



Date: 06/12/09

Current Geography Selection: (1 Selected) Places: Fairbury

Your title for this geography: Fairbury Nebraska

Current Index Base: Entire US

## Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: US

### Demographic Overview

Total Population	3,890	Total Households	1,852	Median Income	\$36,200
% Male Population	47.5%	Average Household Size	2.0	Per Capita Income	\$23,915
% Female Population	52.5%	Household Growth from 1990 to 2000	-2.7%	Average Household Income	\$48,281
Median Age	46.4	% Owner Occupied Housing Units	61.3%	Employees	1,642
Population Density	2,014.8	% Renter Occupied Housing Units	25.7%	Establishments	231
		% Vacant Housing Units	13.0%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$604,745	\$326.61	1.5%	79
Art Dealers	\$2,225	\$1.20	0.0%	75
Auto Parts and Accessories	\$366,961	\$198.19	0.9%	81
Book Stores	\$219,347	\$118.47	0.6%	74
Camera and Photography Stores	\$58,889	\$31.80	0.2%	81
Childrens' and Infant's Clothing Stores	\$118,064	\$63.76	0.3%	75
Clothing Accessory Stores	\$25,643	\$13.85	0.1%	77
Computer Stores	\$329,388	\$177.90	0.8%	75
Convenience Stores	\$285,733	\$154.32	0.7%	83
Costmetics and Beauty Stores	\$38,895	\$21.01	0.1%	80
Department Stores	\$3,054,425	\$1,649.64	7.8%	78
Drinking Places	\$161,287	\$87.11	0.4%	78
Family Clothing Stores	\$637,121	\$344.10	1.6%	78
Fish and Seafood Markets	\$19,050	\$10.29	0.0%	84
Floor Covering Stores	\$113,813	\$61.47	0.3%	72
Florists	\$30,441	\$16.44	0.1%	75
Fruit and Vegetable Markets	\$37,381	\$20.19	0.1%	84
Fuel Dealers	\$286,189	\$154.57	0.7%	83
Full Service Restaurants	\$1,928,368	\$1,041.48	4.9%	79
Furniture Stores	\$697,274	\$376.58	1.8%	75

Gasoline Stations with Convenience Stores	\$3,216,208	\$1,737.01	8.2%	82
Gasoline Stations without Convenience Stores	\$1,561,008	\$843.07	4.0%	83
Gift and Souvenir Stores	\$75,983	\$41.04	0.2%	77
Grocery Stores	\$6,248,294	\$3,374.59	15.9%	82
Hardware Stores	\$325,174	\$175.62	0.8%	77
Hobby, Toy, and Game Stores	\$176,680	\$95.42	0.4%	80
Home Centers	\$748,547	\$404.28	1.9%	77
Hotels and Other Travel Accomodations	\$283,877	\$153.32	0.7%	79
Jewelry Stores	\$189,372	\$102.28	0.5%	74
Limited Service Restaurants	\$1,923,390	\$1,038.79	4.9%	79
Liquor Stores	\$279,826	\$151.13	0.7%	79
Luggage Stores	\$9,828	\$5.31	0.0%	76
Mail Order and Catalog Stores	\$944,038	\$509.86	2.4%	77
Meat Markets	\$79,782	\$43.09	0.2%	84
Men's Clothing Stores	\$136,065	\$73.49	0.3%	77
Mobile Home Dealers	\$947	\$0.51	0.0%	77
Motorcycle and Boat Dealers	\$310,793	\$167.85	0.8%	80
Musical Instrument Stores	\$68,285	\$36.88	0.2%	81
New Car Dealers	\$6,706,238	\$3,621.91	17.0%	79
Nursery and Garden Stores	\$149,101	\$80.53	0.4%	76
Office and Stationary Stores	\$79,470	\$42.92	0.2%	75
Optical Goods Stores	\$188,450	\$101.78	0.5%	86
Other Apparel Stores	\$100,905	\$54.50	0.3%	79
Other Building Materials Stores	\$915,257	\$494.31	2.3%	77
Other Direct Selling Establishments	\$179,345	\$96.86	0.5%	80
Other General Merchandise Stores	\$355,278	\$191.88	0.9%	78
Other Health and Personal Care Stores	\$78,861	\$42.59	0.2%	81
Other Home Furnishing Stores	\$167,033	\$90.21	0.4%	76
Other Miscellaneous Retail Stores	\$80,205	\$43.32	0.2%	84
Other Specialty Food Markets	\$59,119	\$31.93	0.2%	84
Outdoor Power Equipment Stores	\$18,426	\$9.95	0.0%	75
Paint and Wallpaper Stores	\$30,010	\$16.21	0.1%	78
Pet and Pet Supply Stores	\$108,460	\$58.58	0.3%	81
Pharmacy and Drug Stores	\$933,544	\$504.19	2.4%	81
RV Parks	\$3,658	\$1.98	0.0%	81
Record, Tape, and CD Stores	\$131,158	\$70.84	0.3%	81
Recreational Vehicle Dealers	\$9,219	\$4.98	0.0%	81
Rooming and Boarding Houses	\$1,974	\$1.07	0.0%	78
Sewing and Needlecraft Stores	\$29,030	\$15.68	0.1%	76
Shoe Stores	\$338,266	\$182.69	0.9%	82
Special Food Services and Catering	\$322,555	\$174.21	0.8%	79
Sporting Goods Stores	\$366,700	\$198.05	0.9%	80

Tire Dealers	\$166,453	\$89.90	0.4%	81
Used Merchandise Stores	\$65,725	\$35.50	0.2%	77
User Car Dealers	\$466,691	\$252.05	1.2%	79
Vending Machines	\$119,264	\$64.41	0.3%	83
Warehouse Superstores	\$1,222,836	\$660.43	3.1%	81
Women's Clothing Stores	\$379,761	\$205.10	1.0%	79
Total Annual Retail	\$39,366,331	\$21,261.01	100%	80

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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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