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Resident/Shopper Survey North Omaha Area, Omaha, Nebraska

Center for Public Affairs Research (CPAR)
University of Nebraska at Omaha

RESIDENT/SHOPPER SURVEY
NORTH OMAHA AREA
OMAHA, NEBRASKA

by

Center for Applied Urban Research
College of Public Affairs and Community Service
University of Nebraska at Omaha

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Acknowledgments

This report was prepared by staff members of the Center for Applied Urban Research. Katherine Darnell coordinated and wrote the report. Dr. Russell L. Smith served as advisor throughout the project. Alice Schumaker contributed to the interpretation of the data and wrote parts of the report. Carole Davis reviewed the report and served as advisor at different points during the project. Tim Himberger served as data processing supervisor. Karla Dorsey, Bassey Udoh, and Rick Drake provided data entry support. Joyce Carson and Loni Saunders assisted with word processing. Gloria Ruggiero edited the final report.

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Introduction

In December 1986, a survey was conducted to determine the socioeconomic characteristics and shopping patterns of residents in an area of North Omaha that is being considered for retail development. This survey is part of a larger study being conducted by Applied Real Estate Analysis, Inc. (AREA) of Chicago, Illinois, for the Community and Economic Development Division of the Omaha Planning Department. The Community and Economic Development Division of the Omaha Planning Department contracted the Center for Applied Urban Research (CAUR) at the University of Nebraska at Omaha to analyze the survey data, compile the information, and prepare a report to be used by AREA to supplement its study.

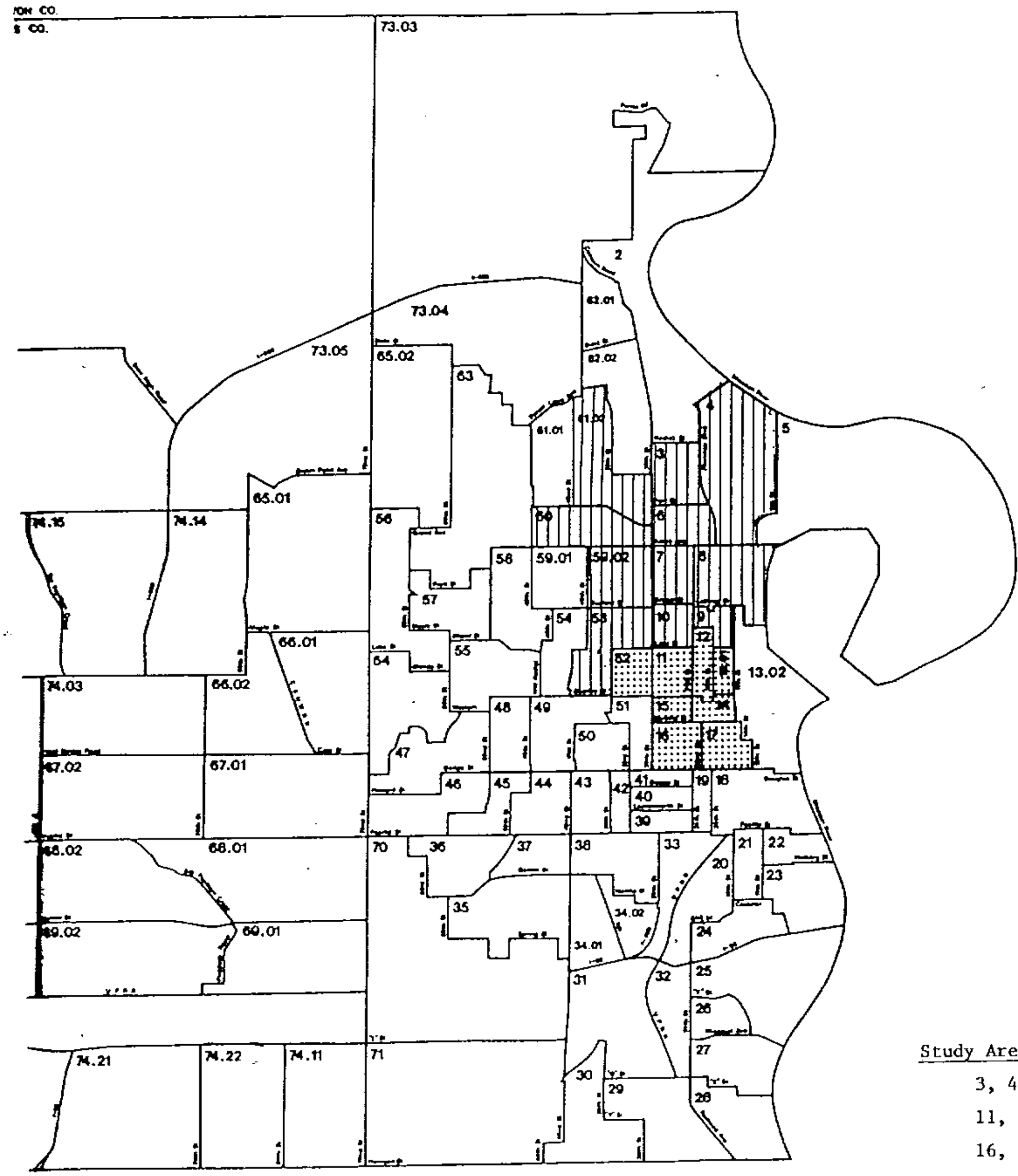
Methodology

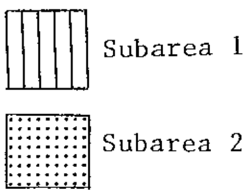
Representatives from the Omaha Planning Department and AREA devised the survey questionnaire and determined the methodology for drawing the survey sample; the planning division was responsible for drawing the actual sample. A total of 158 households were surveyed by telephone in December 1986 by members of the Community and Economic Development Division. CAUR was responsible for coding the questionnaires, entering the data, summarizing the findings, and preparing this report. Assuming a random sample design, a sample of 158 can be expected to have a margin of error of +/- 8 percent. In other words, if all adult residents of the study area were interviewed, their responses would be within +/- 8 percent of the actual responses of the sample.

Nineteen census tracts were identified as the area of North Omaha under consideration for potential retail development. Two subareas within the larger study area were identified as retail trade areas (figure 1). Analyses of the findings include information on the entire area and the two subareas.

Several questions in the survey sought to identify the principal stores and areas where residents purchased clothing, food, drugstore items, and home furnishings. The purpose was not only to identify specific stores, but to determine where residents were going to make their purchases in relation to the area in which they live. In order to obtain as much information as possible from these open-ended questions, codes were established to identify categories of stores and the general location of the stores within the city. In addition to these broader categories, a list of the most frequently mentioned stores was included to provide additional information for the city of Omaha.

Figure 1
North Omaha Study Area





Study Area Census Tracts:

3, 4, 6, 7, 8, 9, 10, 11, 12, 13.01, 14, 15, 16, 17, 52, 53, 59.02, 60, 61.02

Subarea 1 Census Tracts:

