%)
No	97	(24%)
Total	406	(100%)

2. Do you ever go to downtown Kearney?

Yes ____
No ____ **If "no," go to yellow sheet, Question #23**

Yes	380	(94%)
No	26	(6%)
Total	406	(100%)

A number of goods and services are available in downtown Kearney. How often do you go there for entertainment--daily, weekly, monthly, or occasionally?

Read Choices

	Daily	Weekly	Monthly	Occasionally?	Never	Total
3. Entertainment (such as movies, eating out, etc.)	8 (2%)	96 (25%)	76 (20%)	161 (43%)	38 (10%)	379 (100%)
4. Personal Services (such as barber or beautician)	3 (1%)	49 (13%)	111 (29%)	86 (23%)	131 (35%)	380 (100%)
5. Professional Services (such as doctor or lawyer)	-- (0%)	7 (2%)	52 (14%)	182 (48%)	139 (37%)	380 (100%)
6. Financial Services (such as banking or stock broker)	14 (4%)	121 (32%)	55 (14%)	42 (11%)	148 (39%)	380 (100%)
7. Shopping	14 (4%)	207 (55%)	84 (22%)	69 (18%)	5 (1%)	379 (100%)

If response to shopping was "never," go to question #18

I'm going to name a few items for which people shop. Please tell me whether you shop for that item in downtown Kearney and whether you think shopping for that item needs: no improvement, some improvement, or much improvement.

	Yes	No	No Improvement	Some Improvement	Much Improvement	[Choice Not Offered] (Don't) (know)	Total
8. Food and pharmacy	244 (65%)	134 (35%)	239 (69%)	52 (15%)	17 (5%)	40 (12%)	348
9. Men's clothing	241 (64%)	135 (36%)	151 (43%)	93 (26%)	37 (11%)	72 (20%)	353
10. Women's clothing	288 (76%)	89 (24%)	156 (44%)	106 (30%)	56 (16%)	41 (11%)	359
11. Children's clothing	162 (44%)	207 (56%)	103 (32%)	66 (20%)	39 (12%)	119 (36%)	327
12. Home furnishings	221 (59%)	155 (41%)	180 (50%)	79 (22%)	24 (7%)	75 (21%)	358
13. Hardware and appliances	236 (62%)	142 (38%)	206 (58%)	69 (20%)	15 (4%)	63 (18%)	353
14. Auto parts and service	195 (52%)	181 (48%)	178 (52%)	54 (16%)	22 (6%)	89 (26%)	343
15. Gifts and luxury items	321 (85%)	55 (15%)	233 (64%)	85 (23%)	18 (5%)	28 (8%)	364
16. Restaurants	268 (71%)	110 (29%)	198 (55%)	74 (21%)	55 (15%)	34 (9%)	361
17. Entertainment	261 (69%)	116 (31%)	170 (48%)	90 (25%)	40 (11%)	55 (16%)	355

● 18. Are stores or services missing from downtown Kearney that you feel should be there?

Yes 134 (33%) No 212 (52%) Don't know 60 (15%) Total 406

If yes, ask

18A. What are they? 161 Services Suggested

119 Respondents
222 Don't Know
65 No Response
406 Total

352 Respondents
23 Nowhere Else
31 No Response
Total 406

19. Where else do you go to shop? 773 Places Suggested

If elsewhere, ask: What attracts you there?

749 Reasons Given
342 Respondents
64 No Answer
406 Total

20. What aspects of downtown Kearney have most improved over the last several years? 408 Suggestions

249 Respondents
97 Don't Know
60 No Answer
406 Total

21. What areas of improvement would most benefit the development of the downtown area? 446 Suggestions

269 Respondents
86 Don't Know
51 No Answer
406 Total

22. Are there any other comments you'd like to make about downtown Kearney? 94 Responses

78 Respondents
328 No Answer
406 Total

Go to Blue Sheet, Question #36

Continue here if "no" to question #2

People typically need a number of goods and services. Where do you go for the following things, and what attracts you there rather than downtown Kearney?

	WHERE?	WHAT ATTRACTS YOU?
23. Shopping for food & pharmacy	34 Locations Suggested - 26 Respondents	
24. clothing................	29 " "	
25. home furnishings.........	24 " "	
26. hardware................	24 " "	
27. auto parts & service.....	26 " "	
28. gifts and luxury items...	21 " "	
29. Personal Services.......... (such as barber or beauticians)	25 " "	
30. Professional Services....... (such as doctor or lawyer)	29 " "	
31. Financial Services.......... (such as banking or stock broker)	19 " "	
32. Entertainment..............	17	

33. Do you have any reasons why you prefer not to shop in downtown Kearney?

40 Suggested — 26 Respondents, 26 Offering Response

Don't read choices

___ Selection of goods ___ Traffic/parking ___ Physical condition of CBD
___ Price of goods ___ Experience/habits ___ Amenities/"atmosphere"

34. Are stores or services missing from downtown Kearney which, if available, would attract you there?

Yes 6 No 12 Don't know 8 — 26 Respondents, 18 Offering Response

If yes, ask 34A. What are they? 9 Suggested — 26 Respondents, 5 Offering Response

35. What areas of improvement would most benefit the development of downtown Kearney?

12 Suggested — 26 Respondents, 16 Offering Response (8 of these "Don't Know")

Go to Blue Sheet, Question #36

Say "Finally, a few more questions for classification purposes only"

36. How long have you lived in the Kearney area?

Less than 2 years	64	(16%)	99%
2 to 4 years	61	(15%)	
5 to 9 years	54	(13%	
10 years or more	222	(55%)	
No Answer	5		
Total	406		

37. Is your age ...

less than 24?	116	(29%)	100%
25 to 44?	142	(35%)	
45 to 64?	84	(21%)	
65 or older?	60	(15%)	
No Answer	4		
Total	406		

38. Counting yourself, how many people currently live in your household?

403 Respondents 100%
3 No Answer
406 Total

If asked, do not include college students or military personnel living away from home

39. Is your family income more or less than $20,000?

more ___
less ___

If less, ask 39A. Is it more or less than $10,000?

more ___
less ___

If more, ask 39B. Is it more or less than $30,000?

more ___
less ___

< $10,000	103	(27%)	100%
$10,000-19,999	122	(32%)	
$20,000-29,999	100	(27%)	
$30,000 or more	52	(14%)	
No response	29		
Total	406		

Say "Thank you for your cooperation!"

