



Retail Goods and Services 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

Top Tapestry Segments:

| | |
|-----------------------|-------|
| Heartland Communities | 59.7% |
| Southern Satellites | 21.4% |
| Prairie Living | 18.9% |

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 |
|---|--------------------------|----------------------|-------------|
| Apparel and Services | 78 | \$2,143.25 | \$1,120,919 |
| Men's | 81 | \$423.56 | \$221,520 |
| Women's | 76 | \$686.63 | \$359,110 |
| Children's | 83 | \$361.83 | \$189,238 |
| Footwear | 76 | \$381.08 | \$199,306 |
| Watches & Jewelry | 74 | \$186.92 | \$97,757 |
| Apparel Products and Services ¹ | 71 | \$103.23 | \$53,988 |
| Computer | | | |
| Computers and Hardware for Home Use | 72 | \$178.73 | \$93,476 |
| Software and Accessories for Home Use | 75 | \$22.15 | \$11,582 |
| Entertainment & Recreation | 84 | \$2,613.29 | \$1,366,752 |
| Fees and Admissions | 63 | \$381.72 | \$199,637 |
| Membership Fees for Clubs ² | 68 | \$110.96 | \$58,033 |
| Fees for Participant Sports, excl. Trips | 64 | \$73.91 | \$38,654 |
| Admission to Movie/Theatre/Opera/Ballet | 62 | \$90.64 | \$47,407 |
| Admission to Sporting Events, excl. Trips | 68 | \$37.85 | \$19,795 |
| Fees for Recreational Lessons | 56 | \$68.35 | \$35,748 |
| TV/Video/Sound Equipment | 86 | \$885.27 | \$462,997 |
| Community Antenna or Cable Television | 93 | \$511.49 | \$267,509 |
| Color Televisions | 73 | \$83.81 | \$43,833 |
| VCRs, Video Cameras, and DVD Players | 74 | \$28.06 | \$14,675 |
| Video Cassettes and DVDs | 80 | \$32.58 | \$17,037 |
| Video Game Hardware and Software | 73 | \$24.70 | \$12,918 |
| Satellite Dishes | 98 | \$2.90 | \$1,519 |
| Rental of Video Cassettes and DVDs | 78 | \$48.85 | \$25,547 |
| Sound Equipment ³ | 83 | \$147.91 | \$77,356 |
| Rental and Repair of TV/Sound Equipment | 82 | \$4.98 | \$2,603 |
| Pets | 95 | \$335.63 | \$175,537 |
| Toys and Games | 80 | \$163.71 | \$85,618 |
| Recreational Vehicles and Fees ⁴ | 112 | \$374.68 | \$195,959 |
| Sports/Recreation/Exercise Equipment ⁵ | 84 | \$185.34 | \$96,932 |
| Photo Equipment and Supplies ⁶ | 78 | \$112.42 | \$58,796 |
| Reading ⁷ | 78 | \$174.52 | \$91,276 |
| Food | 86 | \$6,811.31 | \$3,562,317 |
| Food at Home | 89 | \$4,232.48 | \$2,213,586 |
| Bakery and Cereal Products | 88 | \$623.91 | \$326,306 |
| Meat, Poultry, Fish, and Eggs | 90 | \$1,139.04 | \$595,717 |
| Dairy Products | 91 | \$466.17 | \$243,808 |
| Fruits and Vegetables | 85 | \$704.88 | \$368,650 |
| Snacks and Other Food at Home ⁸ | 91 | \$1,298.48 | \$679,105 |
| Food Away from Home | 82 | \$2,578.84 | \$1,348,731 |
| Alcoholic Beverages | 74 | \$380.36 | \$198,927 |
| Nonalcoholic Beverages at Home | 94 | \$371.48 | \$194,283 |