3, 4, 6, 7, 8, 9, 10, 53, 59.02, 60, 61.02

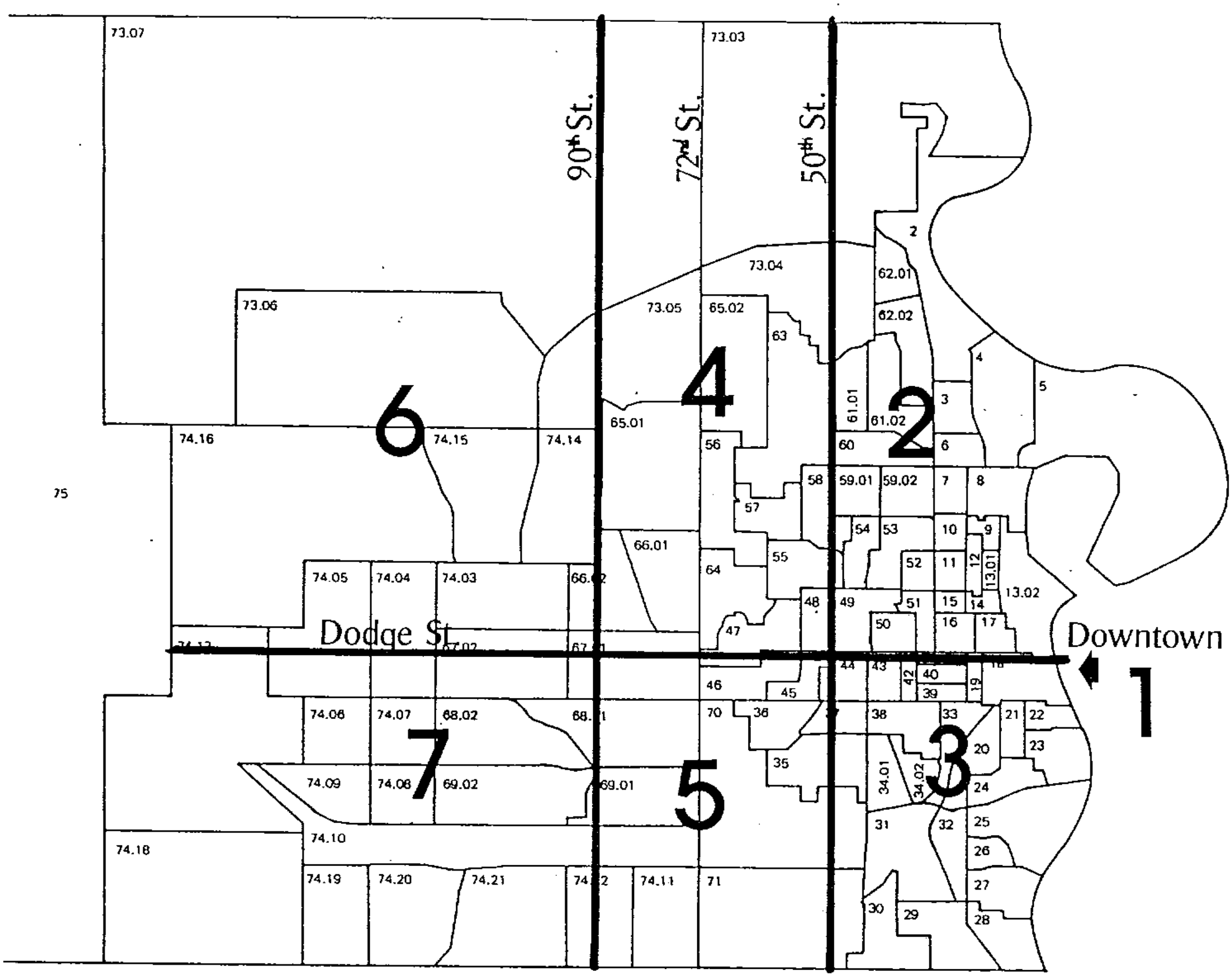
Subarea 2 Census Tracts:

11, 12, 13.01, 14, 15, 16, 17, 52

Figure 2 lists the codes assigned to the categories of stores and identifies the locations used for question 2 (see appendix A for a copy of the questionnaire). A map is included to identify the location codes with the corresponding areas of the city. Codes were established for retail stores to accommodate the price differences found among the various stores and to reflect the unique marketing characteristics of a particular store. The various store codes can be associated with the following stores: Thrift stores--Salvation Army and St. Vincent De Paul; discount stores--Target and Shopko; moderately priced stores--Sears and Montgomery Wards; higher priced stores--Brandeis and Younkers; specialty shops--stores that cater to specific clientele, for example, petite women; large-size stores--those carrying clothing for large individuals; and other--this category includes mail-order and catalog shopping. The same principles were followed for the furniture and home furnishings stores. The city was then divided into sections to reflect both current and potential shopping areas.

Figure 3 shows the map and codes used for questions 10, 13, and 14 (appendix A). The types of stores were differentiated by size and product. Conversations with an AREA representative revealed that there was particular interest in developing the 24th and Cuming and 30th and Ames areas for retail trade. This information caused us to divide the study area into subareas for closer examination. The location codes for these questions reflects this division.

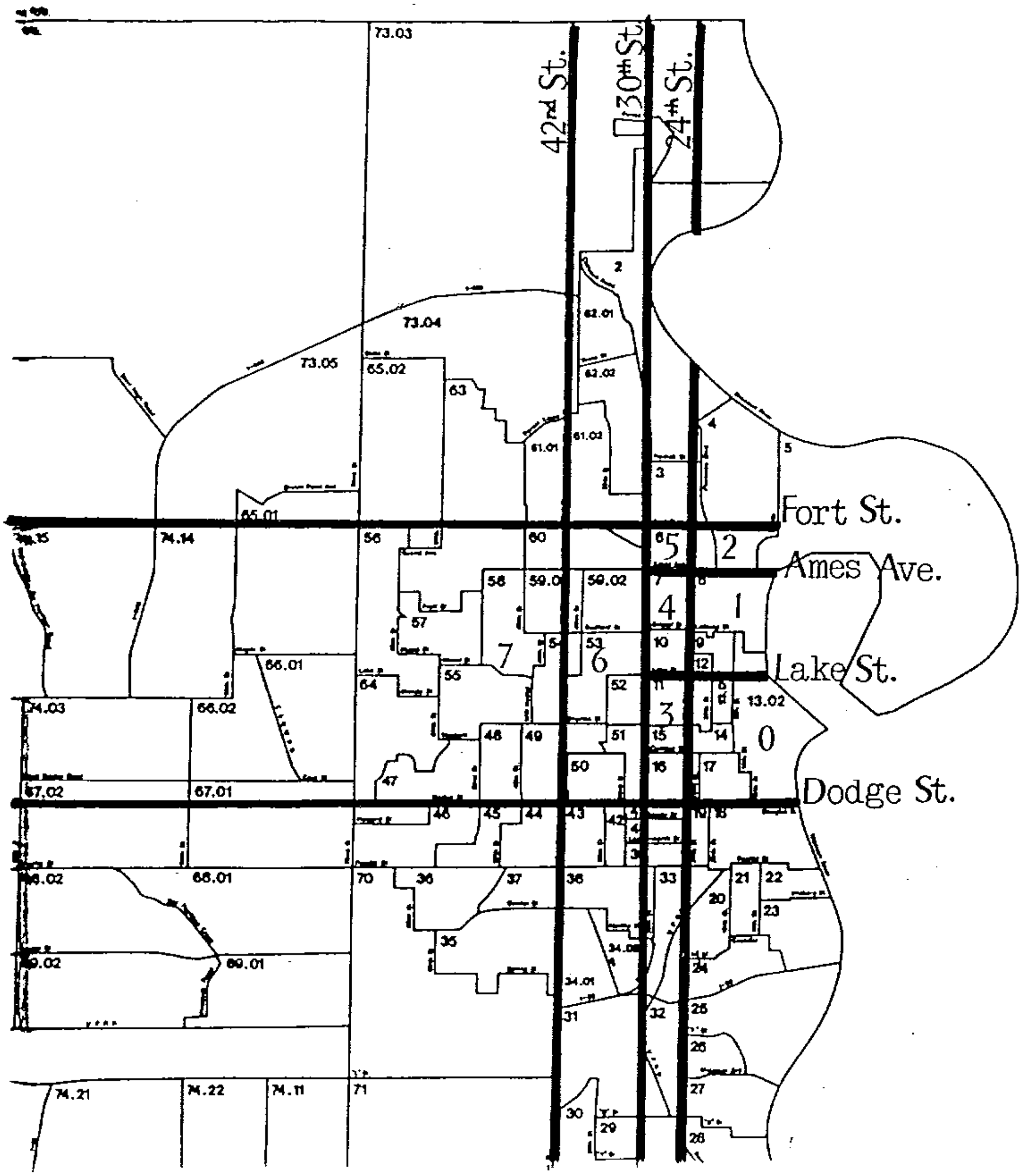
Figure 2
Locations and Stores Where Respondents
Made Retail Purchases



Categories of Stores:	
Thrift	1
Discount	2
Moderately priced	3
Higher priced	4
Specialty	5
Large-size	6
Other	7

Location:	
Downtown	1
Northeast	2
Southeast	3
N. Central	4
S. Central	5
Northwest	6
Southwest	7
Other	8

Figure 3
Locations and Stores Where Respondents
Made Food and Retail Purchases



General Types of Stores:
- Food
- Retail
- Mixed -- Shopping center/mall with both food and retail

Categories of Stores:

Food --

Chain convenience store	1
Specialty (dairy, bakery)	2
Neighborhood/local	3
Grocery (larger)	4
Drugstore	5
Other	6

Retail --

Thrift	1
Discount	2
Moderately priced	3
Higher priced	4
Specialty	5
Large-size	6
Other	7

Mixed --

Categories of stores are not applicable because only shopping areas containing both food and retail stores were mentioned. Location is the same as for food and retail categories.

Location:

24th St. East/Dodge to Lake	0
24th St. East/Lake to Ames	1
24th St. East/Ames to Fort	2
25th to 30th St./Dodge to Lake	3
25th to 30th St./Lake to Ames	4
25th to 30th St./Ames to Fort	5
31st to 42nd St./Dodge to Fort	6
43rd St. West/Dodge to Fort	7
Other	8

Household Information

Demographic information is detailed in appendix B. Important highlights are presented here.