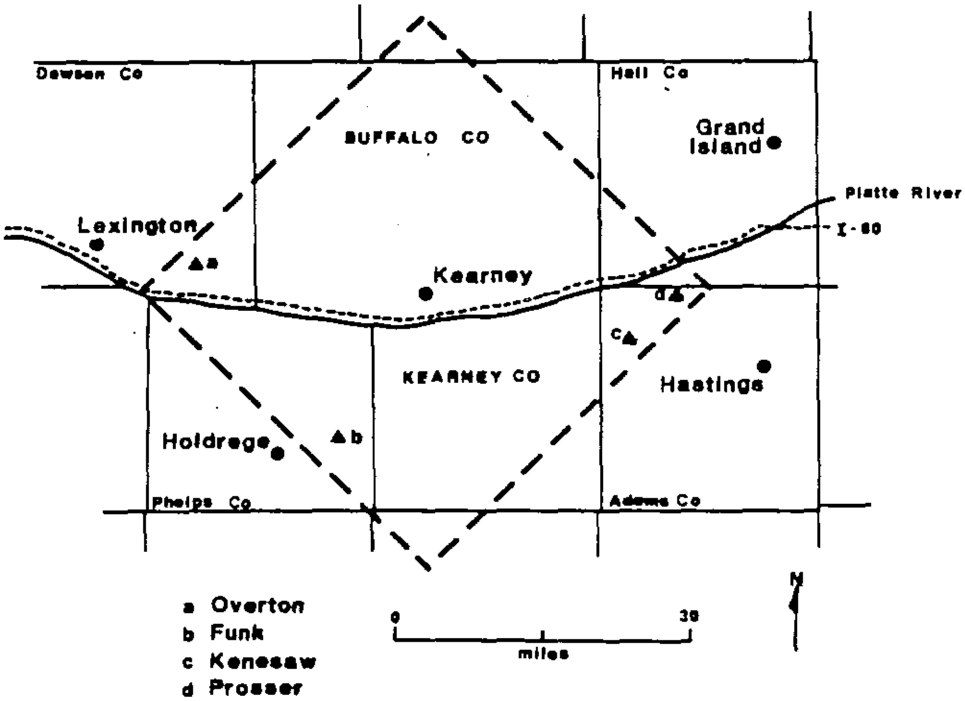
Record sex of respondent

Male	117	(29%)	100%
Female	287	(71%)	
Unreached	2		
Total	406		

U

Prefer

~~Map 2. Sampling Area~~



1982

taken orig. for Review

TABLE 15A

DEMOGRAPHIC CHARACTERSITICS OF RESPONDENTS
—AS A PERCENT—

Characteristics		Percent of All Respondents	Percent of Respondents by Subarea: Dormitory Students	Kearney	East of Kearney	West of Kearney
<u>Sex</u>	N=404					
Male		29	24	29	32	27
Female		71	76	71	68	73
<u>Age (Years)</u>	N=402					
Less than 24		29	100	24	11	14
25 to 44		35	0	45	30	42
45 to 64		21	0	18	35	27
65 or more		15	0	13	25	17
<u>Annual Family Income (Dollars)</u>	N=377					
Less than $10,000		27	88	20	18	10
$10,000 to $19,999		32	6	33	44	36
$20,000 to $29,999		27	4	29	25	41
$30,000 or more		14	2	18	13	12
<u>Household Size</u>	N=403					
One person		14	NA	13	16	14
Two people		37	NA	35	49	25
Three or four people		33	NA	39	24	32
Five or more people		15	NA	13	12	29
<u>Length of Residence (Years)</u>	N=401					
Less than two		16	76	12	2	2
Two to four		15	22	21	6	6
Five to nine		13	0	19	9	13
Ten or more		55	2	48	82	79
Total Number of Respondents		406	50	194	96	66
Percent of Total Respondents		100.0	12.3	47.8	23.6	16.3

TABLE 5B

RESIDENTIAL LOCATIONS OF RESPONDENTS

Locations	Number of Respondents
Kearney State Students in Dormitories	50
Kearney	194
East of Kearney	
Gibbon	18
Heartwell	4
Kenesaw	3
Minden	29
Prosser	6
Ravenna	16
Shelton	20
	(96 Subtotal)
West of Kearney	
Amherst	7
Axtell	8
Elm Creek	13
Funk	5
Miller	4
Overton	9
Pleasanton	10
Riverdale	5
Wilcox	5
	(66 Subtotal)
All Respondents	406

TABLE 6

PERCENT OF RESPONDENTS WHO CONSIDER KEARNEY THEIR PRIMARY SERVICE CENTER, BY CHARACTERISTICS AND SUBAREAS
N = 406

	Percent of All Respondents	Percent of Respondents by Subarea			
		Dormitory Students	Kearney	East of Kearney	West of Kearney
All Positive Responses	76	58	92	48	85
Positive Responses by Sex:					
Male	74	83	91	39	71
Female	77	50	92	52	92
Positive Responses by Age:					
Less than 24 years	77	58	94	70	100
25 to 44 years	80	—	89	46	85
45 to 64 years	79	—	94	61	82
65 or more years	65	—	96	25	82
Positive Responses by Income:					
Less than $10,000	65	55	87	38	83
$10,000 to $19,999	82	67	97	56	91
$20,000 to $29,999	79	100	89	55	79
$30,000 or more	81	100	94	36	86
Positive Responses by Household Size:					
One person	72	NA	92	33	78
Two people	73	NA	90	43	88
Three to four people	84	NA	91	65	80
Five or more people	89	NA	100	55	94
Positive Responses by Length of Residence:					
Less than two years	67	55	83	100	100
Two to four years	90	64	95	67	100
Five to nine years	82	—	89	56	75
Ten or more years	75	100	95	44	86

TABLE 7

PERCENT OF RESPONDENTS WHO GO TO DOWNTOWN KEARNEY FOR GOODS AND SERVICES, BY CHARACTERISTICS AND SUBAREAS
N = 406

	Percent of All Respondents	Percent of Respondents by Subarea			
		Dormitory Students	Kearney	East of Kearney	West of Kearney
Percent Who Go to Downtown Kearney	94	98	97	83	94
Positive Responses by Sex:					
Male	92	100	97	81	88
Female	95	97	98	85	98
Positive Responses by Age:					
Less than 24 years	97	98	96	100	100
25 to 44 years	94	–	98	58	100
45 to 64 years	92	–	100	85	88
65 or more years	88	–	96	79	91
Less than $10,000	91	98	92	75	83
$10,000 to $19,999	95	100	98	71	95
$20,000 to $29,999	96	100	98	86	100
$30,000 or more	92	100	100	72	86
Positive Responses by Household Size:					
One person	88	NA	96	67	100
Two person	93	NA	97	87	94
Three or four people	94	NA	97	87	90
Five or more people	96	NA	100	82	100
Positive Responses by Length of Residence:					
Less than two years	97	97	96	100	100
Two to four years	97	100	100	67	100
Five to nine years	91	–	97	56	100
Ten or more years	78	100	97	44	94

TABLE 8

FREQUENCY OF DOWNTOWN USAGE, BY PURPOSE OF USE AND SUBAREAS
— AS A PERCENT —

	Percent Daily	Percent Weekly	Percent Monthly	Percent Regularly* (D+W+M)	Percent Occasionally	Percent Never
All Respondents						
Shopping	4	55	22	81	18	1
Entertainment	2	25	20	48	43	10
Personal Services	1	13	29	43	23	35
Professional Services	—	2	14	15	48	37
Financial Services	4	32	15	50	11	39
Shopping N=379						
All Respondents	4	55	22	81	18	1
Dormitory Students	4	59	25	88	12	—
Kearney	6	58	20	84	14	2
East of Kearney	1	37	29	67	32	1
West of Kearney	—	63	19	82	18	—
Entertainment N=379						
All Respondents	2	25	20	48	43	10
Dormitory Students	6	38	35	79	18	2
Kearney	2	30	19	51	41	8
East of Kearney	1	10	18	29	48	24
West of Kearney	—	20	16	36	59	5
Personal Services N=380						
All Respondents	1	13	29	43	23	35
Dormitory Students	—	8	37	45	25	31
Kearney	1	18	37	55	23	23
East of Kearney	1	4	14	19	20	61
West of Kearney	2	15	21	37	24	39
Professional Services N=380						
All Respondents	—	2	14	16	48	37
Dormitory Students	—	2	12	14	27	59
Kearney	—	3	15	18	44	38
East of Kearney	—	—	5	5	61	34
West of Kearney	—	2	21	23	58	19
Financial Services N=380						
All Respondents	4	32	15	50	11	39
Dormitory Students	2	18	18	39	12	49
Kearney	7	53	17	77	11	12
East of Kearney	—	8	1	9	10	81
West of Kearney	—	8	21	29	13	58

*"Regularly" is a combination of daily, weekly, and monthly.

TABLE 9A

PERCENT OF RESPONDENTS WHO SHOP DOWNTOWN KEARNEY, BY TYPE OF GOODS PURCHASED AND SUBAREAS

Types of Goods*	Percent of All Respondents	Percent of Respondents by Subarea			
		Dormitory Students	Kearney	East of Kearney	West of Kearney
Food/Pharmacy	65	76	64	60	65
Men's Clothing	64	31	71	59	76
Women's Clothing	76	69	77	73	84
Children's Clothing	44	18	49	39	55
Home Furnishings	59	33	68	48	65
Hardware/Appliance	62	43	70	49	71
Auto Parts and Service	52	39	60	31	65
Gifts and Luxury Items	85	88	87	79	89
Restaurants	71	94	68	64	69
Entertainment	69	96	73	51	59

*N varies from 369 to 378.

TABLE 9B

PERCENT OF RESPONDENTS WHO SHOP DOWNTOWN KEARNEY, TYPES OF GOODS BY SEX, AGE, AND INCOME

	Percent By Sex		Percent of Age Groups				Percent of Income Groups			
Types of Goods*	M	F	24	25-44	45-64	65+	Under 10,000	10,000-19,999	20,000-29,999	Over 30,000+
Food/Pharmacy	63	65	71	58	67	64	73	69	58	52
Men's Clothing	77	59	49	75	75	50	36	67	75	92
Women's Clothing	51	86	71	81	76	76	74	72	76	88
Children's Clothing	37	47	28	69	39	20	26	50	43	64
Home Furnishings	59	59	51	60	72	54	42	60	67	77
Hardware/Appliances	69	60	55	69	66	62	54	64	70	65
Auto Parts and Service	66	47	48	58	57	39	40	57	58	52
Gifts and Luxury Items	78	88	91	88	79	77	86	80	90	90
Restaurants	67	72	82	69	61	64	86	67	64	69
Entertainment	76	67	95	74	54	26	82	65	67	77

*N varies from 369-378.

