



Recreation 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
Entertainment Fees and Admissions	63	\$381.72	\$199,637
Admission to Movies, Theater, Opera, Ballet	62	\$90.64	\$47,407
Admission to Sporting Events, excl. Trips	68	\$37.85	\$19,795
Fees for Participant Sports, excl. Trips	64	\$73.91	\$38,654
Fees for Recreational Lessons	56	\$68.35	\$35,748
Social, Recreation, Civic Club Membership	68	\$110.96	\$58,033
Rental of Video Cassettes and DVDs	78	\$48.85	\$25,547
Toys & Games	80	\$163.71	\$85,618
Toys and Playground Equipment	80	\$155.92	\$81,544
Play Arcade Pinball/Video Games	82	\$7.79	\$4,074
Recreational Vehicles and Fees	112	\$374.68	\$195,959
Purchase or Rental of RVs or Boats	122	\$348.90	\$182,476
Docking and Landing Fees for Boats and Planes	55	\$6.50	\$3,402
Camp Fees	51	\$19.28	\$10,081
Sports, Recreation and Exercise Equipment	84	\$185.34	\$96,932
Exercise Equipment and Gear, Game Tables	80	\$73.25	\$38,310
Bicycles	83	\$15.47	\$8,089
Camping Equipment	76	\$15.19	\$7,943
Hunting and Fishing Equipment	88	\$38.73	\$20,258
Winter Sports Equipment	93	\$9.24	\$4,831
Water Sports Equipment	105	\$12.37	\$6,471
Other Sports Equipment	89	\$18.76	\$9,814
Rental/Repair of Equipment	69	\$2.33	\$1,216
Photographic Equipment and Supplies	78	\$112.42	\$58,796
Film	82	\$25.14	\$13,146
Film Processing	78	\$35.35	\$18,489
Photographic Equipment	68	\$23.17	\$12,116
Rental/Repair of Photo Equipment, Photographer Fees	84	\$28.77	\$15,045
Reading	78	\$174.52	\$91,276
Newspapers	83	\$74.46	\$38,942
Magazines	89	\$38.01	\$19,880
Books	69	\$62.05	\$32,454

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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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
Entertainment Fees and Admissions	63	\$380.83	\$1,273,498
Admission to Movies, Theater, Opera, Ballet	61	\$88.77	\$296,842
Admission to Sporting Events, excl. Trips	67	\$37.57	\$125,620
Fees for Participant Sports, excl. Trips	64	\$73.34	\$245,235
Fees for Recreational Lessons	58	\$71.24	\$238,224
Social, Recreation, Civic Club Membership	67	\$109.92	\$367,577
Rental of Video Cassettes and DVDs	73	\$45.63	\$152,601
Toys & Games	77	\$156.47	\$523,235
Toys and Playground Equipment	77	\$149.16	\$498,781
Play Arcade Pinball/Video Games	77	\$7.31	\$24,454
Recreational Vehicles and Fees	105	\$352.77	\$1,179,665
Purchase or Rental of RVs or Boats	114	\$324.90	\$1,086,451
Docking and Landing Fees for Boats and Planes	59	\$6.96	\$23,288
Camp Fees	55	\$20.91	\$69,926
Sports, Recreation and Exercise Equipment	79	\$174.69	\$584,161
Exercise Equipment and Gear, Game Tables	77	\$70.37	\$235,320
Bicycles	76	\$14.12	\$47,206
Camping Equipment	71	\$14.19	\$47,450
Hunting and Fishing Equipment	82	\$36.01	\$120,413
Winter Sports Equipment	85	\$8.44	\$28,213
Water Sports Equipment	97	\$11.44	\$38,241
Other Sports Equipment	85	\$17.90	\$59,858
Rental/Repair of Equipment	66	\$2.23	\$7,460
Photographic Equipment and Supplies	75	\$108.53	\$362,926
Film	78	\$23.79	\$79,547
Film Processing	75	\$33.79	\$112,984
Photographic Equipment	66	\$22.59	\$75,557
Rental/Repair of Photo Equipment, Photographer Fees	83	\$28.36	\$94,838
Reading	74	\$165.14	\$552,222
Newspapers	78	\$70.21	\$234,772
Magazines	83	\$35.42	\$118,431
Books	66	\$59.52	\$199,019

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.

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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
Entertainment Fees and Admissions	68	\$410.90	\$3,094,880
Admission to Movies, Theater, Opera, Ballet	65	\$94.49	\$711,682
Admission to Sporting Events, excl. Trips	72	\$40.37	\$304,074
Fees for Participant Sports, excl. Trips	69	\$79.34	\$597,589
Fees for Recreational Lessons	65	\$79.04	\$595,338
Social, Recreation, Civic Club Membership	72	\$117.66	\$886,197
Rental of Video Cassettes and DVDs	75	\$46.87	\$352,996
Toys & Games	80	\$163.29	\$1,229,906
Toys and Playground Equipment	80	\$155.64	\$1,172,256
Play Arcade Pinball/Video Games	81	\$7.65	\$57,650
Recreational Vehicles and Fees	108	\$363.96	\$2,741,377
Purchase or Rental of RVs or Boats	116	\$332.46	\$2,504,103
Docking and Landing Fees for Boats and Planes	67	\$7.86	\$59,224
Camp Fees	62	\$23.64	\$178,050
Sports, Recreation and Exercise Equipment	83	\$182.62	\$1,375,479
Exercise Equipment and Gear, Game Tables	82	\$74.61	\$561,947
Bicycles	77	\$14.44	\$108,791
Camping Equipment	74	\$14.71	\$110,801
Hunting and Fishing Equipment	86	\$37.68	\$283,837
Winter Sports Equipment	85	\$8.42	\$63,410
Water Sports Equipment	99	\$11.68	\$88,011
Other Sports Equipment	88	\$18.72	\$141,011
Rental/Repair of Equipment	70	\$2.35	\$17,671
Photographic Equipment and Supplies	79	\$113.83	\$857,384
Film	80	\$24.56	\$184,990
Film Processing	78	\$35.24	\$265,455
Photographic Equipment	71	\$23.99	\$180,710
Rental/Repair of Photo Equipment, Photographer Fees	88	\$30.04	\$226,229
Reading	77	\$170.88	\$1,287,083
Newspapers	80	\$72.05	\$542,662
Magazines	84	\$36.18	\$272,521
Books	70	\$62.65	\$471,900

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.

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