Findings show a stable study area with 58.9 percent of the respondents living at the same address for over 10.1 years. Over 85 percent have lived at the same address for 3 years or more. There are no significant deviations among the subareas.

Households are not large, with 25 percent of the respondents indicating they live alone. About 80 percent (78.9 percent) of respondents live in households with three or less persons. These patterns hold true for the subareas too.

The composition of households shows that 80.5 percent have no children. Of those with children, 90.6 percent have three or less, and 40.6 percent have only one child. The findings do not deviate significantly in the subareas.

Respondents indicated that a senior citizen was the head of 56.9 percent of the households. Specific ages of respondents were not surveyed.

Predominant occupations listed for male respondents in the study area were laborer/service/farm (37.2%), professional/technical (16.3%), and at home (16.3%). Some deviations exist between subareas. In subarea 1, the predominant occupation was laborer/service/farm (41.9%), followed by at home (14.5%), and student (12.9%). Professional/technical occupations were not mentioned by a high percentage of respondents in the subarea. In subarea 2, however, professional/technical occupations were held by 37.5 percent of the males, followed by laborer/service/farm and at home (25.0% and 20.8%, respectively). The predominant occupation listed for females in the study area was at home (56.4%), while 17 percent of the females held professional/technical positions. These findings were similar for both subareas. The only significant deviation found for female occupations was the high percentage (20.7%) of laborer/service/farm responses in subarea 1.

Male respondents had an employment rate of 37.1 percent. Most (56.2%) of the males were retired. One-third of the females (33.0%) were employed, and 46.4 percent were retired. Females had a higher unemployment rate (20.6%) than males (5.6%). No significant deviations occurred between subareas.

Racial characteristics of the survey area showed 33.5 percent of the respondents were white and 66.5 percent were black.

When yearly income was surveyed, the results showed that 84.8 percent of the respondents had incomes of less than $25,000. Almost half (46.2%) made less than $8,000. Subarea 2 showed a slightly higher percentage of respondents with incomes ranging between $15,000-$24,999 (19.3%). (See appendix C for additional information concerning household income.)

Female respondents (68.6%) far outnumbered male respondents (31.4%). The preponderance of female respondents may have been due to the time of day when the surveys were conducted. The large number of respondents who were either retired or senior citizens may also be accounted for by the time of day when the survey was conducted.

Overall, the study area tended to be homogeneous with few deviations between the subareas.

Results

Generally, respondents represent a homogeneous population, with few deviations between subareas. Households are relatively small and stable, with few children and a high number of senior citizens. Most respondents are in the lower income brackets.

Respondents shop in areas outside of the study area for retail items. Purchases for women's apparel tend to be made at higher priced stores, while men's apparel and children's apparel are purchased at moderately priced and discount stores respectively.

Major grocery purchases are made at larger grocery stores close to the study area, although not within the study area. Purchases for drugstore items follow the same pattern. Only for purchases of smaller grocery items do residents stay within the study area.

General Shopping Area Preferences

Initially, respondents were asked which of nine shopping areas they had frequented during the past 10 days (appendix A, question 1). Their responses were not contingent upon whether they had made any purchases while shopping in these areas (table 1). Over half of all respondents (58.8%) indicated they

Table 1

Shopping Areas Frequented
Within Past 10 Days

Area	Responses: Yes No.	Yes %	No No.	No %	Total No.	Total %
Study:						
Downtown Omaha	40	27.2	107	72.8	147	100.0
Saddle Creek and Dodge	66	46.8	75	53.2	141	100.0
72nd and Ames	59	42.1	81	57.9	140	100.0
90th and Fort	34	26.4	95	73.6	129	100.0
90th and Maple	30	24.0	95	76.0	125	100.0
Crossroads, 72nd and Dodge	87	58.8	61	41.2	148	100.0
Westroads, 102nd and Dodge	60	43.8	77	56.2	137	100.0
30th and Ames	62	44.3	78	55.7	140	100.0
24th and Lake	18	14.2	109	85.8	127	100.0
Subarea 1:						
Downtown Omaha	19	20.2	75	79.8	94	100.0
Saddle Creek and Dodge	39	41.9	54	58.1	93	100.0
72nd and Ames	42	46.2	49	53.8	91	100.0
90th and Fort	31	37.8	51	62.2	82	100.0
90th and Maple	24	30.8	54	69.2	78	100.0
Crossroads, 72nd and Dodge	58	61.1	37	38.9	95	100.0
Westroads, 102nd and Dodge	41	46.1	48	53.9	89	100.0
30th and Ames	43	46.7	49	53.3	92	100.0
24th and Lake	10	12.5	70	87.5	80	100.0
Subarea 2:						
Downtown Omaha	21	39.6	32	60.4	53	100.0
Saddle Creek and Dodge	27	56.3	21	43.8	48	100.0
72nd and Ames	17	34.7	32	65.3	49	100.0
90th and Fort	3	6.4	44	93.6	47	100.0
90th and Maple	6	12.8	41	87.2	47	100.0
Crossroads, 72nd and Dodge	29	54.7	24	45.3	53	100.0
Westroads, 102nd and Dodge	19	39.6	29	60.4	48	100.0
30th and Ames	19	39.6	29	60.4	48	100.0
24th and Lake	8	17.0	39	83.0	47	100.0

had shopped at the Crossroads Mall at 72nd and Dodge Streets. The next most frequented shopping area was Saddle Creek and Dodge (46.8%), followed by 30th and Ames (44.3%), the Westroads Mall at 102nd and West Dodge Road (43.8%), and the 72nd and Ames shopping area (42.1%).

These findings show that, with the exception of 30th and Ames, the shopping areas most frequented are not within the study area, and residents are willing to travel to other locations to shop. Residents in subarea 1 mirror closely the responses of residents from the entire study area (table 1).

Respondents in subarea 2 deviate somewhat from the findings in the other areas. The Saddle Creek and Dodge area was frequented by more of those surveyed (56.3%) than any other shopping area. The next most frequented shopping area was Crossroads Mall (54.7%), followed by 30th and Ames (39.6%), Downtown Omaha (39.6%), and 72nd and Ames (34.7%).

These findings are significant because they show that while residents in subarea 2 are willing to travel to certain locations, they will also shop near their homes. This is evidenced by the high response frequencies for the locations at Saddle Creek and Dodge, 30th and Ames, and Downtown Omaha. The results may be explained by the proximity of stores in these areas or they may indicate consumer loyalty to stores which meet their needs.

Shopping for Specific Goods

Respondents were asked to identify specific stores where they purchased clothing, furniture, and home furnishings. The question was broken down to identify specific stores where respondents usually purchased (1) women's apparel, (2) men's apparel, (3) children's apparel, and (4) furniture and home furnishings. Results are presented in tables 2, 3, 4, and 5. The coding used in figure 2 was used to develop information presented in the tables.

Women's Apparel

Table 2 indicates that respondents purchase most women's apparel at the higher priced stores in all of the areas. Respondents throughout the study area and in subarea 1 also purchased women's clothing at moderately priced stores, followed by discount stores.

Table 2

Stores Where Women's Apparel Is Usually Purchased

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Thrift	3	2.6	1	1.5	2	4.1
Discount	25	21.7	15	22.7	10	20.4
Moderately priced	27	23.5	20	30.3	7	14.3
Higher priced	42	36.5	24	36.4	18	36.7
Specialty	6	5.2	2	3.0	4	8.2
Large-size	9	7.8	1	1.5	8	16.3
Other	3	2.6	3	4.5	0	0
Total	115	99.9*	66	99.9*	49	100.0
Location:						
Downtown	5	4.0	0	0	5	10.2
Northeast	9	7.2	4	5.3	5	10.2
Southeast	9	7.2	6	7.9	3	6.1
North Central	60	48.0	44	57.9	16	32.7
South Central	4	3.2	1	1.3	3	6.1
Northwest	32	25.6	21	27.6	11	22.4
Southwest	5	4.0	0	0	5	10.2
Other	1	.8	0	0	1	2.0
Total	125	100.0	76	100.0	49	99.9*

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number	
1. Brandeis, Crossroads	18	
2. Sears, Crossroads	11	
3. K-Mart, 72nd and Ames	10	
4. J.C. Penney, Westroads	10	
5. Younkers, Center Mall	7	
6. Younkers, Westroads	6	(All Younkers stores, N=13)
7. Target, Saddle Creek	6	

Subarea 2 again deviates somewhat from the other areas. Most women's apparel was purchased at higher priced stores, followed by discount stores, large-size stores, and moderately priced stores.