TABLE 10A

RESPONDENTS' ASSESSMENTS OF GOODS AVAILABLE IN DOWNTOWN KEARNEY
– AS A PERCENT –

Types of Goods*	Some or Much Improvement Needed[a/] (%)	Much Improvement Needed (%)	Some Improvement Needed (%)	No Improvement Needed (%)	Don't Know (%)
Food and Pharmacy	20	5	15	69	12
Men's Clothing	37	11	26	43	20
Women's Clothing	45	16	30	44	11
Children's Clothing	32	12	20	32	36
Home Furnishings	29	7	22	50	21
Hardware and Appliances	24	4	20	58	18
Auto Parts and Service	22	6	16	52	26
Gifts and Luxury Items	28	5	23	64	8
Restaurants	36	15	21	55	9
Entertainment	37	11	25	48	16

*N varies from 327 to 364.
[a/] Combination of "much" and "some" improvement responses.

TABLE 10B

RESPONDENTS' ASSESSMENTS OF GOODS
AVAILABLE IN DOWNTOWN KEARNEY, BY SUBAREAS
– AS A PERCENT –

Types of Goods*	Some or Much Improvement Needed[a] (%)	Much Improvement Needed (%)	Some Improvement Needed (%)	No Improvement Needed (%)	Don't Know (%)
Food and Pharmacy					
All Respondents	20	5	15	69	12
Dormitory Students	10	—	10	69	20
Kearney	28	8	21	65	7
East of Kearney	10	4	6	70	20
West of Kearney	14	2	13	79	7
Men's Clothing					
All Respondents	37	11	26	43	20
Dormitory Students	17	4	13	27	56
Kearney	54	17	37	36	10
East of Kearney	19	4	15	53	28
West of Kearney	26	5	21	62	12
Women's Clothing					
All Respondents	45	16	30	44	11
Dormitory Students	37	8	29	41	22
Kearney	55	23	32	40	5
East of Kearney	30	8	21	51	20
West of Kearney	45	10	35	45	10
Children's Clothing					
All Respondents	32	12	20	32	36
Dormitory Students	17	4	12	16	67
Kearney	47	21	26	32	21
East of Kearney	14	4	10	30	56
West of Kearney	31	5	26	45	24
Home Furnishings					
All Respondents	29	7	22	50	21
Dormitory Students	18	—	18	35	47
Kearney	40	11	28	50	10
East of Kearney	15	—	15	53	32
West of Kearney	22	7	15	59	19
Hardware and Appliances					
All Respondents	24	4	20	58	18
Dormitory Students	22	—	22	35	43
Kearney	29	5	24	63	8
East of Kearney	17	5	12	51	32
West of Kearney	18	3	15	75	7
Auto Parts and Service					
All Respondents	22	6	16	52	26
Dormitory Students	22	6	16	27	51
Kearney	31	8	23	53	17
East of Kearney	10	4	6	49	42
West of Kearney	13	6	7	76	11
Gifts and Luxury Items					
All Respondents	28	5	23	64	8
Dormitory Students	39	—	39	51	10
Kearney	36	8	28	60	4
East of Kearney	14	3	12	71	15
West of Kearney	15	2	14	78	7
Restaurants					
All Respondents	36	15	21	55	9
Dormitory Students	31	10	20	65	4
Kearney	48	21	28	44	8
East of Kearney	17	8	9	65	18
West of Kearney	27	13	14	66	7
Entertainment					
All Respondents	37	11	25	48	16
Dormitory Students	47	8	39	51	2
Kearney	45	16	30	46	9
East of Kearney	19	5	13	42	40
West of Kearney	24	7	17	61	15

*N varies from 327 to 364.
[a] Combination of "much" and "some" improvement responses.

TABLE 11A

RESPONDENTS WHO FEEL GOODS OR SERVICES ARE MISSING FROM DOWNTOWN KEARNEY

N = 346

	Number	Percent
Positive Responses by Areas:		
All Respondents	134	33
Dormitory Students	14	28
Kearney	84	44
East of Kearney	17	18
West of Kearney	19	30
Positive Responses by Sex:		
Male	29	25
Female	105	37
Positive Responses by Age:		
Less than 24	38	33
24 to 44	67	47
45 to 64	22	27
65 or more	7	12
Positive Responses by Income:		
Less than $10,000	31	31
$10,000 to $19,999	31	25
$20,000 to $29,999	40	40
$30,000 or more	26	50

TABLE 11B

RESPONDENTS' SUGGESTIONS OF WHICH STORES AND SERVICES ARE MISSING FROM DOWNTOWN KEARNEY
N = 119

	All Respondents		Dormitory Students		Kearney		East of Kearney		West of Kearney	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Food and Pharmacy	5	3	0	0	2	2	2	12	1	5
Clothing	43	27	6	29	29	29	2	12	6	27
Home Furnishings	15	9	2	10	11	11	2	12	0	0
Gifts and Luxury Items	16	10	3	14	11	11	1	6	1	5
Restaurants and Entertainment	34	21	5	24	20	20	3	18	6	27
Department Stores	30	19	4	19	16	16	4	24	6	27
Mall	15	9	1	5	10	10	3	18	1	5
Other	3	3	0	0	2	2	0	0	1	5
Total	161	101*	21	101*	101	101*	17	102*	22	101*

*Totals do not equal 100% due to rounding.

TABLE 12A

OTHER LOCATIONS WHERE DOWNTOWN KEARNEY PATRONS SHOP

N = 352

	First Responses Number	First Responses Percent*	Total Responses Number	Total Responses Percent*
Elsewhere in Kearney	43	12	77	10
East of Kearney – Subtotal	253	72	601	78
Columbus	2	1	2	–
Fremont	1	–	2	–
Gibbon	5	1	10	1
Grand Island	170	48	341	44
Gretna	1	–	1	–
Hastings	26	7	63	8
Humboldt	1	–	1	–
Lincoln	11	3	65	8
Minden	17	5	39	5
Omaha	11	3	54	7
O'Neill	1	–	3	–
Norfolk	0	0	1	–
Pleasanton	0	0	1	–
Ravenna	6	2	13	2
Shelton	1	–	4	1
St. Paul	0	0	1	–
West of Kearney – Subtotal	54	15	91	12
Ainsworth	1	–	2	–
Alma	1	–	2	–
Amherst	1	–	1	–
Broken Bow	1	–	2	–
Cambridge	1	–	1	–
Cozad	1	–	1	–
Elm Creek	4	1	6	1
Holdrege	17	5	30	4
Lexington	14	4	21	3
McCook	0	0	1	–
Miller	0	0	1	–
North Platte	10	3	17	2
Ogallala	1	–	1	–
Overton	0	0	1	–
Sumner	0	0	1	–
Sidney	0	0	1	–
Valentine	1	–	1	–
Wilcox	1	–	1	–
Catalog	2	1	4	1
Total	352 (92% responding)		773 (68% of respondents gave two or more responses)	

*Dash means < 0.5 percent.

TABLE 12B

OTHER LOCATIONS WHERE DOWNTOWN KEARNEY PATRONS SHOP
BY THEIR RESIDENTIAL LOCATION
N = 352

	Total Responses		Responses by Subarea							
			Dormitory Students		Kearney		East of Kearney		West of Kearney	
Other Shopping Locations	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Elsewhere in Kearney	81	10	4	4	59	16	5	3	13	11
East of Kearney	600	78	75	77	300	80	166	93	59	48
West of Kearney	92	12	19	19	14	4	8	4	51	41
Total	773	100	98	100	373	100	179	100	123	100

TABLE 12C

OTHER LOCATIONS WHERE DOWNTOWN KEARNEY PATRONS SHOP
BY THEIR REASONS FOR SHOPPING ELSEWHERE
N = 352

Reasons for Shopping Elsewhere	Other Shopping Locations							
	Elsewhere in Kearney		East of Kearney		West of Kearney		All Locations	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Retail Characteristics	42	58	229	39	10	11	281	38
Specific Stores and Services	21	29	198	34	17	19	236	32
Personal Considerations	10	14	161	27	61	69	232	31
All Reasons	73	101 *	588	100	88	99	749	101 *

*Some totals do not equal 100% due to rounding.

