

**Spending Patterns Data Resource Manual**

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	513	512
Households	193	192
Families	127	n/a
Median Age	31.4	33.1
Median Household	\$27,595	\$30,595

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$414.58	\$79,854
Admission to Movies, Theater, Opera, Ballet	\$30.90	\$5,951
Admission to Sporting	\$26.66	\$5,136
Fees for Participant Sports, excl.Trips	\$47.25	\$9,100
Fees for Recreational Lessons	\$63.76	\$12,282
Membership Fees for Social/Recreation/Civic Clubs	\$117.39	\$22,611
Dating Services	\$0.55	\$107
Rental of Video Cassettes and DVDs	\$13.61	\$2,621
<b>Toys &amp; Games</b>	\$69.47	\$13,380
Toys and Playground Equipment	\$2.15	\$413
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.21	\$427
<b>Sports, Recreation and Exercise</b>	\$95.62	\$18,417
Exercise Equipment and Gear, Game Tables	\$24.63	\$4,744
Bicycles	\$15.82	\$3,048
Camping Equipment	\$7.48	\$1,440
Hunting and Fishing Equipment	\$33.49	\$6,450
Winter Sports Equipment	\$3.18	\$613
Water Sports Equipment	\$2.55	\$491
Other Sports Equipment	\$6.71	\$1,293
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.76	\$339
<b>Photographic Equipment and Supplies</b>	\$27.13	\$5,226
Film	\$0.84	\$163
Film Processing	\$4.79	\$923
Photographic Equipment	\$11.32	\$2,181
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.17	\$1,960
<b>Reading</b>	\$68.61	\$13,215
Magazine/Newspaper Subscriptions	\$32.50	\$6,261
Magazine/Newspaper Single Copies	\$8.78	\$1,691
Books	\$24.81	\$4,778
Digital Book Readers	\$30.69	\$5,911

Source: Synergis Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

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<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,005	2,005
Households	730	730
Families	482	n/a
Median Age	36.3	37.9
Median Household	\$34,075	\$37,660

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$440.64	\$321,500
Admission to Movies, Theater, Opera, Ballet	\$32.70	\$23,861
Admission to Sporting	\$28.74	\$20,967
Fees for Participant Sports, excl.Trips	\$50.56	\$36,893
Fees for Recreational Lessons	\$67.93	\$49,566
Membership Fees for Social/Recreation/Civic Clubs	\$124.65	\$90,952
Dating Services	\$0.60	\$436
Rental of Video Cassettes and DVDs	\$14.24	\$10,390
<b>Toys &amp; Games</b>	\$72.01	\$52,537
Toys and Playground Equipment	\$2.27	\$1,657
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.34	\$1,705
<b>Sports, Recreation and Exercise</b>	\$103.61	\$75,594
Exercise Equipment and Gear, Game Tables	\$26.24	\$19,147
Bicycles	\$17.04	\$12,436
Camping Equipment	\$8.19	\$5,978
Hunting and Fishing Equipment	\$37.00	\$26,998
Winter Sports Equipment	\$3.30	\$2,406
Water Sports Equipment	\$2.77	\$2,023
Other Sports Equipment	\$7.19	\$5,245
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.87	\$1,363
<b>Photographic Equipment and Supplies</b>	\$29.49	\$21,516
Film	\$0.89	\$648
Film Processing	\$5.12	\$3,737
Photographic Equipment	\$12.57	\$9,172
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.91	\$7,959
<b>Reading</b>	\$72.57	\$52,951
Magazine/Newspaper Subscriptions	\$34.41	\$25,110
Magazine/Newspaper Single Copies	\$9.27	\$6,760
Books	\$26.18	\$19,099
Digital Book Readers	\$32.20	\$23,497

Source: Synergis Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

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<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,764	2,764
Households	1,006	1,005
Families	653	n/a
Median Age	40.8	42.3
Median Household	\$39,212	\$43,555

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$459.93	\$462,620
Admission to Movies, Theater, Opera, Ballet	\$33.81	\$34,005
Admission to Sporting	\$30.61	\$30,794
Fees for Participant Sports, excl.Trips	\$53.19	\$53,500
Fees for Recreational Lessons	\$71.50	\$71,923
Membership Fees for Social/Recreation/Civic Clubs	\$129.58	\$130,338
Dating Services	\$0.61	\$617
Rental of Video Cassettes and DVDs	\$14.50	\$14,588
<b>Toys &amp; Games</b>	\$72.53	\$72,951
Toys and Playground Equipment	\$2.33	\$2,347
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.40	\$2,418
<b>Sports, Recreation and Exercise</b>	\$110.68	\$111,327
Exercise Equipment and Gear, Game Tables	\$27.21	\$27,368
Bicycles	\$17.95	\$18,058
Camping Equipment	\$8.94	\$8,995
Hunting and Fishing Equipment	\$40.89	\$41,130
Winter Sports Equipment	\$3.33	\$3,348
Water Sports Equipment	\$3.03	\$3,049
Other Sports Equipment	\$7.33	\$7,375
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.99	\$2,006
<b>Photographic Equipment and Supplies</b>	\$31.76	\$31,949
Film	\$0.90	\$908
Film Processing	\$5.37	\$5,405
Photographic Equipment	\$14.01	\$14,088
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.48	\$11,548
<b>Reading</b>	\$75.17	\$75,611
Magazine/Newspaper Subscriptions	\$35.69	\$35,900
Magazine/Newspaper Single Copies	\$9.51	\$9,563
Books	\$27.08	\$27,241
Digital Book Readers	\$32.99	\$33,180

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).