

# Studies cite boost to city of additional UNL dollars

By John Hopgood

In the 60s some students rejected the consumption patterns of their parents and perhaps consumption itself.

Today, however, the so-called "me" generation seems to have eschewed the "less is more" values of the 60s and is conspicuously consuming nearly \$26 billion a year worth of everything from designer jeans to customized vans.

Consequently, the very presence of more than 20,000 UNL students in Lincoln is having a "major" impact on the city's economy, according to two recent studies of the spending habits of the University's faculty, staff and students.

In a study conducted last spring by Belden Associates, a Texas firm, it was learned that with approximately 22,000 students, total UNL student market value is around \$2.38 million per month or well over \$21 million over nine months.

Ten percent of all UNL students surveyed spent \$300 or more beyond tuition, room and board every month, the survey reports. The average expenditure, however, was \$108 monthly.

ALMOST HALF of all students carry at least one credit card while 95 percent of the faculty staff use them.

Among students, 44 percent have savings accounts and 47 percent have checking accounts with Lincoln banks. More than 95 percent of faculty and staff at UNL have both types of accounts here.

Most students shop downtown, but 64 percent go to Gateway at least once a month and almost one-third shop at the Glass Menagerie and Gunny's shopping complexes monthly.

The study points out that students eat out frequently, as 75 percent reported eating in a restaurant once a week.

Students go to movies often, "hold the key" to the record/tape market, and spend more than \$100 yearly on athletic equipment, the report said.

The study goes on to say that 70 percent own stereos, 60 percent have television sets, 69 percent own cameras, more than 20 percent made at least six pleasure trips of over 150 miles in the past year and 90 percent own typewriters.

IN ANOTHER study done by UNL's Bureau of Business Research last October, the impact of UNL is reported to be "wide-spread, extending to every major sector of Lincoln's economy, including local business, local households, and local government."

According to the study students spend more than \$84 million in Lincoln yearly.

UNL employees pump an additional \$46 million into Lincoln's economy annually.

The study, which presents estimates of the impact of NU's roles as an employer, buyer of good and services, and taxpayer, draws its conclusions from university, city and state records, as well as interviews and a sample survey of staff and students.

A major assumption of the study is that every dollar spent in Lincoln generates more dollars, thereby increasing the value of the original dollar. The report cites the example of a student who pays \$100 in rent to a Lincoln landlord who in turn

uses part of the payment to purchase services and supplies from local businesses. A "re-spending chain" is created and continues indefinitely.

THIS "MULTIPLIER" effect is estimated to have a value of 1.75, causing the total impact of the student's original \$100 to be estimated at \$175. The total expenditure impact of UNL as measured by the multiplier is put at \$228.4 million annually.

Highlights of the report include the following:

-Students constitute approximately 8.5 percent of the total personal income of the Lincoln metropolitan area.

-UNL provides jobs for eight percent of the Lincoln work force. 8,925 persons work for UNL.

-UNL generates an estimated \$262.5 million total spending impact upon the Lincoln area, or 16 percent of Lincoln's personal income.

It is estimated that attendance at public events provided by UNL totaled nearly one million persons during the 1976-77 year. UNL employees received 59,000 visitors and students received an additional 93,000 visitors during the 1978-79 year. These visitors spent \$34.1 million in Lincoln.

THE UNIVERSITY community contributed \$1.6 million in sales taxes. This is about 18.2 percent of the total city sales-tax collections and 2.1 percent of Nebraska sales tax revenues.

Property-taxes totaling \$3.8 million were paid to the city by UNL-related spending.

The findings of the bureau's two sample surveys include the following points:

The faculty/staff survey revealed that average expenditures per household were over \$1,000 monthly.

Food expenditures accounted for more than 21 percent of faculty/staff expenditures. Rent or house payments were a close second, accounting for 20 percent of total spending. The third largest expenditures were for automobiles.

THE STUDENT survey found that, in aggregate, students spent more than faculty and staff members on housing, utilities, food and beverages, automobiles, cleaning/laundry, clothing, entertainment, furniture, bus service, books and journals, magazines and newspapers, personal items and miscellaneous spending.

About 43 percent of the students live on campus, 42 percent rent or own off-campus housing, and 14 percent live with parents.

Students reported that their most common source of income was personal savings, followed by employment in the Lincoln area. 94 percent reported having worked in the metro area during the past year and more than half of the married students had spouses who worked.

Students spent an average of \$415.88 per month.

Students spent three times the amount spent by faculty and staff on housing, \$29.3 million compared to \$9.4 million.