TABLE 12D

RESPONDENTS' REASONS FOR SHOPPING ELSEWHERE
BY OTHER LOCATIONS WHERE THEY SHOP
N = 352

	Elsewhere in Kearney		Other Shopping Locations: East of Kearney		Other Shopping Locations: West of Kearney		All Locations	
	Number	Percent[a]	Number	Percent[a]	Number	Percent[a]	Number	Percent[a]
Retail Characteristics								
Good Price (bargain, cost)	20	27	36	6	5	6	61	8
Selection (variety, inventory)	10	14	130	22	4	5	144	19
Quality	0	0	11	2	0	0	11	1
Number of Stores	0	0	2	—	0	0	2	—
Stores Together (under 1 roof)	2	3	34	6	0	0	36	5
Size of Stores (large)	0	0	5	1	0	0	5	1
Store Hours	1	1	2	—	0	0	3	—
Good Service	1	1	4	1	0	0	5	1
Good Management (like businessmen)	0	0	0	0	1	1	1	—
Convenient Parking (ease)	8	11	5	1	0	0	13	2
Specific Goods and Services								
Mall	2	3	148	25	5	6	155	21
Discount Store	13	18	12	2	0	0	25	3
Department Store	1	1	3	1	2	2	6	1
Grocery/Pharmacy	3	4	9	2	2	2	14	2
Clothing	1	1	2	—	0	0	3	—
Women's Clothing and Shoes	0	0	6	1	0	0	6	1
Children's Clothing	0	0	2	—	1	1	3	—
Appliances and Hardware	0	0	1	—	0	0	1	—
Auto and Farm Equipment	0	0	1	—	4	5	5	1
Gifts and Luxury Items	0	0	1	—	0	0	1	—
Specialty Stores	1	1	4	1	0	0	5	1
Sporting Goods	0	0	2	—	0	0	2	—
Entertainment	0	0	1	—	1	1	2	—
Better Services	0	0	3	1	0	0	3	—
Bank	0	0	1	—	2	2	3	—
Seat of Government	0	0	2	—	0	0	2	—
Personal Considerations								
Convenience (handy)	4	5	27	5	7	8	38	5
Proximity (close, access)	1	1	19	3	14	16	34	5
Habit (routine)	0	0	3	1	0	0	3	—
Change of Pace (sightseeing)	3	4	19	3	4	5	26	3
There Anyway (passing through)	0	0	6	1	2	2	8	1
Many Purpose Trip	0	0	6	1	2	2	8	1
Home Town (close to home)	0	0	41	7	24	27	65	9
Visit Relative and Friends	2	3	25	4	5	6	32	4
Work Place	0	0	7	1	2	2	9	1
Knowledge of Area	0	0	1	—	0	0	1	—
Near Church	0	0	0	0	1	1	1	—
Friendly	0	0	2	—	0	0	2	1
Small Town	0	0	1	—	0	0	1	—
While Attending Football Game	0	0	1	—	0	0	1	—
Restrooms	0	0	2	—	0	0	2	—
Totals	73	98*	588	99*	88	101*	749	96*

[a] Dashed line means percentage less than 0.5 percent.
* Total percentages do not include percentages less than 0.5 percent.

TABLE 12E

ATTRACTIVENESS OF ALTERNATIVE SHOPPING LOCATIONS
FOR THOSE LOCATIONS NAMED BY TEN OR MORE RESPONDENTS
N = 352

	Elsewhere in Kearney		East of Kearney: Minden		Ravenna		Grand Island		Hastings		Lincoln		Omaha		West of Kearney: Holdrege		Lexington		North Platte	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Retail Characteristics																				
Good Price (bargain, cost)	20	28	—		—		23	7	4	6	2	3	6	11	1	3	1	5	1	6
Selection (variety, inventory)	10	14	3	8	1	11	72	22	15	24	19	29	19	35	1	3	—		3	18
Quality	—		—		—		6	2	—		3	5	—		—		—		—	
Number of Stores	—		—		—		1	—	—		1	2	—		—		—		—	
Stores Together (under 1 roof)	2	3	—		—		27	8	2	3	4	6	1	2	—		—		—	
Size of Stores (large)	—		—		—		2	1	—		1	2	2	4	—		—		—	
Store Hours	1	1	—		—		3	1	—		—		—		—		—		—	
Good Service	—		—		—		—		—		1	2	2	4	—		—		—	
Good Management (like businessman)	—		—		—		—		—		—		—		1	3	—		—	
Convenient Parking (ease)	8	11	1	3	—		4	1	—		—		—		—		—		—	
Specific Goods and Services																				
Mall	2	3	—		1	11	118	36	13	21	9	14	6	11	—		—		5	29
Discount Store	13	18	—		—		7	2	3	5	1	2	—		—		—		—	
Department Store	1	1	—		—		1	—	1	2	1	2	—		1	3	1	5	—	
Grocery/Pharmacy	3	4	1	3	—		4	1	—		1	2	—		1	3	1	5	—	
Clothing	1	1	—		—		1	—	—		—		—		—		—		—	
Women's Clothing and Shoes	—		1	3	—		3	1	—		—		1	2	—		—		—	
Children's Clothing	—		—		—		2	1	—		—		—		—		1	5	—	
Appliances and Hardware	—		1	3	—		—		—		—		—		—		—		—	
Auto and Farm Equipment	—		—		—		—		—		1	2	—		1	3	1	5	—	
Gifts and Luxury Items	—		—		—		—		—		—		1	2	—		—		—	
Specialty Stores	1	1	—		—		1	—	—		3	5	—		—		—		—	
Sporting Goods	—		—		—		1	—	—		1	2	—		—		—		—	
Entertainment	—		—		—		1	—	1	2	—		—		—		—		—	
Better Services	—		—		—		2	1	1	2	—		—		—		—		—	
Bank	—		1	3	—		—		—		—		—		1	3	1	5	—	
Seat of Government	—		2	6	—		—		—		—		—		—		—		—	
Personal Considerations																				
Convenience (handy)	4	6	2	6	2	22	13	4	3	5	3	5	3	6	4	14	2	10	—	
Proximity (close, access)	1	1	7	19	4	44	6	2	1	2	—		1	2	6	21	4	20	1	6
Habit (routine)	—		1	3	—		—		—		1	2	—		—		—		—	
Change of Pace (sightseeing)	3	4	—		—		12	4	3	5	1	2	1	2	1	3	2	10	—	
There Anyway (passing through)	—		—		1	11	3	1	—		2	3	—		1	3	—		—	
Many Purpose Trip	—		1	3	—		1	—	1	2	—		1	2	1	3	1	5	—	
Home Town (close to home)	—		15	42	—		7	2	1	2	2	3	5	9	6	21	2	10	6	35
Visit Relatives and Friends	2	3	—		—		3	1	4	6	6	9	5	9	1	3	2	10	1	6
Work Place	—		—		—		3	1	4	6	—		—		1	3	1	5	—	
Knowledge of Area	—		—		—		—		1	2	1	2	—		—		—		—	
Near Church	—		—		—		—		—		—		—		1	3	—		—	
Friendly	—		—		—		—		2	3	—		—		—		—		—	
While Attending Football Game	—		—		—		—		—		1	2	—		—		—		—	
Restrooms	—		—		—		—		2	3	—		—		—		—		—	
All Respondents Offering Reasons for Shopping Elsewhere	72	99	36	102	9	99	327	99	62	101	65	106	54	101	29	95	20	100	17	100
All Respondents Who Shop Elsewhere	77		39		13		341		63		65		54		30		21		17.	

TABLE 13A

ASPECTS OF DOWNTOWN KEARNEY
WHICH RESPONDENTS FEEL HAVE MOST IMPROVED,
BY CATEGORY, BY SUBAREAS
— AS A PERCENT —
N=249

Categories of Improvements Achieved	Percent All Responses	Responses by Subareas			
		Percent Dormitory Students	Percent Kearney Residents	Percent East of Kearney	Percent West of Kearney
Retail characteristics	16	36	16	21	21
Specific stores and services	21	14	18	17	35
Physical conditions/amenities[a/]	18	10	15	24	14
Vehicular conditions	17	31	23	14	7
Improved a lot	1	—	—	—	—
No improvement/same	26	10	28	24	23
Total[b/]	99	101	100	100	100

[a/] Physical conditions and amenities merged due to small percentages (3% total) for amenities.
[b/] Some totals do not equal 100% due to rounding.