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Radius: 5.0 miles

| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|-------------|
| Financial | | | |
| Investments | 35 | \$2,949.88 | \$1,542,788 |
| Vehicle Loans | 99 | \$5,346.38 | \$2,796,159 |
| Health | | | |
| Nonprescription Drugs | 101 | \$100.19 | \$52,399 |
| Prescription Drugs | 123 | \$662.53 | \$346,505 |
| Eyeglasses and Contact Lenses | 91 | \$77.61 | \$40,590 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 71 | \$5,698.26 | \$2,980,189 |
| Maintenance and Remodeling Services | 75 | \$1,175.69 | \$614,886 |
| Maintenance and Remodeling Materials ¹⁰ | 93 | \$300.15 | \$156,980 |
| Utilities, Fuel, and Public Services | 93 | \$3,875.23 | \$2,026,747 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 76 | \$95.79 | \$50,100 |
| Furniture | 71 | \$433.98 | \$226,971 |
| Floor Coverings | 70 | \$54.77 | \$28,646 |
| Major Appliances ¹² | 87 | \$236.86 | \$123,879 |
| Housewares ¹³ | 82 | \$78.01 | \$40,797 |
| Small Appliances | 87 | \$30.66 | \$16,036 |
| Luggage | 63 | \$6.70 | \$3,502 |
| Telephones and Accessories | 82 | \$42.15 | \$22,044 |
| Household Operations | | | |
| Child Care | 62 | \$262.10 | \$137,079 |
| Lawn and Garden ¹⁴ | 98 | \$410.15 | \$214,506 |
| Moving/Storage/Freight Express | 63 | \$32.07 | \$16,775 |
| Housekeeping Supplies ¹⁵ | 89 | \$602.83 | \$315,279 |
| Insurance | | | |
| Owners and Renters Insurance | 99 | \$412.92 | \$215,955 |
| Vehicle Insurance | 89 | \$1,153.30 | \$603,176 |
| Life/Other Insurance | 94 | \$598.45 | \$312,988 |
| Health Insurance | 108 | \$1,814.95 | \$949,219 |
| Personal Care Products ¹⁶ | 85 | \$345.82 | \$180,863 |
| School Books and Supplies ¹⁷ | 85 | \$96.41 | \$50,421 |
| Smoking Products | 110 | \$543.67 | \$284,340 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 97 | \$5,408.48 | \$2,828,637 |
| Gasoline and Motor Oil | 99 | \$1,819.16 | \$951,422 |
| Vehicle Maintenance and Repairs | 86 | \$889.73 | \$465,327 |
| Travel | | | |
| Airline Fares | 67 | \$271.14 | \$141,804 |
| Lodging on Trips | 78 | \$312.83 | \$163,608 |
| Auto/Truck/Van Rental on Trips | 61 | \$30.26 | \$15,824 |
| Food and Drink on Trips | 79 | \$357.12 | \$186,775 |

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.

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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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Top Tapestry Segments:

| | |
|-----------------------|-------|
| Salt of the Earth | 32.3% |
| Heartland Communities | 29.3% |
| Prairie Living | 14.9% |
| Southern Satellites | 12.3% |
| Home Town | 11.1% |

