



Economic Development

Date: 06/12/09

Current Geography Selection: (1 Selected) 50 mile radius: 612 D ST,
FAIRBURY, NE 68352 *

Your title for this geography: Fairbury NE 50 Mile Radius

Current Index Base: Entire US

Lat: 40.137365 **Long:** -97.181104

City: Fairbury **Pop:** 3,890

County: Jefferson County **Pop:** 7,918

Zip: 68352 **Pop:** 5,133

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	2008 Estimate	2013 Projection	% Change 08-13
Total Households	53,839	55,866	3.8%
Total Avg Household Expenditure	\$47,180	\$50,529	7.1%
Total Avg Retail Expenditure	\$20,134	\$21,523	6.9%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	2008 Estimate	% of Total	2013 Projection	% of Total	% Change 08-13
Airline Fares	\$340.79	0.7%	\$373.08	0.7%	9.5%
Alcoholic Beverages	\$552.48	1.2%	\$598.74	1.2%	8.4%
Alimony & Child Support	\$239.73	0.5%	\$262.19	0.5%	9.4%
Apparel	\$2,241.00	4.8%	\$2,401.79	4.8%	7.2%
Apparel Services & Acces	\$345.04	0.7%	\$377.67	0.7%	9.5%
Audio Equipment	\$80.02	0.2%	\$85.11	0.2%	6.4%
Babysitting & Elderly Care	\$369.22	0.8%	\$401.64	0.8%	8.8%
Books	\$56.67	0.1%	\$60.90	0.1%	7.5%
Books & Supplies	\$148.19	0.3%	\$163.68	0.3%	10.5%
Boys Apparel	\$106.33	0.2%	\$112.58	0.2%	5.9%
Cellular Phone Service	\$376.67	0.8%	\$397.86	0.8%	5.6%
Cigarettes	\$293.19	0.6%	\$302.93	0.6%	3.3%
Computer Hardware	\$318.81	0.7%	\$345.63	0.7%	8.4%
Computer Information Svcs	\$150.73	0.3%	\$163.91	0.3%	8.7%
Computer Software	\$24.84	0.1%	\$26.93	0.1%	8.4%
Contributions	\$1,706.99	3.6%	\$1,876.08	3.7%	9.9%
Coolant & Other Fluids	\$7.31	0.0%	\$7.78	0.0%	6.4%
Cosmetics & Perfume	\$96.68	0.2%	\$103.41	0.2%	7.0%
Deodorants & Other Pers Care	\$26.82	0.1%	\$28.68	0.1%	6.9%
Education	\$1,053.84	2.2%	\$1,164.66	2.3%	10.5%
Electricity	\$1,233.07	2.6%	\$1,296.28	2.6%	5.1%
Entertainment	\$2,625.30	5.6%	\$2,817.75	5.6%	7.3%
Fees & Admissions	\$654.09	1.4%	\$719.61	1.4%	10.0%

Finance Chgs Exc Mort & Veh	\$514.99	1.1%	\$548.12	1.1%	6.4%
Floor Coverings	\$67.60	0.1%	\$75.60	0.2%	11.8%
Food & Beverages	\$7,305.18	15.5%	\$7,755.71	15.4%	6.2%
Food At Home	\$3,840.17	8.1%	\$4,030.58	8.0%	5.0%
Food Away From Home	\$2,912.53	6.2%	\$3,126.39	6.2%	7.3%
Footwear	\$365.45	0.8%	\$384.74	0.8%	5.3%
Fuel Oil & Other Fuels	\$125.82	0.3%	\$133.14	0.3%	5.8%
Funeral & Cemetery	\$89.07	0.2%	\$94.78	0.2%	6.4%
Furniture	\$551.53	1.2%	\$600.92	1.2%	9.0%
Gasoline & Oil	\$2,153.45	4.6%	\$2,276.09	4.5%	5.7%
Gifts	\$1,222.05	2.6%	\$1,338.61	2.7%	9.5%
Girls Apparel	\$145.59	0.3%	\$154.40	0.3%	6.0%
Hair Care	\$53.10	0.1%	\$56.78	0.1%	6.9%
Hard Surface Flooring	\$24.09	0.1%	\$26.13	0.1%	8.5%
Health Care	\$2,980.23	6.3%	\$3,146.37	6.2%	5.6%
Health Care Insurance	\$1,440.70	3.1%	\$1,521.26	3.0%	5.6%
Health Care Services	\$711.64	1.5%	\$750.12	1.5%	5.4%
Health Care Supplies & Equip	\$827.89	1.8%	\$874.99	1.7%	5.7%
Household Services	\$297.52	0.6%	\$325.26	0.6%	9.3%
Household Supplies	\$722.32	1.5%	\$788.54	1.6%	9.2%
Household Textiles	\$146.56	0.3%	\$157.47	0.3%	7.4%
Housewares & Small App	\$1,021.23	2.2%	\$1,107.73	2.2%	8.5%
Indoor Plants & Fresh Flowers	\$64.34	0.1%	\$70.04	0.1%	8.9%
Infants Apparel	\$99.61	0.2%	\$106.01	0.2%	6.4%
Jewelry	\$138.83	0.3%	\$151.91	0.3%	9.4%
Legal & Accounting	\$96.94	0.2%	\$103.13	0.2%	6.4%
Magazines	\$31.74	0.1%	\$34.11	0.1%	7.5%
Major Appliances	\$240.37	0.5%	\$258.08	0.5%	7.4%
Mass Transit	\$91.26	0.2%	\$99.87	0.2%	9.4%
Men's Apparel	\$423.12	0.9%	\$455.38	0.9%	7.6%
Mortgage Interest	\$3,538.23	7.5%	\$3,856.55	7.6%	9.0%
Natural Gas	\$470.42	1.0%	\$497.60	1.0%	5.8%
New Car Purchased	\$1,090.08	2.3%	\$1,183.45	2.3%	8.6%
New Truck Purchased	\$1,291.21	2.7%	\$1,402.56	2.8%	8.6%
New Vehicle Purchase	\$2,381.29	5.0%	\$2,586.00	5.1%	8.6%
Newspapers	\$66.48	0.1%	\$71.43	0.1%	7.4%
Oral Hygeine Products	\$24.60	0.1%	\$26.31	0.1%	7.0%
Other Lodging	\$503.02	1.1%	\$563.47	1.1%	12.0%
Other Miscellaneous Expenses	\$99.21	0.2%	\$105.58	0.2%	6.4%
Other Repairs & Maint	\$137.17	0.3%	\$148.59	0.3%	8.3%
Other Tobacco Products	\$32.61	0.1%	\$33.70	0.1%	3.3%
Other Transportation Costs	\$528.75	1.1%	\$572.79	1.1%	8.3%