TABLE 13B

ASPECTS OF DOWNTOWN KEARNEY
WHICH RESPONDENTS FEEL HAVE MOST IMPROVED,
BY INDIVIDUAL IMPROVEMENTS
N=249*

Improvements Achieved	First Improvement Cited Number	First Improvement Cited Percent	All Improvements Cited Number	All Improvements Cited Percent
Retail Characteristics				
Prices (cost, bargains)	2	1	7	2
Selection (variety, inventory)	13	4	18	4
Quality	1	—	1	—
Shopping conditions (displays, hours, courtesy)	3	1	12	3
Number and type of stores	20	6	29	7
Specific Stores and Services				
Mall	2	1	2	—
Grocery	7	2	7	2
Clothing	10	3	14	3
Furniture	0	0	1	—
Gift/novelty/specialty/craft	10	3	19	5
Entertainment	8	2	10	2
Restaurants	18	5	21	5
Finance	7	2	8	2
Services	3	1	4	1
Physical Conditions				
Building conditions (remodeling, store fronts)	34	10	42	10
Building appearance	6	2	10	2
Walls removed between stores	4	1	4	1
Exterior (parks, landscaping, lighting)	0	0	3	1
Security	0	0	2	—
Vehicular Conditions				
Parking (volume, condition, meters)	35	10	54	13
Streets	8	2	12	3
Access	1	—	2	—
Pedestrian safety	1	—	1	—
Amenities				
General appearance	2	1	3	1
Beautification/maintenance	1	—	2	—
Cleanliness	1	—	4	1
Atmosphere	0	0	1	—
Christmas lighting	1	—	1	—
General: improved a lot	5	1	6	1
General: hasn't improved	46	13	108	26
Subtotal	249		408	
Don't Know	97	28	—[a]	
Grand Total	346	99[b]	408	99[b]

[a] "Don't know" responses are not included among total responses.
[b] Grand total does not equal 100% due to rounding.
*61 percent of those surveyed responding.
— (Dash) means <0.5 percent.

TABLE 14A

ASPECTS OF DOWNTOWN KEARNEY
WHICH RESPONDENTS FEEL NEED MOST IMPROVEMENT,
BY CATEGORY, BY SUBAREAS
— AS A PERCENT —
N=269

Categories of Improvements Needed	Percent All Responses	Responses by Subareas			
		Percent Dormitory Students	Percent Kearney Residents	Percent East of Kearney	Percent West of Kearney
Retail characteristics	20	15	23	9	23
Specific stores and services	19	19	21	19	13
Physical conditions/amenities[a]	14	9	18	8	16
Vehicular conditions	39	46	35	45	39
No need for improvement	7	12	3	19	9
Total[b]	99	101	100	100	100

[a] Physical conditions and amenities merged due to small percentages (1% of total) for amenities.
[b] Some totals do not equal 100% due to rounding.

TABLE 14B

ASPECTS OF DOWNTOWN KEARNEY
WHICH RESPONDENTS FEEL NEED MOST IMPROVEMENT
BY INDIVIDUAL IMPROVEMENTS
N=269*

Improvements Needed	First Need Cited		All Needs Cited	
	Number	Percent	Number	Percent
Retail Characteristics				
Prices (costs)	7	2	15	3
Selection (variety, inventory)	14	4	24	5
Quality	2	1	8	2
Shopping conditions (hours, courtesy, marketing)	7	2	21	5
Number and types of stores	12	3	21	5
Specific Stores and Services				
Mall	20	6	32	7
Department stores	4	1	7	2
Grocery	1	–	1	–
Clothing	13	4	17	4
Appliance	0	0	1	–
Auto	1	–	2	–
Specialty	0	0	1	–
Entertainment	8	2	9	2
Restaurants	7	2	9	2
Services	4	1	7	2
Physical Conditions				
Building conditions	5	1	10	2
Building appearance	4	1	9	2
Remove walls between stores	5	1	5	1
Exterior (landscaping, lights, sidewalks)	3	1	13	3
Rest rooms and rest areas	11	3	21	5
Security	2	1	2	–
Vehicular Conditions				
Parking	93	26	112	25
Streets	9	3	19	4
Access/traffic control	17	5	32	7
Pedestrian safety/sidewalks	2	1	6	2
Lack transportation	1	–	3	1
Amenities				
General appearance	0	0	1	–
Beautification	0	0	1	–
Cleanliness/litter	1	–	3	1
Unifying theme/motif	1	–	1	–
General: no need for improvement	15	4	33	7
Subtotal	269		446	
Don't Know	86	24	–[a]	
Grand Total	355	99[b]	446	99[b]

[a] "Don't know" responses are not included among total responses.
[b] Grand total does not equal 100% due to rounding.
*66 percent of those surveyed responded to this question.
– (Dash) means 0.5 percent.

TABLE 15

OTHER COMMENTS MADE BY RESPONDENTS
CONCERNING DOWNTOWN KEARNEY
N=78*

	Positive Comments			Negative Comments	
Business Related			Business Related		
Good shopping	12		Not enough goods	1	
Low prices	2		Improve store appearance	1	
No mall needed	3		More restaurants	1	
Good services	2		More evening hours	1	
		19	Stores too spread out	2	
			Monoply of business owners	2	
Physical Conditions					8
Neat	2				
Well kept	1		Physical Conditions		
Well laid out/organized	2		Need walk-through	1	
		5	Old	1	
					2
Vehicular					
		0	Vehicular		
Attitude/Amenities			Roads/streets	1	
Nice place	42		Teenage drivers	1	
Beautiful	2		Parking	1	
Friendly/nice people	2				3
Progressive	1				
Satisfied	1		Attitude/Amenities		
Keep it	2		Stop growth	1	
Go there for a change	3		Rotten	1	
Bigger than home town	1		Small place	1	
		54			3
Total		78	Total		16

Positive	78
Negative	16
Grand Total	94

*19 percent of those surveyed responded to this question.

POLICY IMPLICATIONS

Downtown Kearney experienced a net growth in retail activity during the economically turbulent 1970's. As an indicator of that increased activity, many merchants were attracted to the downtown area to open and operate their businesses. An overwhelming number of Kearney residents and the outlying population of Kearney's market area were found to use downtown shopping facilities regularly. Thus, the current conditions and future economic propects for retailing in the downtown area are very promising.

Focusing only on the apparent successes and growth of the downtown area would be inappropriate and shortsighted, however. The value of the information reported here is to discover and focus on the shortcomings, problems, needs, and concerns associated with the downtown area, the goal being to improve conditions and ameliorate problems for downtown merchants and patrons alike.

Foremost among the concerns of any retail district is competition from other areas that attract potential customers away from the district. In the case of downtown Kearney, two major areas are competitors: the local north side district around Second Avenue and 39th Street and the more distant Grand Island Mall. The attraction of the north side district is in the discount stores and the complementing non-retail activity. The attractiveness of the Grand Island Mall is in its major department stores and amenities for shoppers such as climate control.

Given the current distribution of malls and shopping centers in the region, the present market (buying power) in central Nebraska could not easily support an additional mall. Thus, a true mall is not likely to be opened any time soon any closer to downtown Kearney than the existent Grand Island Mall. However, the growth of additional ribbon development (shopping strips) is likely to continue both within the City of Kearney and elsewhere in the region.

In view of those considerations, the Downtown Improvement District and the downtown community as a whole may wish to pursue several courses of action simultaneously. These actions would serve to enhance the attraction of downtown Kearney and lessen the leakage of buying power to other locations.

First, downtown Kearney should act to bolster those retail activities cited by patrons as missing from the district or in need of improvement. Foremost among these are department and/or discount stores. Downtown Kearney should actively seek to attract an additional full-line department store of regional or national reputation by developing a downtown site to create an anchor or new growth district within or immediately adjacent to the present downtown area.

In addition, other retail activities should be re-examined. One or more additional restaurants would enhance the attraction of the downtown area to multiple purpose and long term shoppers. Additional product lines should also be carried by existent or new retailers. Clothing lines in particular should be examined with an eye toward balancing the teenage/college and mature tastes and bolstering lines of children's clothing.

A second realm in which efforts are warranted concerns the marketing of downtown Kearney. Since leakage (though not severe) is primarily to the east, downtown merchants should pursue a cooperative marketing effort aimed at increasing the buying public's awareness of downtown Kearney, particularly in both large and small communities east of Kearney. Such marketing could be tied to local events or attractions.