The findings from all areas indicate a preference for higher priced merchandise. The frequency of responses for large-size stores in subarea 2 may indicate a potential market.

Men's Apparel

Respondents throughout the study area and subarea 1 usually purchased men's apparel at moderately priced stores, followed by higher priced and discount stores. Respondents in subarea 2 usually made purchases at higher prices stores followed by moderately priced stores, specialty shops, and discount stores (table 3).

Overall, respondents preferred moderately priced men's apparel. The preference for higher priced and specialty shops in subarea 2 should be studied more carefully to determine the characteristics of consumers in this subgroup.

Children's Apparel

The range of responses for purchases of childrens' apparel was limited to discount, moderately priced, and higher priced stores (table 4). Within that range, most purchases were at discount stores. These findings hold true for the entire study area, and there appear to be no significant deviations.

Respondents preferred shopping in the North Central and Northwest sections of the city (tables 2-4) for retail items. These sections include Crossroads Mall, 72nd and Ames (North Central), Westroads Mall, 90th and Maple, and 90th and Fort (Northwest). Residents appear to be shopping in areas where a variety of stores are clustered in one location.

Furniture and Home Furnishings

Table 5 shows where furniture and home furnishing purchases were usually made. The high response rates for moderately priced stores (about 87% for all areas) and the South Central location (about 70% for all areas) can be attributed to the large number of purchases usually made at Nebraska Furniture Mart. The findings in the remaining categories are not significant because of the preference for Nebraska Furniture Mart.

Table 3

Stores Where Men's Apparel Is Usually Purchased

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Thrift	2	2.2	1	1.7	1	3.2
Discount	18	20.2	14	24.1	4	12.9
Moderately priced	33	37.1	25	43.1	8	25.8
Higher priced	25	28.0	13	22.4	12	38.7
Specialty	9	10.1	4	6.9	5	16.1
Large-size	0	0	0	0	0	0
Other	2	2.2	1	1.7	1	3.2
Total	89	99.8*	58	99.9*	31	99.9*
Location:						
Downtown	2	2.0	0	0	2	6.5
Northeast	10	10.1	5	7.4	5	16.1
Southeast	5	5.0	1	1.5	4	12.9
North Central	48	48.5	39	57.4	9	29.0
South Central	0	0	0	0	0	0
Northwest	30	30.3	21	30.9	9	29.0
Southwest	3	3.0	2	2.9	1	3.2
Other	1	1.0	0	0	1	3.2
Total	99	99.9*	68	100.1*	31	99.9*

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. Sears, Crossroads	14
2. Brandeis, Crossroads	8
3. J.C. Penney, Westroads	5
4. Jeans West, Crossroads	5
5. Target, Saddle Creek	5

Table 4

Stores Where Children's Apparel Is Usually Purchased

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind of Store:						
Thrift	0	0	0	0	0	0
Discount	30	47.6	20	52.6	10	40.0
Moderately priced	26	41.3	14	36.8	12	48.0
Higher priced	7	11.1	4	10.5	3	12.0
Specialty	0	0	0	0	0	0
Large-size	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	63	100.0	38	99.9*	25	100.0
Location:						
Downtown	1	1.3	0	0	1	4.0
Northeast	4	5.3	1	2.0	3	12.0
Southeast	1	1.3	0	0	1	4.0
North Central	43	57.3	31	62.0	12	48.0
South Central	0	0	0	0	0	0
Northwest	25	33.3	17	34.0	8	32.0
Southwest	0	0	0	0	0	0
Other	1	1.3	1	2.0	0	0
Total	75	99.8*	50	100.0	25	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. K-Mart, 72nd & Ames	14
2. Sears, Crossroads	10
3. J.C. Penney, Westroads	9
4. Shopko, 90th & Fort	5
5. Target, 90th & Maple	4

Table 5

Stores Where Furniture and Home Furnishings Are Usually Purchased

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Thrift	4	3.9	2	3.2	2	5.0
Discount	4	3.9	3	4.8	1	2.5
Moderately priced	89	87.3	54	87.1	35	87.5
Higher priced	3	2.9	2	3.2	1	2.5
Specialty	1	1.0	0	0	1	2.5
Large-size	0	0	0	0	0	0
Other	1	1.0	1	1.6	0	0
Total	102	100.0	62	99.9*	40	100.0
Location:						
Downtown	0	0	0	0	0	0
Northeast	4	3.8	1	1.6	3	7.3
Southeast	1	1.0	1	1.6	0	0
North Central	11	10.5	8	12.5	3	7.3
South Central	74	70.5	46	71.9	28	68.3
Northwest	11	10.5	6	9.4	5	12.2
Southwest	0	0	0	0	0	0
Other	4	3.8	2	3.1	2	4.9
Total	105	100.1*	64	100.1*	41	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. Nebraska Furniture Mart	78

Transportation to Stores

Approximately 93 percent of the respondents in the study area got to these stores by car (car/ride with friend). Table 6 presents these findings and shows no significant differences by subarea. It is important to note that residents are not relying on the bus for transportation and, therefore, are not limited to shopping at locations along bus routes.

Table 6

Transportation

Type of Transportation	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Car	124	80.0	83	85.6	41	70.7
Bus	11	7.1	4	4.1	7	12.1
Walk	0	0	0	0	0	0
Ride with friend	20	12.9	10	10.3	10	17.2
Total	155	100.0	97	100.0	58	100.0

Reasons for Shopping at Stores

Table 7 shows that residents shop at specific stores for the following reasons: (1) convenience, (2) quality, (3) quality/prices, and (4) prices. Proximity to the workplace has little influence when an individual chooses to shop at a specific store. Because earlier questions indicated that respondents were willing to travel outside the study area for shopping, the high response for convenience can be misleading. Convenience becomes a relative term if there are not stores in the area.

Initially, this question was intended to obtain a four-tiered ranking of the reasons for shopping at specific stores (see appendix A for a copy of the questionnaire). Because of concern about the way the question was administered, it was necessary to report the responses by category. This method was used for all questions of this nature throughout the questionnaire.

Table 7

Reasons for Shopping at Specific Stores

Reason	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Convenience	123	32.4	85	34.3	38	28.6
Quality of merchandise	96	25.3	59	23.8	37	27.8
Prices	59	15.5	35	14.1	24	18.0
Quality/prices	84	22.1	57	23.0	28	21.1
Close to work	4	1.1	1	.4	3	2.3
No special reason	14	3.7	11	4.4	3	2.3
Total	380	100.1*	248	100.1*	133	100.1*

*Does not equal 100.0 percent due to rounding.

Grocery Store Preferences

Respondents were asked where they did most of their household grocery shopping. Table 8 shows that Baker's Supermarket at 50th and Ames Avenue was the most preferred location for the study area and subarea 1 (40.1% and 53.1%, respectively). The "other" category was mentioned next by respondents in both of these areas. For subarea 2, however, the "other" category was the most preferred shopping location (44.1%), followed by Baker's at 50th and Ames.

Table 9 shows the frequencies for the second preferred location for grocery shopping. Again, for the study area and subarea 1, Baker's at 50th and Ames was mentioned most often, followed by Phil's Foodway at 30th and Ames Avenue and the "other" category. Respondents in subarea 2 mentioned the "other" category most often (62.5%), followed by Phil's Foodway at 30th and Ames.

These findings indicate that many residents shop for food at locations that are closer to the study area (versus the locations for retail items), and that location may influence the choice of store. On the other hand, the high frequencies for the "other" category may be indicative of motivating factors other than location. A tabulation of the "other" responses supports this notion because stores most frequently mentioned, are located in the 24th and Vinton area and at 84th and Blondo. Strong consumer preferences most likely influence choices in this category.

Table 8

Preferred Locations for Grocery Shopping

Location	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Baker's Supermarket 5018 Ames Avenue	63	40.1	52	53.1	11	18.6
Baker's Supermarket 1945 N. 72nd Street	7	4.5	2	2.0	5	8.5
Chubb's Food 2905 N. 16th Street	9	5.7	5	5.1	4	6.8
Food for Less 7312 N. 30th Street	14	8.9	13	13.3	1	1.7
Hinky Dinky 350 N. Saddle Creek Rd.	9	5.7	3	3.1	6	10.2
Hinky Dinky 7110 Dodge Street	2	1.3	1	1.0	1	1.7
Phil's Foodway 3030 Ames Avenue	8	5.1	4	4.1	4	6.8
Phil's Foodway 2404 Fort	2	1.3	2	2.0	0	0
Phil's Foodway 4232 Redman	1	.6	0	0	1	1.7
Other[1]	42	26.8	16	16.3	26	44.1
Total	157	100.0	98	100.0	59	100.1*

*Does not equal 100.0 percent due to rounding.