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 |
|---|--------------------------|----------------------|--------------|
| Apparel and Services | 74 | \$2,045.59 | \$6,840,456 |
| Men's | 77 | \$400.13 | \$1,338,022 |
| Women's | 73 | \$657.35 | \$2,198,167 |
| Children's | 79 | \$343.61 | \$1,149,034 |
| Footwear | 72 | \$361.98 | \$1,210,474 |
| Watches & Jewelry | 73 | \$184.17 | \$615,861 |
| Apparel Products and Services ¹ | 68 | \$98.35 | \$328,898 |
| Computer | | | |
| Computers and Hardware for Home Use | 69 | \$171.45 | \$573,337 |
| Software and Accessories for Home Use | 71 | \$20.88 | \$69,823 |
| Entertainment & Recreation | 80 | \$2,473.60 | \$8,271,731 |
| Fees and Admissions | 63 | \$380.83 | \$1,273,498 |
| Membership Fees for Clubs ² | 67 | \$109.92 | \$367,577 |
| Fees for Participant Sports, excl. Trips | 64 | \$73.34 | \$245,235 |
| Admission to Movie/Theatre/Opera/Ballet | 61 | \$88.77 | \$296,842 |
| Admission to Sporting Events, excl. Trips | 67 | \$37.57 | \$125,620 |
| Fees for Recreational Lessons | 58 | \$71.24 | \$238,224 |
| TV/Video/Sound Equipment | 80 | \$821.65 | \$2,747,612 |
| Community Antenna or Cable Television | 85 | \$468.24 | \$1,565,778 |
| Color Televisions | 70 | \$80.67 | \$269,776 |
| VCRs, Video Cameras, and DVD Players | 70 | \$26.56 | \$88,824 |
| Video Cassettes and DVDs | 74 | \$30.48 | \$101,920 |
| Video Game Hardware and Software | 71 | \$24.04 | \$80,380 |
| Satellite Dishes | 89 | \$2.64 | \$8,825 |
| Rental of Video Cassettes and DVDs | 73 | \$45.63 | \$152,601 |
| Sound Equipment ³ | 78 | \$138.79 | \$464,130 |
| Rental and Repair of TV/Sound Equipment | 75 | \$4.60 | \$15,378 |
| Pets | 89 | \$313.52 | \$1,048,412 |
| Toys and Games | 77 | \$156.47 | \$523,235 |
| Recreational Vehicles and Fees ⁴ | 105 | \$352.77 | \$1,179,665 |
| Sports/Recreation/Exercise Equipment ⁵ | 79 | \$174.69 | \$584,161 |
| Photo Equipment and Supplies ⁶ | 75 | \$108.53 | \$362,926 |
| Reading ⁷ | 74 | \$165.14 | \$552,222 |
| Food | 80 | \$6,322.41 | \$21,142,144 |
| Food at Home | 82 | \$3,898.57 | \$13,036,813 |
| Bakery and Cereal Products | 81 | \$577.32 | \$1,930,568 |
| Meat, Poultry, Fish, and Eggs | 83 | \$1,046.35 | \$3,498,989 |
| Dairy Products | 83 | \$428.70 | \$1,433,580 |
| Fruits and Vegetables | 78 | \$650.80 | \$2,176,281 |
| Snacks and Other Food at Home ⁸ | 84 | \$1,195.39 | \$3,997,395 |
| Food Away from Home | 77 | \$2,423.84 | \$8,105,331 |
| Alcoholic Beverages | 70 | \$359.77 | \$1,203,082 |
| Nonalcoholic Beverages at Home | 86 | \$340.21 | \$1,137,665 |



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| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|--------------|
| Financial | | | |
| Investments | 40 | \$3,358.89 | \$11,232,124 |
| Vehicle Loans | 91 | \$4,923.35 | \$16,463,693 |
| Health | | | |
| Nonprescription Drugs | 91 | \$90.30 | \$301,975 |
| Prescription Drugs | 107 | \$578.42 | \$1,934,245 |
| Eyeglasses and Contact Lenses | 84 | \$72.29 | \$241,738 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 70 | \$5,601.07 | \$18,729,981 |
| Maintenance and Remodeling Services | 72 | \$1,139.28 | \$3,809,745 |
| Maintenance and Remodeling Materials ¹⁰ | 90 | \$290.44 | \$971,245 |
| Utilities, Fuel, and Public Services | 86 | \$3,563.56 | \$11,916,544 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 72 | \$91.08 | \$304,576 |
| Furniture | 69 | \$418.48 | \$1,399,385 |
| Floor Coverings | 69 | \$53.99 | \$180,548 |
| Major Appliances ¹² | 81 | \$220.59 | \$737,664 |
| Housewares ¹³ | 77 | \$73.76 | \$246,670 |
| Small Appliances | 80 | \$28.30 | \$94,632 |
| Luggage | 62 | \$6.57 | \$21,976 |
| Telephones and Accessories | 77 | \$39.87 | \$133,338 |
| Household Operations | | | |
| Child Care | 62 | \$261.68 | \$875,057 |
| Lawn and Garden ¹⁴ | 92 | \$384.94 | \$1,287,232 |
| Moving/Storage/Freight Express | 60 | \$30.47 | \$101,904 |
| Housekeeping Supplies ¹⁵ | 83 | \$560.69 | \$1,874,951 |
| Insurance | | | |
| Owners and Renters Insurance | 91 | \$379.88 | \$1,270,315 |
| Vehicle Insurance | 82 | \$1,071.29 | \$3,582,402 |
| Life/Other Insurance | 88 | \$559.87 | \$1,872,195 |
| Health Insurance | 97 | \$1,621.29 | \$5,421,598 |
| Personal Care Products ¹⁶ | 79 | \$320.86 | \$1,072,945 |
| School Books and Supplies ¹⁷ | 76 | \$85.88 | \$287,193 |
| Smoking Products | 99 | \$489.35 | \$1,636,378 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 90 | \$4,990.00 | \$16,686,554 |
| Gasoline and Motor Oil | 90 | \$1,670.27 | \$5,585,372 |
| Vehicle Maintenance and Repairs | 80 | \$825.06 | \$2,759,012 |
| Travel | | | |
| Airline Fares | 65 | \$261.36 | \$873,977 |
| Lodging on Trips | 75 | \$299.37 | \$1,001,103 |
| Auto/Truck/Van Rental on Trips | 62 | \$30.45 | \$101,831 |
| Food and Drink on Trips | 75 | \$337.36 | \$1,128,116 |