The downtown community also needs to foster a sense of place or mystique around downtown Kearney. Psychological enhancement can be achieved through coordinated structural improvements or preservation, district-wide activities, a unifying theme, or a combination of these. An example would be the recent creation of a symbol or logo for downtown Kearney under sponsorshop of the Downtown Improvement Board. Such a symbol lends familiarity to the district and helps to tie subareas together as a unified whole.

A third realm of improvement that needs to be addressed by the downtown community is the whole area of amenities, those characteristics that lend comfort and convenience to a place. Although financing may be limited, the presence of amenities nevertheless fosters and facilitates multiple purpose and multiple person shopping trips and thereby enhances sales.

A downtown need not attempt to duplicate mall-like conditions, but some basic amenities enhance all shopping zones. Those include rest facilities (especially for the aged) and toilet facilities.

In addition, efforts could be made to increase the number of walk-throughs between individual stores and/or create sidewalk canopies to shield shoppers from precipitation and extremes of weather. Such canopies could also prove to be energy efficient to merchants. Finally, the visual appearance of the downtown district could be enhanced through the creation of green spaces and other focal points such as street directories.

Finally, and most difficult to accomplish, structural improvements should continue to be pursued. These include both the improvement of buildings and the improvement of vehicular flow and parking. Building improvement could include amenities such as new facades or canopies, historic preservation and restoration, and the expansion of total floor space, particularly increased second-story usage. Most important to the improvement of downtown buildings, however, is a coordination of effort among owner-operators, whether formal (by code) or informal. Only through coordinated effort can the impact of improvements be seen and appreciated by patrons of the district.

Improvement of vehicular flow and parking is in constant need of re-evaluation and revision. As shoppers' habits and characteristics change, so do their needs for access and parking. So, too, should the changing business mix and idiosyncracies of downtown subareas be allowed for and accommodated. Therefore the downtown community, through its Downtown Improvement Board, should review the distribution of parking zones with an eye toward refinement.

The concerns expressed over parking in this survey were not so much with volume of space as with the distribution of space, including time limits. Downtown Kearney has achieved an expansion of total parking volume of approximately 1,400 spaces in 1981. What is needed is a refinement of the distribution of various time limits on parking to allow for the variability of the business mixes along various blocks. As an adjunct part of that refinement, accommodation for and enforcement of employee parking away from major shopping zones must be achieved.

As for the traffic flow, a number of structural and directional techniques are well-known, including turn lanes and structural impediments to flow (reducing the number of turn lanes at corners, for instance). However, many of those techniques are costly, and simpler innovative solutions may be found. As an example, one contradiction in downtown Kearney is that the creation of evening hours to enhance sales has apparently generated "teen cruising" which, in turn, discourages shoppers and merchants alike from joining the evening effort. A possible solution would be to interrupt the continuous flow of traffic along the major thoroughfares during evening hours with aesthetically pleasing semi-portable barriers. The barriers could also serve to create a pedestrian zone, thus enhancing foot traffic and potential shoppers.

Although these comments have focused on the retail base of downtown Kearney, efforts should be made to retain and attract non-retail activities to the district. Efforts that enhance retailing will automatically benefit the service and finance activities because all businesses depend upon clients for their operations, and the presence of service and finance activities will, conversely, benefit retailing.

The suggestions made in this section are derived from the total data gathered for this report. An attempt has been made to limit suggestions to the less costly and more easily implemented. While downtown Kearney appears to be in a relatively good developmental position for a district of its size, it should guard against complacency and strive for continuous improvement so that it can adequately compete with other retail centers in the future.

APPENDIX A

COMPARATIVE CONTEXT

COMPARATIVE CONTEXT

The graphics below attempt to lend a comparative context to the findings of this study. The reader should be cautioned about three problems associated with these (and most) comparisons. First, generally available published materials that compare data between Central Business Districts are not usually up-to-date. Second, comparisons of CBD's may be made using different data bases such as proportion of total floor space devoted to one or another function rather than the number of businesses in one or another function (as used in this analysis). Finally, comparative studies are typically based on data from larger (metropolitan) urban centers, rather than on the smaller city. Given these limitations, exploring the available comparative studies is nevertheless useful. This will be accomplished here through several graphics.

First, the proportion of total land devoted to various uses in Central Business Districts varies with the size of the urban place and changes at varying rates as cities grow. (See Graphic #1.) Relatedly, retail sales in the Central Business District as a proportion of city wide sales varies with the size of the city and decreases as the city grows. (See Graphic #2.)

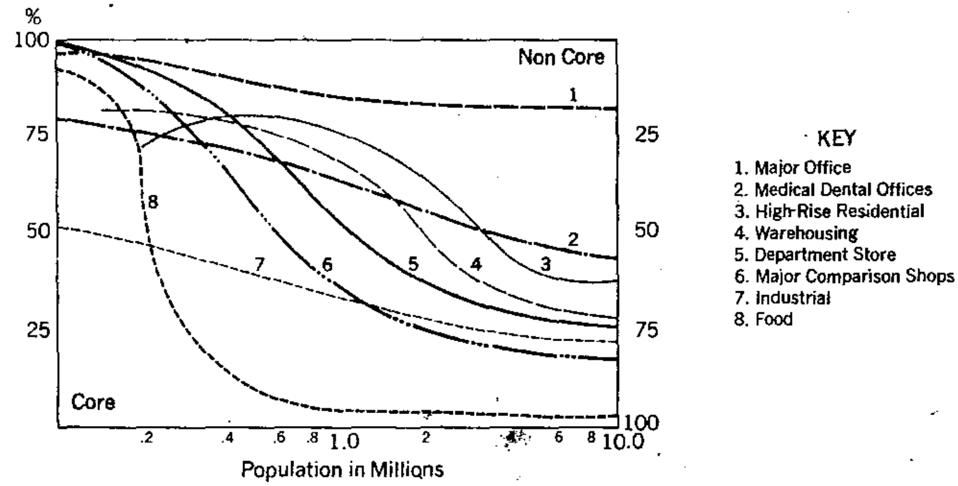
Significant variations in the proportion of a downtown area are devoted to various land uses and activities, even for cities of the same size. (See Graphic #3.) Given these differences, there _is_ a tendency toward an average land use breakdown in CBD's. (See Graphic #4.)

As an example of a relatively nearby and relatively comparably sized city, data on business activity in downtown Bellevue, Nebraska are displayed in Graphic #5. The analysis of Bellevue's CBD activity and that for Kearney are not exactly comparable as variations occur between the two studies in data measurement and time frame and in relative locations (Bellevue being adjacent to a metropolitan center). Nevertheless, comparison demonstrates that several of the one-year changes in Bellevue were more dramatic than most two-year periods of change during the 1970's in Kearney. These comparisons suggest that Kearney's downtown district is relatively stable.

If floor space and number of businesses are equivalent measures of activity, Kearney does seem to have a higher proportion of its downtown activity devoted to retailing than do other urban centers (even after allowing for the removal of non-CBD land uses from calculations). That higher proportion may be due to the presence of Kearney State College and/or the functioning of Kearney as a retail trade center for the surrounding rural area. The presence of greater retail activity should not be a cause for concern, as long as service and finance activity does not decline. That does appear to be the case in downtown Kearney.