[1]Stores Mentioned Most Often	Number
1. Baker's, 24th & Vinton	9
2. Bag-N-Save, 20th & Vinton	7
3. Louis' Market, Military	4
4. World of Food, 76th & Dodge	4
5. No Frills, 84th & Blondo	3
6. Bedford Market, 42nd & Bedford	3

Table 9

Second Preferred Location for Grocery Shopping

Location	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Baker's Supermarket 5018 Ames Avenue	24	17.6	21	23.9	3	6.3
Baker's Supermarket 1945 N. 72nd Street	6	4.4	5	5.7	1	2.1
Chubb's Food 2905 N. 16th Street	11	8.1	9	10.2	2	4.2
Food for Less 7312 N. 30th Street	12	8.8	12	13.6	0	0
Hinky Dinky 350 N. Saddle Creek Rd.	7	5.1	3	3.4	4	8.3
Hinky Dinky 7110 Dodge Street	1	.7	1	1.1	0	0
Phil's Foodway 3030 Ames Avenue	24	17.6	16	18.2	8	16.7
Phil's Foodway 2404 Fort	6	4.4	6	6.8	0	0
Phil's Foodway 4232 Redman	2	1.5	2	2.3	0	0
Other[1]	43	31.6	13	14.8	30	62.5
Total	136	99.8*	88	100.0	48	100.1*

*Does not equal 100.0 percent due to rounding.

[1]Stores Mentioned Most Often	Number
1. Bag-N-Save, 20th & Vinton	6
2. Bedford Market, 42nd & Bedford	5
3. No Frills, 84th & Blondo	4
4. House of Poultry, 30th & Sprague	4
5. Baker's, 24th & Vinton	3

Distance Traveled to Stores

Most of the respondents in all areas travel between 5.1 blocks and 5 miles to do their grocery shopping (tables 10 and 11). Within that range, 1.1 to 2 miles and 2.1 to 5 miles were the most frequently mentioned distances. There are no significant differences between the areas nor are there differences between the first and second responses.

The frequencies of responses support the findings that residents rely on cars as their major form of transportation. They also support the findings that residents are willing to travel some distance to satisfy consumer needs.

Reasons for Shopping at Grocery Stores

Residents indicated they shopped at these locations for the reasons shown in table 12 (responses were collapsed). Convenience was again mentioned by almost half of the respondents in all areas as an influencing factor in their choice of grocery stores. A preference for quality and prices at specific locations was also mentioned by many respondents.

Table 10

Distance of Store from House or Apartment
Response Number 1

Distance	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
3 blocks or less	1	0.7	1	1.0	0	0
3.1 - 5 blocks	6	3.9	3	3.1	3	5.5
5.1 - 10 blocks	24	15.8	17	17.5	7	12.7
1 mile or less	25	16.4	15	15.5	10	18.2
1.1 - 2 miles	34	22.4	21	21.6	13	23.6
2.1 - 5 miles	46	30.3	25	25.8	21	38.2
5.1 miles or more	13	8.6	12	12.4	1	1.8
Don't know	3	2.0	3	3.1	0	0
Total	152	100.1*	97	100.0	55	100.0

*Does not equal 100.0 percent due to rounding.

Table 11

Distance of Store from House or Apartment
Response Number 2

Distance	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
3 blocks or less	1	1.4	0	0	1	3.7
3.1 - 5 blocks	1	1.4	1	2.3	0	0
5.1 - 10 blocks	8	11.3	5	11.4	3	11.1
1 mile or less	15	21.1	11	25.0	4	14.8
1.1 - 2 miles	16	22.5	8	18.2	8	29.6
2.1 - 5 miles	20	28.2	10	22.7	10	37.0
5.1 miles or more	9	12.7	8	18.2	1	3.7
Don't know	1	1.4	1	2.3	0	0
Total	71	100.0	44	100.1*	27	99.9*

*Does not equal 100.0 percent due to rounding.

Table 12

Reasons for Shopping at a Specific Location

Reason	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Convenience	120	45.8	76	43.9	44	49.4
Better quality food	33	12.6	21	12.1	12	13.5
Better prices	43	16.4	32	18.5	11	12.4
Quality/prices	50	19.1	32	18.5	18	20.2
Close to work	6	2.3	3	1.7	3	3.4
No special reason	8	3.1	7	4.0	1	1.1
Don't know	2	.8	2	1.2	0	0
Total	262	100.1*	173	99.9*	89	100.0

*Does not equal 100.0 percent due to rounding.

Money Spent on Groceries

Although the frequencies are not shown, residents typically spent $25 or more on a trip to the grocery store. Respondents in subarea 1 (46.7%) spent between $25-$50 on an average trip to the grocery store. Residents in the study area and subarea 2 spent over $51 (48.0% and 62.1%, respectively). Overall, about 85 percent of the respondents spent over $25 on a trip to the grocery store, thus, they were most likely doing their major grocery shopping.

Frequency of Grocery Shopping

Although the data are not shown, residents in the study area (46.8%) and subarea 1 (58.0%) shop for their groceries once a week. Overall, approximately three-fourths of the respondents in these categories shop for groceries once or twice a week. Most of the residents in subarea 2 (83.0%) shop for groceries either once a week or less often than their counterparts in the other areas. These findings coincide with the fact that residents in this group typically spend more than $50 on a trip to the grocery store and shop less often.

Store Preferences for Small Grocery Items

Table 13 shows the categories and locations of stores (see figure 3) where respondents purchase small grocery items. Residents throughout the study area rely on the neighborhood or local stores when purchasing these items. Larger grocery stores were the next most frequently used stores for purchasing small items. None of the other categories of stores were mentioned by a significant number of respondents.

Throughout the study area and in subarea 1, most of the residents shopped in an area from 31st Street west, bounded by Dodge Street on the south and Fort Street on the north. Additionally, residents from subarea 1 stated that they shopped in an area from 24th Street east, bounded by Fort and Ames (Phil's Foodway is included in this area).

Respondents in subarea 2 indicated they most often shopped in an area east of 42nd Street, bounded by Dodge and Fort. However, residents in this subgroup said that the next most frequented area was some place other than the locations included in the coding. The next most frequently mentioned areas were 31st to 42nd Streets/Dodge to Fort and 24th Street east/Lake to Ames.

Table 13

Stores Shopped for Small Grocery Items

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Chain convenience store	2	1.2	1	1.0	1	1.5
Specialty (dairy, bakery)	16	9.8	9	9.3	7	10.5
Neighborhood/local	82	50.0	50	51.5	32	47.8
Grocery (larger)	56	34.1	33	34.0	23	34.3
Drugstore	6	3.7	4	4.1	2	3.0
Other	2	1.2	0	0	2	3.0
Total	164	100.0	97	99.9*	67	100.0
Location:						
24th St. East/Dodge to Lake	7	4.5	1	1.1	6	9.5
24th St. East/Lake to Ames	17	10.8	7	7.4	10	15.9
24th St. East/Ames to Fort	18	11.5	16	17.0	2	3.2
25th to 30th St./Dodge to Lake	1	.6	0	0	1	1.6
25th to 30th St./Lake to Ames	17	10.8	12	12.8	5	7.9
25th to 30th St./Ames to Fort	17	10.8	14	14.9	3	4.8
31st to 42nd St./Dodge to Fort	27	17.2	18	19.1	9	14.3
43rd St. West/Dodge to Fort	37	23.7	22	23.4	15	23.8
Other	16	10.2	4	4.3	12	19.0
Total	157	100.1*	94	100.0	63	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. Phil's Foodway, 30th and Ames	21
2. Baker's, 50th and Ames	18
3. Chubbs, N. 16th	14
4. Food 4 Less, N. 30th	13
5. Phil's Foodway, 24th and Fort	11
6. Hinky Dinky, 7110 Dodge	11

The findings show that, with the exception of some residents in subarea 2, respondents were willing to make their smaller grocery purchases at neighborhood stores.

Store Preferences for Drugstore Items

When respondents were asked where they usually purchased drugstore items, the findings were significant (see tables 14 and 15). Residents in all areas indicated that they preferred to shop at locations other than those listed on the questionnaire. This pattern was true for both the preferred and next preferred choices for drugstore items. The only location listed on the questionnaire which received a significant number of responses was the Walgreens at 5020 Ames Avenue. This is not surprising because most of the respondents shopped for groceries at the Baker's on 50th and Ames. Therefore, location and convenience may explain shoppers' preference for this store.

A tabulation of the other stores mentioned shows that Walgreens remains a popular store, although popularity varies with locations (Saddle Creek, Downtown, and 50th and Ames). The Osco stores at 29th and St. Mary's Streets and 58th and Redick Streets were also mentioned by many respondents.

