



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
Products			
Coolant, Brake, Transmission Fluids	113	\$6.86	\$3,586
Gasoline	98	\$1,771.48	\$926,486
Motor Oil	124	\$19.54	\$10,218
Parts, Equipment, and Accessories	100	\$69.80	\$36,504
Tires	102	\$139.90	\$73,169
Vehicle Audio Equipment	110	\$3.25	\$1,698
Wax, Polish, etc.	116	\$10.10	\$5,282
Services			
Auto Repair Service Policy	56	\$6.19	\$3,236
Auto Service Club Membership	71	\$11.79	\$6,164
Air Conditioning Repair	87	\$24.28	\$12,698
Body Work and Painting	79	\$37.61	\$19,671
Brake Work	70	\$61.59	\$32,209
Clutch and Transmission Repair	95	\$69.41	\$36,303
Cooling System Repair	65	\$21.40	\$11,192
Drive Shaft and Rear-end Repair	84	\$5.94	\$3,108
Electrical System Repair	86	\$38.15	\$19,954
Exhaust System Repair	89	\$17.13	\$8,957
Front End Alignment, Wheel Balance/Rotation	94	\$16.32	\$8,536
Lube/Oil Change and Filters	95	\$91.77	\$47,996
Motor Repair and Replacement	85	\$96.08	\$50,252
Motor Tune-up	72	\$51.45	\$26,910
Shock Absorber Replacement	83	\$5.72	\$2,993
Steering and Front End Repair	90	\$24.64	\$12,885
Tire Repair and Other Repairs	74	\$39.45	\$20,634

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.

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



Automotive Aftermarket Expenditures

Catenate, LLC 877-228-3628

PO Box 100
Morning Sun, IA 52640

Site Type: Radius

Latitude: 41.0964
Longitude: -91.2685
Radius: 10.0 miles

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
Products			
Coolant, Brake, Transmission Fluids	103	\$6.22	\$20,791
Gasoline	90	\$1,627.62	\$5,442,766
Motor Oil	112	\$17.58	\$58,775
Parts, Equipment, and Accessories	91	\$63.49	\$212,315
Tires	93	\$127.29	\$425,672
Vehicle Audio Equipment	91	\$2.67	\$8,925
Wax, Polish, etc.	101	\$8.77	\$29,325
Services			
Auto Repair Service Policy	59	\$6.44	\$21,537
Auto Service Club Membership	68	\$11.26	\$37,654
Air Conditioning Repair	80	\$22.30	\$74,587
Body Work and Painting	75	\$35.51	\$118,749
Brake Work	68	\$59.66	\$199,507
Clutch and Transmission Repair	87	\$63.45	\$212,182
Cooling System Repair	64	\$20.95	\$70,051
Drive Shaft and Rear-end Repair	76	\$5.40	\$18,068
Electrical System Repair	79	\$35.25	\$117,892
Exhaust System Repair	81	\$15.58	\$52,096
Front End Alignment, Wheel Balance/Rotation	86	\$14.88	\$49,761
Lube/Oil Change and Filters	88	\$84.55	\$282,740
Motor Repair and Replacement	79	\$88.53	\$296,057
Motor Tune-up	68	\$48.42	\$161,933
Shock Absorber Replacement	78	\$5.38	\$17,984
Steering and Front End Repair	82	\$22.66	\$75,774
Tire Repair and Other Repairs	70	\$37.34	\$124,876

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.

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

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
Products			
Coolant, Brake, Transmission Fluids	103	\$6.23	\$46,939
Gasoline	91	\$1,651.59	\$12,439,761
Motor Oil	112	\$17.55	\$132,221
Parts, Equipment, and Accessories	93	\$64.62	\$486,687
Tires	94	\$128.65	\$968,979
Vehicle Audio Equipment	81	\$2.39	\$17,980
Wax, Polish, etc.	97	\$8.44	\$63,543
Services			
Auto Repair Service Policy	66	\$7.27	\$54,787
Auto Service Club Membership	71	\$11.85	\$89,219
Air Conditioning Repair	82	\$22.83	\$171,981
Body Work and Painting	78	\$36.97	\$278,443
Brake Work	72	\$63.02	\$474,694
Clutch and Transmission Repair	88	\$64.33	\$484,503
Cooling System Repair	69	\$22.48	\$169,332
Drive Shaft and Rear-end Repair	77	\$5.47	\$41,198
Electrical System Repair	81	\$35.84	\$269,951
Exhaust System Repair	81	\$15.64	\$117,830
Front End Alignment, Wheel Balance/Rotation	86	\$14.85	\$111,817
Lube/Oil Change and Filters	89	\$85.91	\$647,108
Motor Repair and Replacement	81	\$91.02	\$685,586
Motor Tune-up	71	\$50.75	\$382,237
Shock Absorber Replacement	80	\$5.51	\$41,530
Steering and Front End Repair	84	\$23.06	\$173,687
Tire Repair and Other Repairs	73	\$39.15	\$294,871

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.

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