GRAPHIC 1

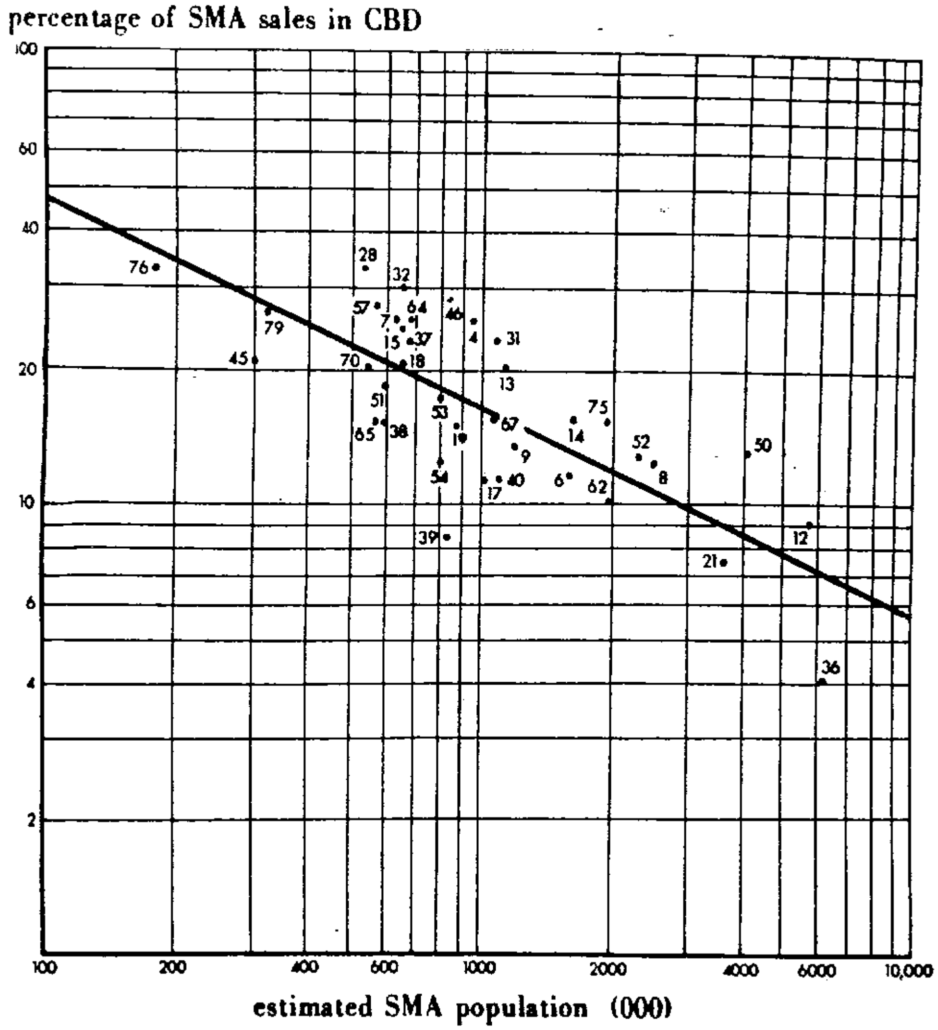
DISPERSION OF CENTRAL BUSINESS DISTRICT FUNCTIONS
WITH GROWTH OF CITY



Source: Larry Smith, "Space for the CBD's Functions," *Internal Structure of the City* (Larry S. Bourne, editor), Oxford University Press, Toronto (1971).

GRAPHIC 2

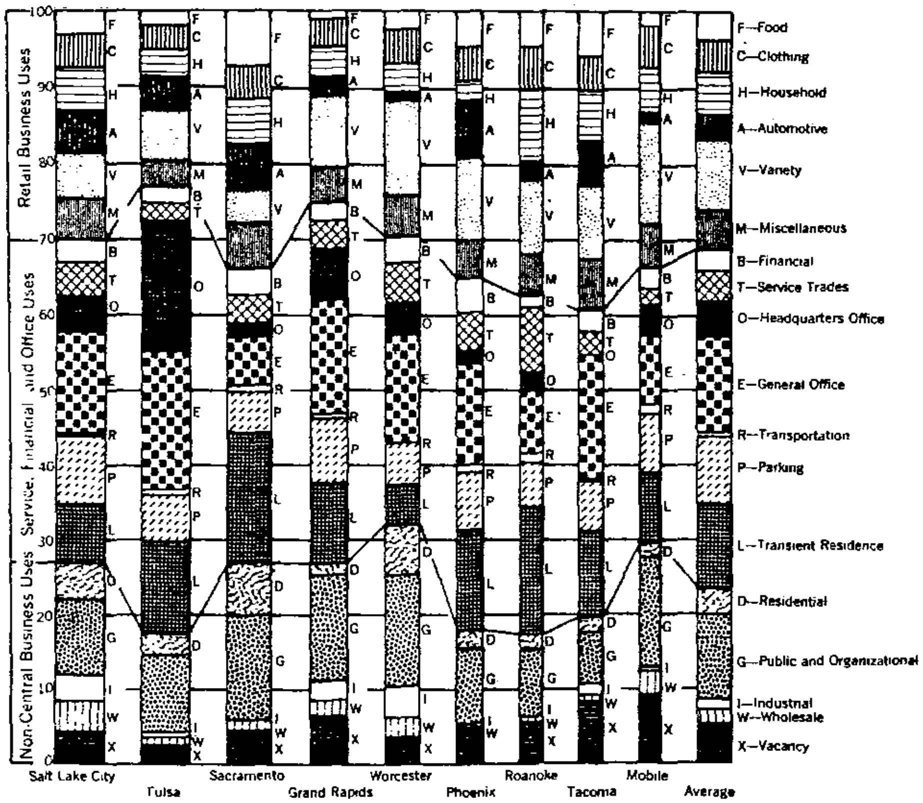
CENTRAL BUSINESS DISTRICT SALES
AND METROPOLITAN AREA POPULATION



Source: Ray M. Northam, *Urban Geography*, John Wiley & Sons, Inc., New York (1975). (Adapted from Ronald R. Boyce and W. A. V. Clark, "Selected Spatial Variables and Central Business District Retail Sales"; *Papers*, Regional Science Assoc. Vol. 11, 1963.)

GRAPHIC 3

PROPORTION OF TOTAL FLOOR SPACE
IN VARIOUS CENTRAL BUSINESS DISTRICTS



Source: Raymond E. Murphy, *The Central Business District,* Aldine Press, Chicago (1972). (Adapted from Raymond E. Murphy and J. E. Vance, Jr., "A Comparative Study of Nine Central Business Districts," *Economic Geography,* vol. 30, 1954, pp 301-336).

GRAPHIC 4

LAND USE CHARACTERISTICS OF AN AVERAGE CBD

Central Uses	Proportion of the Total Floor Space in CBD	Total Space in Category
Service-financial-office uses	44.0%	100.0%
General offices	12.7	29.0
Transient residences	11.7	27.0
Parking	7.0	16.0
Headquarters offices	5.0	11.0
Service trades	4.0	9.0
Financial	3.0	7.0
Transportation	0.6	1.0
Retail business	32.0%	100.0%
Variety	9.4	29.0
Household	5.3	17.0
Miscellaneous	5.3	17.0
Clothing	4.2	13.0
Foodstuffs	3.9	12.0
Automotive	3.9	12.0
Noncentral uses	24.0%	100.0%
Public-organizational	11.7	49.0
Vacant	5.5	23.0
Residential	3.5	14.0
Wholesale	1.8	8.0
Industrial	1.5	6.0

Source: Maurice Yeates and Barry Garner, *The North American City*, Second Edition, Harper and Row, publishers, New York (1976). (Adapted from R. E. Murphy and J. E. Vance, "A Comparative Study of Nine Central Business Districts," *Economic Geography* 30 (1954), pp 301-336.

GRAPHIC 5

– BELLEVUE, NEBRASKA –

THE PROPORTION OF TOTAL BUSINESS ACTIVITY
IN THE DOWNTOWN AREA
BY CATEGORY OF ACTIVITY, AS MEASURED BY
FLOOR SPACE IN SQUARE FEET*

	Percent of Total Floor Space 1977	Percent of Total Floor Space 1976	Percentage Change In Floor Space 1976 to 1977
Retail	38.3	34.8	+5.0
Service	36.5	45.2	+33.0
Finance	14.4	10.4	- 22.9
Social/cultural	9.6	8.6	+7.2
Manufacturing	1.1	1.1	0.0
All Activity	99.9	100.1	

*Source: Derived from *Bellevue, Nebraska, Comprehensive City Plan, 1978 Revision*; (Section IX, Central Business District) Table 36, Wilson and Company (March, 1978), p 2.

APPENDIX B

SURVEY FORM FOR BUSINESSES

(ARRIVALS AND RELOCATORS)

Guide to Survey of Business Owner-operators Who Have Recently Moved Into or Out of Downtown Kearney

My name is ____________________ and I'm working with the City of Kearney and the Downtown Improvement Board to develop some ideas about types of activities for improving downtown Kearney. Your thoughts would be most helpful to us.

1. First tell me about your business. How long have you been in business? Do you have other businesses and have you been at other locations? Etc.

2. When you opened your business here, what things most influenced your choice of location? Did you look at other sites? Was other suitable space available?

3. Which businesses in the area do you feel best complement your business?

4. FOR ARRIVALS:
   What do you feel are the major factors in the success of the downtown area?

   FOR LEAVERS:
   What do you feel were your reasons for moving out of the downtown area?