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.

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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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

| Top Tapestry Segments: | Demographic Summary | 2005 | 2010 |
|------------------------|-------------------------|----------|----------|
| Salt of the Earth | Population | 19,576 | 19,017 |
| Prairie Living | Households | 7,532 | 7,342 |
| Southern Satellites | Families | 5,419 | 5,209 |
| Heartland Communities | Median Age | 38.4 | 39.6 |
| Rustbelt Traditions | Median Household Income | \$46,349 | \$52,885 |

| | Spending Potential Index | Average Amount Spent | Total |
|---|--------------------------|----------------------|--------------|
| Apparel and Services | 77 | \$2,127.32 | \$16,023,011 |
| Men's | 79 | \$412.05 | \$3,103,538 |
| Women's | 75 | \$683.27 | \$5,146,427 |
| Children's | 82 | \$356.20 | \$2,682,928 |
| Footwear | 75 | \$376.28 | \$2,834,149 |
| Watches & Jewelry | 78 | \$197.35 | \$1,486,442 |
| Apparel Products and Services ¹ | 70 | \$102.17 | \$769,527 |
| Computer | | | |
| Computers and Hardware for Home Use | 73 | \$179.97 | \$1,355,526 |
| Software and Accessories for Home Use | 74 | \$21.71 | \$163,533 |
| Entertainment & Recreation | 82 | \$2,564.49 | \$19,315,734 |
| Fees and Admissions | 68 | \$410.90 | \$3,094,880 |
| Membership Fees for Clubs ² | 72 | \$117.66 | \$886,197 |
| Fees for Participant Sports, excl. Trips | 69 | \$79.34 | \$597,589 |
| Admission to Movie/Theatre/Opera/Ballet | 65 | \$94.49 | \$711,682 |
| Admission to Sporting Events, excl. Trips | 72 | \$40.37 | \$304,074 |
| Fees for Recreational Lessons | 65 | \$79.04 | \$595,338 |
| TV/Video/Sound Equipment | 81 | \$835.92 | \$6,296,157 |
| Community Antenna or Cable Television | 85 | \$469.69 | \$3,537,702 |
| Color Televisions | 74 | \$85.22 | \$641,864 |
| VCRs, Video Cameras, and DVD Players | 73 | \$27.70 | \$208,659 |
| Video Cassettes and DVDs | 77 | \$31.56 | \$237,708 |
| Video Game Hardware and Software | 74 | \$25.26 | \$190,280 |
| Satellite Dishes | 92 | \$2.70 | \$20,344 |
| Rental of Video Cassettes and DVDs | 75 | \$46.87 | \$352,996 |
| Sound Equipment ³ | 80 | \$142.29 | \$1,071,740 |
| Rental and Repair of TV/Sound Equipment | 76 | \$4.63 | \$34,864 |
| Pets | 92 | \$323.08 | \$2,433,468 |
| Toys and Games | 80 | \$163.29 | \$1,229,906 |
| Recreational Vehicles and Fees ⁴ | 108 | \$363.96 | \$2,741,377 |
| Sports/Recreation/Exercise Equipment ⁵ | 83 | \$182.62 | \$1,375,479 |
| Photo Equipment and Supplies ⁶ | 79 | \$113.83 | \$857,384 |
| Reading ⁷ | 77 | \$170.88 | \$1,287,083 |
| Food | 82 | \$6,456.32 | \$48,629,022 |
| Food at Home | 83 | \$3,959.79 | \$29,825,105 |
| Bakery and Cereal Products | 83 | \$587.99 | \$4,428,771 |
| Meat, Poultry, Fish, and Eggs | 84 | \$1,059.62 | \$7,981,033 |
| Dairy Products | 85 | \$435.14 | \$3,277,504 |
| Fruits and Vegetables | 80 | \$664.21 | \$5,002,866 |
| Snacks and Other Food at Home ⁸ | 85 | \$1,212.82 | \$9,134,931 |
| Food Away from Home | 79 | \$2,496.54 | \$18,803,917 |
| Alcoholic Beverages | 73 | \$371.28 | \$2,796,445 |
| Nonalcoholic Beverages at Home | 87 | \$343.56 | \$2,587,683 |