Reasons for Shopping at Specific Stores

When asked why they shopped at these locations, respondents throughout the study area mentioned convenience as the primary reason for choosing a store (table 16), followed by some combination of quality and prices (responses were collapsed for each category).

Favorite Stores and Shopping Areas

Respondents were asked to list the stores and areas where they preferred to do their shopping. This information is shown in tables 17-19. The coding used in figure 3 was also used to report the information in tables 17-19. The stores were divided to reflect the nature of their products (food, retail, and food and retail).

Table 14

Preferred Shopping Locations for Drugstore Items

Location	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Beaton, 40th and Farnam	2	1.4	2	2.1	0	0
Carter Lake Pharmacy, 16th and Commercial	7	4.8	7	7.4	0	0
Central Park Pharmacy, 4136 Grand	5	3.4	4	4.3	1	1.9
Cris Rexall, 50th and Dodge	0	0	0	0	0	0
Dall Pharmacy, 6602 N. 30th Street	6	4.1	6	6.4	0	0
Lothrop Drug, 3232 N. 24th Street	16	10.9	12	12.8	4	7.5
Walgreens, 5020 Ames Avenue	27	18.4	21	22.3	6	11.3
Walgreens, 5951 Ames Avenue	13	8.8	12	12.8	1	1.9
Other[1]	71	48.3	30	31.9	41	77.4
Total	147	100.1*	99	100.0	59	100.0

*Does not equal 100.0 percent due to rounding.

[1]Stores Mentioned Most Often	Number
1 Osco, 29th and St. Mary's	10
2. Walgreens, Saddle Creek	12
3. Florence Drug, No. 30th Street	6
4. Food 4 Less, No. 30th Street	5
5. Walgreens, Downtown	4
6. Osco, 58th and Redick	3
7. Bogards, 33rd and California	3

Table 15

Second Preferred Shopping Locations for Drugstore Items

Location	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Beaton, 40th and Farnam	3	3.0	1	1.4	2	6.5
Carter Lake Pharmacy, 16th and Commercial	7	7.0	6	8.7	1	3.2
Central Park Pharmacy, 4136 Grand	9	9.0	9	13.0	0	0
Cris Rexall, 50th and Dodge	2	2.0	0	0	2	6.5
Dall Pharmacy, 6602 N. 30th Street	2	2.0	2	2.9	0	0
Lothrop Drug, 3232 N. 24th Street	11	11.0	8	11.6	3	9.7
Walgreens, 5020 Ames Avenue	17	17.0	14	20.3	3	9.7
Walgreens, 5951 Ames Avenue	9	9.0	8	11.6	1	3.2
Other[1]	40	40.0	21	30.4	19	61.3
Total	100	100.0	99	99.9*	59	100.1*

*Does not equal 100.0 percent due to rounding.

[1]Stores Mentioned Most Often	Number
1. Walgreens, Saddle Creek	8
2. Osco, 29th and St. Mary's	4
3. Florence Drug, No. 30th Street	3
4. Food 4 Less, No. 30th Street	3
5. Shopko, 90th and Fort	3

Table 16

Reasons for Shopping at a Specific Store

Reason	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Convenience	126	55.3	82	54.3	44	57.1
Quality of merchandise	24	10.5	17	11.3	7	9.1
Prices	34	14.9	27	17.9	7	9.1
Quality/prices	28	12.3	19	12.6	9	11.7
Close to work	10	4.4	3	2.0	7	9.1
No special reason	4	1.8	2	1.3	2	2.6
Don't know	2	.9	1	.7	1	1.3
Total	228	100.1*	151	100.1*	77	100.0

*Does not equal 100.0 percent due to rounding.

Table 17

Favorite Locations for Shopping, Food

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Chain convenience store	0	0	0	0	0	0
Specialty (dairy, bakery)	4	7.5	2	5.9	2	10.5
Neighborhood/local	13	24.5	8	23.5	5	26.3
Grocery (larger)	35	66.0	24	70.6	11	57.9
Drugstore	1	1.9	0	0	1	5.3
Other	0	0	0	0	0	0
Total	53	99.9*	34	100.0	19	100.0
Location:						
24th St. East/Dodge to Lake	1	2.0	0	0	1	5.9
24th St. East/Lake to Ames	1	2.0	0	0	1	5.9
24th St. East/Ames to Fort	3	6.1	3	9.3	0	0
25th to 30th St./Dodge to Lake	0	0	0	0	0	0
25th to 30th St./Lake to Ames	6	12.2	2	6.3	4	23.5
25th to 30th St./Ames to Fort	2	4.0	1	3.1	1	5.9
31st to 42nd St./Dodge to Fort	3	6.1	1	3.1	2	11.8
43rd St. West/Dodge to Fort	24	49.0	21	65.6	3	17.6
Other	9	18.4	4	12.5	5	29.4
Total	49	99.8*	32	99.9*	17	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. Baker's, 50th and Ames	18
2. Baker's, 24th and Vinton	4
3. Phil's Foodway, 24th and Fort	4
4. Food 4 Less, No. 30th Street	4
5. Chubbs, No. 16th Street	3

Table 18

Favorite Locations for Shopping, Retail

Store	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Kind:						
Thrift	1	1.3	1	2.4	0	0
Discount	31	38.8	15	36.6	16	41.0
Moderately priced	21	26.3	16	39.0	5	12.8
Higher priced	14	17.5	6	14.6	8	20.5
Specialty	12	15.0	3	7.3	9	23.1
Large-size	0	0	0	0	0	0
Other	1	1.3	0	0	1	2.6
Total	80	100.2*	41	99.9*	39	100.0
Location:						
24th St. East/Dodge to Lake	2	2.4	0	0	2	5.1
24th St. East/Lake to Ames	1	1.2	0	0	1	2.6
24th St. East/Ames to Fort	1	1.2	0	0	1	2.6
25th to 30th St./Dodge to Lake	0	0	0	0	0	0
25th to 30th St./Lake to Ames	5	6.0	3	6.8	2	5.1
25th to 30th St./Ames to Fort	1	1.2	0	0	1	2.6
31st to 42nd St./Dodge to Fort	10	12.0	0	0	10	25.6
43rd St. West/Dodge to Fort	47	56.6	37	84.1	10	25.6
Other	16	19.3	4	9.1	12	30.8
Total	83	99.9*	44	100.0	39	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often	Number
1. K-Mart, 72nd and Military	12
2. Sears, Crossroads	8
3. Target, Saddle Creek	7
4. J.C. Penney's, Westroads	5
5. Montgomery Ward, Westroads	3
6. Brandeis, Westroads	3

Table 19

Favorite Locations for Shopping, Mixed

Location	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
24th St. East/Dodge to Lake	1	7.7	0	0	1	11.1
24th St. East/Lake to Ames	0	0	0	0	0	0
24th St. East/Ames to Fort	0	0	0	0	0	0
25th to 30th St./Dodge to Lake	0	0	0	0	0	0
25th to 30th St./Lake to Ames	1	7.7	1	25.0	0	0
25th to 30th St./Ames to Fort	0	0	0	0	0	0
31st to 42nd St./Dodge to Fort	0	0	0	0	0	0
43rd St. West/Dodge to Fort	6	46.1	3	75.0	3	33.3
Other	5	38.5	0	0	5	55.6
Total	13	100.0	4	100.0	9	100.0

Areas Mentioned Most Often	Number
1. Westroads	9
2. Crossroads	5
3. Southroads	2

Food

Survey findings indicate that respondents favored larger grocery stores. Most respondents preferred the following areas for grocery shopping: 25th to 30th Street/Lake to Ames; 43rd Street west/Dodge to Fort, and "other" locations which fall outside of designated coding areas.

Retail

Residents in the study area overwhelmingly favored discount or moderately priced stores for their retail items. The following areas were most preferred by respondents: the area west of 30th Street/Dodge to Fort and "other" locations which fall outside of designated coding areas.

Mixed

Codes were not assigned for kinds of stores, only for areas where both food and retail stores were located. Respondents overwhelmingly favored the area west of 42nd Street/Dodge to Fort. Both the Westroads Mall and the Crossroads Mall are located in this area. The findings show no significant deviation from information obtained previously. A list of the most frequently mentioned stores or shopping areas accompanies each table.

Stores and Shopping Areas No Longer Frequented

Table 20 shows which stores and shopping areas residents of the study area no longer frequent. Although the information is presented for the entire study area, it represents the subareas too (see figure 3).

Food

Not surprisingly, respondents were most dissatisfied with larger grocery stores located in the area west of 42nd Street/Dodge to Fort. Because most residents favor these stores, it is not unusual to find a certain amount of dissatisfaction among so many respondents.