5. What aspects of the downtown area are you most concerned about? [PROBE]

6. Are there any major improvements to the downtown area which you feel are particularly needed? If so, what are they?

APPENDIX C

ANALYSIS OF SURVEY RESPONSES

FROM PEOPLE WHO DON'T USE DOWNTOWN KEARNEY

(N = 26)

APPENDIX C

TABLE 1

SHOPPING LOCATIONS AND REASONS FOR ATTRACTION TO LOCATIONS CITED BY RESPONDENTS WHO DON'T SHOP IN DOWNTOWN KEARNEY*
N = 26

	What Attracts Person to Shop Elsewhere			
	Retail Characteristics	Personal Reasons	Specific Stores and Services	Total Reasons
FOOD AND PHARMACY				
Elsewhere in Kearney	4	2	1	7 (21%)
East	5	14	1	20 (59%)
West	4	3	0	7 (21%)
All Locations	13 (38%)	19 (56%)	2 (6%)	34
CLOTHING				
Elsewhere in Kearney	4	1	0	5 (17%)
East	6	12	0	18 (62%)
West	2	3	1	6 (21%)
All Locations	12 (41%)	16 (55%)	1 (3%)	29
HOME FURNISHINGS				
Elsewhere in Kearney	2	1	0	3 (13%)
East	5	12	1	18 (75%)
West	0	3	0	3 (13%)
All Locations	7 (29%)	16 (67%)	1 (4%)	24
HARDWARE				
Elsewhere in Kearney	1	3	0	4 (17%)
East	5	9	0	14 (58%)
West	3	3	0	6 (25%)
All Locations	9 (38%)	15 (63%)	0 (0%)	24
AUTO PARTS AND SERVICE				
Elsewhere in Kearney	3	1	0	4 (15%)
East	3	14	0	17 (65%)
West	1	4	0	5 (19%)
All Locations	7 (27%)	19 (73%)	0 (0%)	26

TABLE 1
(Continued)

SHOPPING LOCATIONS AND REASONS FOR ATTRACTION TO LOCATIONS CITED BY RESPONDENTS WHO DON'T SHOP IN DOWNTOWN KEARNEY*
N = 26

	What Attracts Person to Shop Elsewhere			
	Retail Characteristics	Personal Reasons	Specific Stores and Services	Total Reasons
GIFTS AND LUXURY ITEMS				
Elsewhere in Kearney	1	1	0	2 (10%)
East	4	13	0	17 (81%)
West	0	1	1	2 (10%)
All Locations	5 (24%)	15 (71%)	1 (5%)	21
PERSONAL SERVICES				
Elsewhere in Kearney	2	2	1	5 (20%)
East	4	12	0	16 (64%)
West	1	3	0	4 (16%)
All Locations	7 (28%)	17 (68%)	1 (4%)	25
PROFESSIONAL SERVICES				
Elsewhere in Kearney	1	1	2	4 (14%)
East	3	15	1	19 (66%)
West	0	6	0	6 (21%)
All Locations	4 (14%)	22 (76%)	3 (10%)	29
FINANCIAL SERVICES				
Elsewhere in Kearney	1	0	0	1 (5%)
East	1	12	0	13 (68%)
West	0	5	0	5 (26%)
All Locations	2 (11%)	17 (89%)	0 (0%)	19
ENTERTAINMENT				
Elsewhere in Kearney	1	3	1	5 (29%)
East	3	5	1	9 (53%)
West	1	2	0	3 (18%)
All Locations	5 (29%)	10 (59%)	2 (12%)	17

*Percentages do not always total to 100% due to rounding.

APPENDIX C

TABLE 2

REASONS FOR ATTRACTION TO SHOPPING LOCATIONS
OTHER THAN DOWNTOWN KEARNEY, BY TYPE OF GOODS,
CITED BY RESPONDENTS WHO DON'T SHOP IN DOWNTOWN KEARNEY
N = 26

Reasons Cited for Shopping Elsewhere	Types of Goods: Food and Pharmacy	Clothing	Home Furnishings	Hardware	Auto Needs	Gifts and Luxury	Personal Services	Professional Services	Financial Services	Entertainment	TOTAL (By Reason)	SUBTOTAL OF REASON CATEGORIES
Retail Characteristic												172
Price	6	6	4	5	4	3	4	3	2	2	39	
Selection	4	5	2	2	0	1	0	0	0	1	15	
Quality	4	0	1	0	0	0	1	1	0	3	10	
Convenience	3	3	2	6	5	5	4	3	1	1	33	
Proximity	9	8	6	6	8	6	9	8	6	2	68	
Good service (friendly/rapid)	0	1	0	1	3	0	0	0	0	0	5	
Store hours	1	0	0	0	0	0	0	0	0	0	1	
Parking ease	0	0	0	0	0	0	1	0	0	0	1	
Personal												71
Hometown	3	2	1	2	3	3	3	3	3	1	24	
Habit	0	0	0	0	1	0	0	6	4	1	12	
There anyway	0	0	0	0	0	1	0	0	0	0	1	
Multi-purpose trip	3	0	0	0	0	0	0	0	1	0	4	
Visit friends	2	3	2	0	1	2	1	2	0	2	15	
Work there	0	0	0	0	1	0	0	0	0	0	1	
Know merchants	0	0	0	2	0	0	1	0	0	0	3	
Only place to go	0	0	5	0	0	0	0	0	0	0	5	
Belong to group	0	0	0	0	0	0	0	0	0	1	1	
Depend on others	1	1	0	0	0	1	1	1	0	0	5	
Specific Stores and Services												7
Mall	0	0	0	0	0	0	0	0	0	2	2	
Food and pharmacy	1	0	0	0	0	0	0	0	0	0	1	
Department store	0	0	1	0	0	0	0	0	0	0	1	
Professional services	0	0	0	0	0	0	0	2	0	0	2	
Government seat	0	0	0	0	0	0	0	0	1	0	1	
General: No Reason	0	0	0	0	0	0	0	0	0	1	1	1
Total (by type of goods)	37	29	24	24	26	22	25	29	18	17		251 Grand Total

APPENDIX C

TABLE 3

REASONS FOR PREFERENCE NOT TO SHOP IN DOWNTOWN KEARNEY CITED BY RESPONDENTS WHO DON'T SHOP IN DOWNTOWN KEARNEY
N = 26

Reasons by Type	First Reasons Cited		All Reasons Cited	
	Number	Percent	Number	Percent
Retail Characteristics				
Prices (cost)	1	4	5	13
Selection	1	4	1	3
Management	0	0	1	3
Clerks	0	0	1	3
Advertising	1	4	1	3
Crowding	1	4	2	5
Physical Conditions				
Building Appearance	0	0	1	3
Vehicular Conditions				
Parking	2	8	5	13
Access	1	4	2	5
Streets	0	0	1	3
Teen traffic	1	4	1	3
Personal Reasons				
Habit	0	0	2	5
Can't get there (no car; far; health; gas expense)	9	35	11	28
Relatives	1	4	1	3
General: Yes	1	4	1	3
General: No Reason	4	15	4	10
No Response	3	12	–	
Total	26	102*	40	106*

*Totals do not equal 100% due to rounding.

APPENDIX C

TABLE 4

STORES OR SERVICES MISSING
AS CITED BY RESPONDENTS
WHO DON'T SHOP IN DOWNTOWN KEARNEY
N = 26*

	Citations
Department stores	1
Discount stores	1
Food and pharmacy	1
Clothing	1
Hardware/appliance	1
Gifts/luxury items	1
Name brands	3
Total	9

*6 out of 26 (23 percent) of non-Kearney shoppers responded that services were missing, and 5 out of 26 (19 percent) of non-Kearney shoppers suggested that services were missing.

APPENDIX C

TABLE 5

ASPECTS OF DOWNTOWN KEARNEY
WHICH NEED MOST IMPROVEMENT
ACCORDING TO RESPONDENTS
WHO DON'T SHOP IN DOWNTOWN KEARNEY
N = 26*

Improvements needed	First Need Cited Number	First Need Cited Percent	All Needs Cited Number	All Needs Cited Percent
Retail Characteristics		25		42
Prices (cost)	2		2	
Number and type of stores	2		2	
Shopping conditions	0		1	
Vehicular Conditions		19		50
Parking	1		2	
Streets	0		1	
Access	2		2	
Lack Transportation	0		1	
Amenities		6		8
Rest Areas	1		1	
Subtotal	8	50	12	100
Don't Know	8	50	a/	
Grand Total	16	100	12	100

a/ "Don't Know" responses are not included among total responses.
*16 out of 26 (62 percent) of non-Kearney shoppers responded to this question.