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| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|--------------|
| Financial | | | |
| Investments | 47 | \$3,925.12 | \$29,564,034 |
| Vehicle Loans | 93 | \$5,022.42 | \$37,828,833 |
| Health | | | |
| Nonprescription Drugs | 91 | \$90.12 | \$678,795 |
| Prescription Drugs | 104 | \$560.39 | \$4,220,877 |
| Eyeglasses and Contact Lenses | 87 | \$74.15 | \$558,474 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 76 | \$6,051.86 | \$45,582,603 |
| Maintenance and Remodeling Services | 78 | \$1,219.95 | \$9,188,635 |
| Maintenance and Remodeling Materials ¹⁰ | 95 | \$308.12 | \$2,320,776 |
| Utilities, Fuel, and Public Services | 87 | \$3,604.55 | \$27,149,482 |
| Household Furnishings and Equipment | | | |
| Household Textiles ¹¹ | 75 | \$95.19 | \$716,939 |
| Furniture | 73 | \$443.48 | \$3,340,321 |
| Floor Coverings | 74 | \$57.92 | \$436,248 |
| Major Appliances ¹² | 83 | \$227.69 | \$1,714,936 |
| Housewares ¹³ | 80 | \$76.74 | \$578,036 |
| Small Appliances | 82 | \$28.86 | \$217,406 |
| Luggage | 66 | \$7.02 | \$52,886 |
| Telephones and Accessories | 80 | \$41.25 | \$310,708 |
| Household Operations | | | |
| Child Care | 68 | \$283.61 | \$2,136,149 |
| Lawn and Garden ¹⁴ | 95 | \$396.66 | \$2,987,657 |
| Moving/Storage/Freight Express | 64 | \$32.52 | \$244,920 |
| Housekeeping Supplies ¹⁵ | 85 | \$573.21 | \$4,317,419 |
| Insurance | | | |
| Owners and Renters Insurance | 93 | \$387.26 | \$2,916,865 |
| Vehicle Insurance | 84 | \$1,098.04 | \$8,270,450 |
| Life/Other Insurance | 90 | \$573.26 | \$4,317,825 |
| Health Insurance | 96 | \$1,605.97 | \$12,096,136 |
| Personal Care Products ¹⁶ | 81 | \$327.93 | \$2,469,999 |
| School Books and Supplies ¹⁷ | 73 | \$82.62 | \$622,322 |
| Smoking Products | 97 | \$480.81 | \$3,621,453 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 91 | \$5,088.10 | \$38,323,572 |
| Gasoline and Motor Oil | 92 | \$1,694.09 | \$12,759,891 |
| Vehicle Maintenance and Repairs | 82 | \$847.82 | \$6,385,758 |
| Travel | | | |
| Airline Fares | 68 | \$276.39 | \$2,081,785 |
| Lodging on Trips | 78 | \$312.20 | \$2,351,455 |
| Auto/Truck/Van Rental on Trips | 67 | \$33.32 | \$250,970 |
| Food and Drink on Trips | 78 | \$349.24 | \$2,630,500 |

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.

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



PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 15.0 miles

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.