Retail

Respondents were dissatisfied with discount and moderately priced stores. These stores are located in the area west of 42nd Street/Dodge to Fort. Again, these findings do not appear to be significant.

Mixed

Respondents were most dissatisfied with shopping areas in the area west of 42nd Street/Dodge to Fort. Respondents were not surveyed for reasons of dissatisfaction. The findings, therefore, should be analyzed with caution because many factors could influence an individual's dissatisfaction with a particular store or area.

Table 20

Shopping Locations No Longer Frequented

Store	Study Area	
	No.	%
Food:		
Kind--		
Chain convenience store	1	2.6
Specialty (dairy, bakery)	1	2.6
Neighborhood/local	14	35.9
Grocery store (larger)	23	59.0
Drugstore	0	0
Other	0	0
Total	39	100.1*
Location--		
24th St. East/Dodge to Lake	0	0
24th St. East/Lake to Ames	6	17.1
24th St. East/Ames to Fort	3	8.6
25th to 30th St./Dodge to Lake	0	0
25th to 30th St./Lake to Ames	2	5.7
25th to 30th St./Ames to Fort	1	2.9
31st to 42nd St./Dodge to Fort	3	8.6
43rd St. West/Dodge to Fort	16	45.7
Other	4	11.4
Total	35	100.0
Retail:		
Kind--		
Thrift	0	0
Discount	6	37.5
Moderately priced	6	37.5
Higher priced	3	18.8
Specialty	0	0
Large-size	0	0
Other	1	6.3
Total	16	100.1*

--continued

Table 20-continued

Shopping Locations No Longer Frequented

Store	Study Area	
	No.	%
Retail--continued:		
Location--		
24th St. East/Dodge to Lake	0	0
24th St. East/Lake to Ames	0	0
24th St. East/Ames to Fort	0	0
25th to 30th St./Dodge to Lake	0	0
25th to 30th St./Lake to Ames	3	20.0
25th to 30th St./Ames to Fort	0	0
31st to 42nd St./Dodge to Fort	0	0
43rd St. West/Dodge to Fort	8	53.3
Other	4	26.7
Total	15	100.0
Mixed:		
Kind--		
None		
Location--		
24th St. East/Dodge to Lake	0	0
24th St. East/Lake to Ames	0	0
24th St. East/Ames to Fort	0	0
25th to 30th St./Dodge to Lake	0	0
25th to 30th St./Lake to Ames	0	0
25th to 30th St./Ames to Fort	0	0
31st to 42nd St./Dodge to Fort	0	0
43rd St. West/Dodge to Fort	3	75.0
Other	1	25.0
Total	4	100.0

*Does not equal 100.0 percent due to rounding.

Stores Mentioned Most Often

	Number		Number
Food:		Retail:	
1. Hinky Dinky, Saddle Creek	7	1. K-Mart, 72nd and Military	3
2. Baker's, 50th and Ames	7	2. Brandeis, Downtown	2
3. Phil's Foodway, 24th and Fort	4	3. Brandeis, Crossroads	2
4. Chubbs, 16th St.	4	Mixed:	
5. No Frills, Council Bluffs	3	Westroads	3

Appendices

Appendix A

Survey Questionnaire

RESIDENT/SHOPPER SURVEY
NORTH OMAHA AREA
OMAHA, NEBRASKA

QUESTIONNAIRE #

Hello, is this the ______________________________________ residence? I am __________________________________ with the City of Omaha. We are conducting a survey of Omaha residents, in the North Omaha area. We'd like to find out where people go to shop for food, clothing, appliances, and other household items. This information will help us develop programs to improve neighborhood shopping in your area. It won't take much time and I assure you that all information will remain confidential.

First, I'd like to ask you a few questions about shopping in the Omaha area:

1. In which of these shopping areas have you or members of your household shopped, regardless of whether you bought anything during the past 10 days?

	Yes shopped	Not shopped	Don't know	N/A*
Downtown Omaha	1	2	8	9
Saddle Creek & Dodge	1	2	8	9
72nd & Ames	1	2	8	9
90th & Fort	1	2	8	9
90th & Maple	1	2	8	9
Crossroads-72nd & Dodge	1	2	8	9
Westroads-102nd & Dodge	1	2	8	9
30th & Ames	1	2	8	9
24th & Lake	1	2	8	9

* N/A--Not Applicable.

2. Turning now to specific stores, where do you and members of your household usually purchase:

Women's Apparel	Store: ________________
	Location: ________________
Men's Apparel	Store: ________________
	Location: ________________
Children Apparel	Store: ________________
	Location: ________________
Furniture/Home Furnishings	Store: ________________
	Location: ________________

3. How do you or members of your household usually get to these stores?

Car	1
Bus	2
Walk	3
Ride with friend	4
Don't know	8
REF/NA*	9

4. Why do you or members of your household usually shop at these stores?

	(1) Response	(2) Response	(3) Response	(4) Response
Convenience	1	1	1	1
Quality of Merchandise	2	2	2	2
Prices	3	3	3	3
Quality/prices	4	4	4	4
Close to work	5	5	5	5
No special reason	6	6	6	6
Don't know	8	8	8	8
REF/NA	9	9	9	9

5. (a) Where do you or members of your household usually do most of your grocery shopping?

Baker's Supermarket 5018 Ames Avenue	00
Baker's Supermarket 1945 N. 72nd Street	01
Chubb's Food 2905 N. 16th Street	02
Food for Less 7312 N. 30th Street	03
Hinky Dinky 350 N. Saddle Creek Rd.	04
Hinky Dinky 7110 Dodge	05
Phil's Foodway 3030 Ames Avenue	06
Phil's Foodway 2404 Fort	07
Phil's Foodway 4232 Redman	08
REF/NA	09

* REF/NA--Refused to Answer/Not Applicable.

Other (specify) Store: ____________________
Location: ____________________

(b) What store is your second preferred location for grocery shopping?

Baker's Supermarket 5018 Ames Avenue	0
Baker's Supermarket 1945 N. 72nd Street	1
Chubb's Food 2905 N. 16th Street	2
Food for Less 7312 N. 30th Street	3
Hinky Dinky 350 N. Saddle Creek Rd.	4
Hinky Dinky 7110 Dodge	5
Phil's Foodway 3030 Ames Avenue	6
Phil's Foodway 2404 Fort	7
Phil's Foodway 4232 Redman	8
REF/NA	9

Other (specify) Store: ____________________
Location: ____________________

6. Approximately how far is this store from your house/apartment?

	(1) Response	(2) Response
3 blocks or less	1	1
3.1 - 5 blocks	2	2
5.1 - 10 blocks	3	3
1 mile or less	4	4
1.1 - 2 miles	5	5
2.1 - 5 miles	6	6
5.1 miles or more	7	7
Don't know	8	8
REF/NA	9	9

7. Why do you or members of your household shop at this location?

	(1) Response	(2) Response
Convenience	1	1
Better quality food	2	2
Better prices	3	3
Quality/prices	4	4
Close to work	5	5
No special reason	6	6
Don't know	8	8
REF/NA	9	9

8. How much do you spend during a typical grocery shopping trip?

Less than $10	1
$10 - $24	2
$25 - $50	3
$51 +	4
REF/NA	9

9. How often do you by groceries?

Twice/week	1
Once/week	2
Less often	3
REF/NA	9

10. Where do you or members of your household usually shop for small grocery items (milk, bread, soda, etc.)?

Store #1: ______________________________
Location: ______________________________
Store #2: ______________________________
Location: ______________________________

11. Where do you or members of your household buy drugstore items?

a. First choice for drugstore items:

Beaton - 40th & Farnam	1
Carter Lake Pharmacy - 16th & Commercial	2
Central Park Pharmacy - 4136 Grand	3
Cris Rexall - 50th & Dodge	4
Dall Pharmacy -- 6602 N. 30th	5
Lothrop Drug - 3232 N. 24th Street	6
Walgreens - 5020 Ames Avenue	7
Walgreens - 5951 Ames Avenue	8
REF/NA	9

Other (specify) Store: ____________________
Location: ____________________

b. Second choice for drugstore items:

Beaton - 40th & Farnam	1
Carter Lake Pharmacy - 16th & Commercial	2
Central Park Pharmacy - 4136 Grand	3
Cris Rexall - 50th & Dodge	4
Dall Pharmacy - 6602 N. 30th	5
Lothrop Drug - 3232 N. 24th Street	6
Walgreens - 5020 Ames Avenue	7
Walgreens - 5951 Ames Avenue	8
REF/NA	9

Other (specify) Store: ____________________
Location: ____________________

12. Why do you or members of your household shop at this location?

	(1) Response	(2) Response
Convenience	1	1
Quality of merchandise	2	2
Prices	3	3
Quality/prices	4	4
Close to work	5	5
No special reason	6	6
Don't know	8	8
REF/NA	9	9

13. Considering all of the places where you shop, are there certain stores or areas you particularly favor, such as a certain food store, dress shop, discount store, neighborhood store, one of the shopping malls, etc.?