More than one-third of student incomes went for housing, while food costs were a distant second, accounting for 17.8 percent of total expenditures.



**OCULARIUM**  
5640 South Street  
483-2508  
Hours: Mon.-Fri., 9-5  
Sat., 9-12

TAKE A CLOSER LOOK

## SOFT CONTACT LENSES

# \$75\*

OFFER GOOD WITH AD ONLY.

**CLIP THIS AD . . . MAKE YOUR APPOINTMENT & RECEIVE THE BEST SERVICE & PRICE!**

\* EXAMINATION & CARE KIT NOT INCLUDED.

## OUTERWEAR

# 15% OFF

Put on layaway with 15% down, pick it up in 60 days.

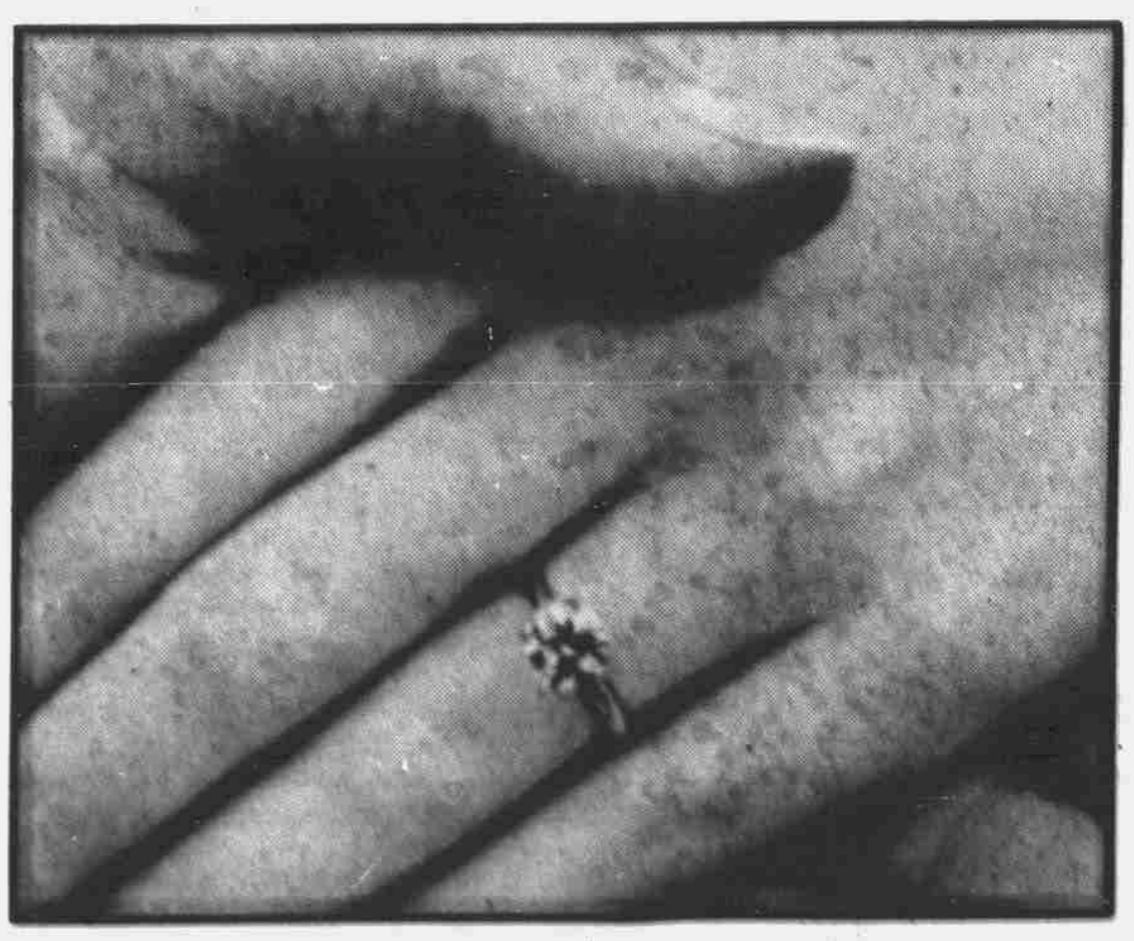
## SAVE 15% ON EVERYTHING IN STORE!

1346 "P" St.  
Near Campus



# JASON'S

The most romantic purchase of your life should also be a most knowledgeable one.



**Wright's**  
JEWELERS  
13th & "P"

## "The Bright Idea"

# Harman's

The place to go in Lincoln for all your photographic needs.

244 N. 13th  
(corner of 13th & "Q")  
474-2402