Other Utilities	\$387.39	0.8%	\$409.72	0.8%	5.8%
Paint & Wallpaper	\$60.90	0.1%	\$65.85	0.1%	8.1%
Personal Care Products	\$159.52	0.3%	\$170.63	0.3%	7.0%
Personal Care Services	\$456.92	1.0%	\$488.85	1.0%	7.0%
Personal Insurance	\$468.56	1.0%	\$512.22	1.0%	9.3%
Pet Supplies & Svcs	\$257.49	0.5%	\$273.96	0.5%	6.4%
Photographic Equip & Supplies	\$116.12	0.2%	\$123.69	0.2%	6.5%
Plumbing & Heating	\$54.85	0.1%	\$59.42	0.1%	8.3%
Property Taxes	\$1,577.15	3.3%	\$1,714.75	3.4%	8.7%
Public Transportation	\$529.22	1.1%	\$579.29	1.1%	9.5%
Records/Tapes/CD Purchases	\$127.81	0.3%	\$135.92	0.3%	0.0%
Recreational Equip & Supplies	\$1,050.56	2.2%	\$1,118.99	2.2%	6.5%
Rental Costs	\$2,242.80	4.8%	\$2,293.07	4.5%	2.2%
Roofing & Siding	\$74.82	0.2%	\$80.97	0.2%	8.2%
Satellite Dishes	\$10.07	0.0%	\$10.70	0.0%	6.3%
Shaving Needs	\$11.43	0.0%	\$12.23	0.0%	7.0%
Shelter	\$9,087.53	19.3%	\$9,754.69	19.3%	7.3%
Telephone Svc Excl Cell	\$743.55	1.6%	\$785.36	1.6%	5.6%
Televisions	\$117.04	0.2%	\$124.49	0.2%	6.4%
Transportation	\$9,508.77	20.2%	\$10,153.13	20.1%	6.8%
Tuition	\$905.65	1.9%	\$1,000.97	2.0%	10.5%
Used Car Purchase	\$843.99	1.8%	\$884.16	1.8%	4.8%
Used Truck Purchase	\$736.39	1.6%	\$771.67	1.5%	4.8%
Used Vehicle Purchase	\$1,580.38	3.4%	\$1,655.83	3.3%	4.8%
VCRs & Related Equipment	\$48.21	0.1%	\$51.28	0.1%	6.4%
Vehicle Insurance	\$1,085.48	2.3%	\$1,151.22	2.3%	6.1%
Vehicle Repair	\$730.91	1.6%	\$777.47	1.5%	6.4%
Vehicle Repair & Maintenance	\$738.22	1.6%	\$785.25	1.6%	6.4%
Video & Audio Equipment	\$920.65	2.0%	\$979.15	1.9%	6.4%
Video Game Hardware & Software	\$30.01	0.1%	\$31.90	0.1%	6.3%
Watches	\$25.50	0.1%	\$27.91	0.1%	9.4%
Women's Apparel	\$755.86	1.6%	\$811.01	1.6%	7.3%

*Consumer Expenditure
Categories contain
overlapping information and
will therefore NOT add up to
Total Household Expenditure*

*** Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.**

Current year data is for the year **2008**, 5 year projected data is for the year **2013**. More About Our Data.
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