Yes	1
No	2

If yes, please list as many of these as you can.

Store	Location
Store	Location
Store	Location
Store	Location

14. Are there certain stores that you no longer frequent -- places where you regularly shopped in the past (a particular store or shopping area) but where you no longer shop because you are dissatisfied with prices, selection, service or convenience?

Yes	1
No	2

If yes, please specify:

Store	Location
Store	Location
Store	Location
Store	Location

<u>HOUSEHOLD INFORMATION</u>: -- Now I would like to ask you a few questions about your household.

15. How long have you and members of your household lived at this address?

Under six months	1
6 months to 1 year	2
1.1 - 2 years	3
2.1 - 3 years	4
3.1 - 5 years	5
5.1 - 10 years	6
10.1 + years	7
REF/NA	9

16. How many people live in the household (exact)?

One	1
Two	2
Three	3
Four	4
Five	5
Six	6
Seven	7
Eight plus	8
REF/NA	9

17. Does your household have children under age 12?

Yes	1
No	2
REF/NA	9

(b) Could you at least give me a range?

Under 8,000	1
$8,000 - $14,999	2
$15,000 - $24,999	3
$25,000 - $31,999	4
$32,000 - $39,999	5
$40,000 - $47,999	6
$48,000 or more	7
Don't know	8
REF/NA	9

This concludes our survey. Do you have any additional comments you'd like to make?______________________

____

____

____

Thank you very much for your cooperation.

INTERVIEWER COMPLETE AFTER CLOSE OF INTERVIEW:

Sex of respondent:

Male	1
Female	2

Length of Interview: ______________________________

Interviewer: _____________________________________

Appendix B

Demographic Characteristics of Survey Respondents

Table A-1

Length of Time at Present Address

Time	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Under 6 months	3	2.1	2	2.2	1	1.8
6 months to 1 year	6	4.1	3	3.4	3	5.3
1.1 - 2 years	5	3.4	4	4.5	1	1.8
2.1 - 3 years	7	4.8	1	1.1	6	10.5
3.1 - 5 years	13	8.9	6	6.7	7	12.3
5.1 - 10 years	26	17.8	17	19.1	9	15.8
10.1 + years	86	58.9	56	62.9	30	52.6
Total	146	100.0	99	99.9*	59	100.1*

*Does not equal 100.0 percent due to rounding.

Table A-2

Number of Members in Household

Members per household	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
One	39	25.0	23	23.5	16	27.6
Two	58	37.2	40	40.8	18	31.0
Three	26	16.7	18	18.4	8	13.8
Four	20	12.8	10	10.2	10	17.2
Five	8	5.1	5	5.1	3	5.2
Six	1	.6	0	0	1	1.7
Seven	3	1.9	1	1.0	2	3.4
Eight	1	.6	1	1.0	0	0
Total	156	99.9*	99	100.0	59	99.9*

*Does not equal 100.0 percent due to rounding.

Table A-3

Percentage of Households with Children Under Age 12

Response	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Yes	30	19.5	18	18.2	12	21.8
No	124	80.5	81	81.8	43	78.2
Total	154	100.0	99	100.0	59	100.0

Table A-4

Number of Children in Household Under Age 12

Children per household	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
One	13	40.6	9	47.4	4	30.8
Two	11	34.4	7	36.8	4	30.8
Three	5	15.6	2	10.5	3	23.1
Four	1	3.1	1	5.3	0	0
Five	1	3.1	0	0	1	7.7
Six	1	3.1	0	0	1	7.7
Seven	0	0	0	0	0	0
Eight	0	0	0	0	0	0
Total	32	99.9	19	100.0	13	100.1*

*Does not equal 100.0 percent due to rounding.

Table A-5

Percentage of Households with Senior Citizen as Head of Household

Response	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Yes	87	56.9	57	59.4	30	52.6
No	66	43.1	39	40.6	27	47.4
Total	153	100.0	99	100.0	59	100.0

Table A-6

Occupations of Heads of Households

Area	Respondents			
	Male		Female	
	No.	%	No.	%
Study:				
Professional/technical	14	16.3	16	17.0
Manager/administrator/proprietor	5	5.8	3	3.2
Sales and clerical	3	3.5	5	5.3
Draftsman and operative	9	10.5	1	1.1
Laborer/service/farm	32	37.2	13	13.8
Student	9	10.5	3	3.2
At home	14	16.3	53	56.4
Total	86	100.1*	94	100.0
Subarea 1:				
Professional/technical	5	8.1	10	17.2
Manager/administrator/proprietor	5	8.1	2	3.4
Sales and clerical	2	3.2	3	5.2
Draftsman and operative	7	11.3	0	0
Laborer/service/farm	26	41.9	12	20.7
Student	8	12.9	0	0
At home	9	14.5	31	53.4
Total	62	100.0	58	99.9*
Subarea 2:				
Professional/technical	9	37.5	6	16.7
Manager/administrator/proprietor	0	0	1	2.8
Sales and clerical	1	4.2	2	5.6
Draftsman and operative	2	8.3	1	2.8
Laborer/service/farm	6	25.0	1	2.8
Student	1	4.2	3	8.3
At home	5	20.8	22	61.1
Total	24	100.0	36	100.1*

*Does not equal 100.0 percent due to rounding.

Table A-7

Employment Status of Heads of Households

Area	Respondents			
	Male		Female	
	No.	%	No.	%
Study:				
Employed	33	37.1	32	33.0
Unemployed	5	5.6	20	20.6
Retired	50	56.2	45	46.4
Don't know	1	1.1	0	0
Total	89	100.0	92	100.0
Subarea 1:				
Employed	24	36.9	21	35.0
Unemployed	3	4.6	12	20.0
Retired	38	58.5	27	45.0
Don't know	0	0	0	0
Total	65	100.0	60	100.0
Subarea 2:				
Employed	9	37.5	11	29.7
Unemployed	2	8.3	8	21.6
Retired	12	50.0	18	48.6
Don't know	1	4.2	0	0
Total	24	100.0	37	99.9*

*Does not equal 100.0 percent due to rounding.

Table A-8

Race of Respondents

Race	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
White	52	33.5	33	33.7	19	33.3
Black	103	66.5	65	66.3	38	66.7
Total	155	100.0	98	100.0	57	100.0

Table A-9

Respondents' Income Ranges

Income	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Under $8,000	67	46.2	43	48.9	24	42.1
$8,000 - $14,999	36	24.8	26	29.5	10	17.5
$15,000 - $24,999	20	13.8	9	10.2	11	19.3
$25,000 - $31,999	11	7.6	6	6.8	5	8.8
$32,000 - $39,999	2	1.4	1	1.1	1	1.8
$40,000 - $47,999	3	2.1	2	2.3	1	1.8
$48,000 or more	1	.7	1	1.1	0	0
Don't know	5	3.4	0	0	5	8.8
Total	145	100.0	99	99.9*	59	100.1*

*Does not equal 100.0 percent due to rounding.

Table A-10

Sex of Respondents

Sex	Respondents					
	Study Area		Subarea 1		Subarea 2	
	No.	%	No.	%	No.	%
Male	48	31.4	31	32.6	17	29.3
Female	105	68.6	64	67.4	41	70.7
Total	153	100.0	99	100.0	59	100.0

Appendix C
Estimated Household Income

Appendix C

Estimated Household Income

Initially, respondents were asked to provide the exact amount of last years's household income. If they chose not to provide the exact amount, respondents were then asked to identify their household income within a range of incomes. Because of inadequate data, it was not possible to generalize about exact incomes. To gain as much information as possible from the data collected, exact amounts were included with the income ranges. The ranges, therefore, reflect the incomes of all respondents.

Table A provides income values for respondents who gave specific household incomes.

Table A-11

Estimated Household Income, Omaha, 1986

Household income	Responses	
	Number	Percent
$ 2,520	1	4.0
3,600	1	4.0
4,188	1	4.0
5,000	1	4.0
5,416	1	4.0
6,000	1	4.0
7,000	2	8.0
7,200	1	4.0
8,000	2	8.0
8,400	1	4.0
8,500	2	8.0
9,000	1	4.0
9,500	1	4.0
10,000	1	4.0
13,000	1	4.0
15,000	1	4.0
18,750	1	4.0
24,000	1	4.0
25,000	2	8.0
26,000	1	4.0
46,000	1	4.0
Total	25	100.0