



Household Budget Expenditures

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 5.0 miles

Demographic Summary	2005	2010
Population	1,390	1,322
Households	523	498
Families	390	366
Median Age	38.6	39.8
Median Household Income	\$46,130	\$52,277

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	83	\$54,198.20	\$28,345,656	100.0%
Food	86	\$6,811.31	\$3,562,317	12.6%
Food at Home	89	\$4,232.48	\$2,213,586	7.8%
Food Away from Home	82	\$2,578.84	\$1,348,731	4.8%
Alcoholic Beverages	74	\$380.36	\$198,927	0.7%
Housing	75	\$13,445.54	\$7,032,019	24.8%
Shelter	70	\$9,570.31	\$5,005,272	17.7%
Utilities, Fuel and Public Services	93	\$3,875.23	\$2,026,747	7.2%
Household Operations	78	\$1,058.01	\$553,340	2.0%
Housekeeping Supplies	89	\$602.83	\$315,279	1.1%
Household Furnishings and Equipment	78	\$1,650.24	\$863,076	3.0%
Apparel and Services	78	\$2,143.25	\$1,120,919	4.0%
Transportation	92	\$9,790.15	\$5,120,250	18.1%
Travel	76	\$1,383.02	\$723,317	2.6%
Health Care	106	\$3,674.52	\$1,921,775	6.8%
Entertainment and Recreation	84	\$2,613.29	\$1,366,752	4.8%
Personal Care	78	\$543.57	\$284,288	1.0%
Education	69	\$730.72	\$382,166	1.3%
Smoking Products	110	\$543.67	\$284,340	1.0%
Miscellaneous ¹	90	\$2,981.13	\$1,559,129	5.5%
Cash Contributions/Gifts in Kind	91	\$1,442.90	\$754,635	2.7%
Life/Other Insurance	94	\$598.45	\$312,988	1.1%
Pensions and Social Security	74	\$3,805.24	\$1,990,139	7.0%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral/cemetery expenses, safe deposit box rental, checking account/banking service charges, accounting fees, occupational expenses, expenses for other properties, credit card membership fees, shopping club membership fees, etc.

Source: Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.



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Demographic Summary	2005	2010
Population	8,680	8,356
Households	3,344	3,228
Families	2,371	2,255
Median Age	38.8	40.1
Median Household Income	\$45,043	\$51,210

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	78	\$50,915.22	\$170,260,511	100.0%
Food	80	\$6,322.41	\$21,142,144	12.4%
Food at Home	82	\$3,898.57	\$13,036,813	7.7%
Food Away from Home	77	\$2,423.84	\$8,105,331	4.8%
Alcoholic Beverages	70	\$359.77	\$1,203,082	0.7%
Housing	71	\$12,764.55	\$42,684,642	25.1%
Shelter	67	\$9,200.99	\$30,768,098	18.1%
Utilities, Fuel and Public Services	86	\$3,563.56	\$11,916,544	7.0%
Household Operations	74	\$1,007.79	\$3,370,059	2.0%
Housekeeping Supplies	83	\$560.69	\$1,874,951	1.1%
Household Furnishings and Equipment	74	\$1,572.79	\$5,259,415	3.1%
Apparel and Services	74	\$2,045.59	\$6,840,456	4.0%
Transportation	86	\$9,076.78	\$30,352,741	17.8%
Travel	73	\$1,316.32	\$4,401,765	2.6%
Health Care	95	\$3,291.19	\$11,005,723	6.5%
Entertainment and Recreation	80	\$2,473.60	\$8,271,731	4.9%
Personal Care	74	\$513.59	\$1,717,449	1.0%
Education	66	\$696.94	\$2,330,563	1.4%
Smoking Products	99	\$489.35	\$1,636,378	1.0%
Miscellaneous ¹	86	\$2,847.67	\$9,522,599	5.6%
Cash Contributions/Gifts in Kind	83	\$1,324.01	\$4,427,504	2.6%
Life/Other Insurance	88	\$559.87	\$1,872,195	1.1%
Pensions and Social Security	72	\$3,692.32	\$12,347,114	7.3%

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Demographic Summary	2005	2010
Population	19,576	19,017
Households	7,532	7,342
Families	5,419	5,209
Median Age	38.4	39.6
Median Household Income	\$46,349	\$52,885

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	81	\$52,557.40	\$395,862,350	100.0%
Food	82	\$6,456.32	\$48,629,022	12.3%
Food at Home	83	\$3,959.79	\$29,825,105	7.5%
Food Away from Home	79	\$2,496.54	\$18,803,917	4.8%
Alcoholic Beverages	73	\$371.28	\$2,796,445	0.7%
Housing	74	\$13,333.88	\$100,430,805	25.4%
Shelter	71	\$9,729.33	\$73,281,323	18.5%
Utilities, Fuel and Public Services	87	\$3,604.55	\$27,149,482	6.9%
Household Operations	78	\$1,056.79	\$7,959,740	2.0%
Housekeeping Supplies	85	\$573.21	\$4,317,419	1.1%
Household Furnishings and Equipment	78	\$1,648.94	\$12,419,831	3.1%
Apparel and Services	77	\$2,127.32	\$16,023,011	4.0%
Transportation	88	\$9,288.92	\$69,964,145	17.7%
Travel	76	\$1,372.00	\$10,333,874	2.6%
Health Care	94	\$3,269.05	\$24,622,487	6.2%
Entertainment and Recreation	82	\$2,564.49	\$19,315,734	4.9%
Personal Care	76	\$532.78	\$4,012,923	1.0%
Education	67	\$714.53	\$5,381,872	1.4%
Smoking Products	97	\$480.81	\$3,621,453	0.9%
Miscellaneous ¹	88	\$2,922.59	\$22,012,916	5.6%
Cash Contributions/Gifts in Kind	85	\$1,348.27	\$10,155,167	2.6%
Life/Other Insurance	90	\$573.26	\$4,317,825	1.1%
Pensions and Social Security	77	\$3,922.95	\$29,547,681	7.5%

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