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[Spending Patterns Data Resource Manual](#)

Demographic	2015	2020
Population	513	512
Households	193	192
Families	127	n/a
Median Age	31.4	33.1
Median Household Income	\$27,595	\$30,595
	Average Amount Spent	Total
Apparel and Services	\$1,567.10	\$301,844
Men's	\$303.41	\$58,440
Women's	\$534.81	\$103,012
Children's	\$140.69	\$27,099
Footwear	\$329.83	\$63,530
Watches & Jewelry	\$60.48	\$11,650
Apparel Products and Services	\$137.11	\$26,408
Computer		
Computers and Hardware for Home Use	\$135.47	\$26,094
Portable Memory	\$4.00	\$771
Computer Software and Accessories	\$26.16	\$5,040
Entertainment & Recreation	\$2,083.41	\$401,291
Fees and Admissions	\$414.58	\$79,854
Membership Fees for Clubs	\$117.39	\$22,611
Fees for Participant Sports, excl. Trips	\$47.25	\$9,100
Admission to Movie/Theatre/Opera/Ballet	\$30.90	\$5,951
Admission to Sporting Events, excl. Trips	\$26.66	\$5,136
Fees for Recreational Lessons	\$63.76	\$12,282
Dating Services	\$0.55	\$107
TV/Video/Audio	\$994.62	\$191,577
Cable and Satellite Television Services	\$759.74	\$146,336
Televisions	\$93.66	\$18,041
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.91	\$1,331
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$14.74	\$2,840
Video Game Hardware/Accessories	\$36.60	\$7,050
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$12.28	\$2,365
Rental of Video Cassettes and DVDs	\$13.61	\$2,621
Installation of Televisions	n/a	n/a
Audio	\$48.70	\$9,380
Rental and Repair of TV/Radio/Sound Equipment	\$1.70	\$328
Pets	\$551.45	\$106,217
Toys and Games	\$73.83	\$14,220
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$95.62	\$18,417
Photo Equipment and Supplies	\$27.13	\$5,226
Reading	\$68.61	\$13,215
Catered Affairs	n/a	n/a

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

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Goods and Services	Average Amount Spent	Total
Food	\$7,576.58	\$1,459,346
Food At Home	\$4,949.11	\$953,262
Bakery and Cereal Products	\$676.92	\$130,383
Meats, Poultry, Fish, and Eggs	\$1,091.14	\$210,167
Dairy Products	\$511.85	\$98,588
Fruits and Vegetables	\$915.31	\$176,301
Snacks and Other Food At Home	\$2,353.95	\$453,401
Food Away from Home	\$2,627.47	\$506,084
Alcoholic Beverages	\$468.60	\$90,258
Nonalcoholic Beverages at Home	\$495.32	\$95,405
Health		
Nonprescription Drugs	\$57.37	\$11,050
Prescription Drugs	\$118.79	\$22,881
Eyeglasses and Contact Lenses	\$46.50	\$8,957
Home		
Utilities, Fuel and Public Services	\$4,051.70	\$780,408
Household Furnishings and Equipment		
Household Textiles	\$105.18	\$20,259
Furniture	\$395.89	\$76,254
Rugs	\$21.72	\$4,184
Major Appliances	\$147.53	\$28,416
Housewares	\$59.06	\$11,375
Small Appliances	\$37.14	\$7,154
Luggage	\$5.99	\$1,155
Telephones and Accessories	\$75.32	\$14,508
Household Operations		
Lawn and Garden	\$190.40	\$36,674
Moving/Storage/Freight Express	\$48.87	\$9,412
Housekeeping Supplies	\$729.22	\$140,456
Insurance		
Vehicle Insurance	\$920.45	\$177,290
Life/Other Insurance	\$266.36	\$51,305
Health Insurance	\$2,295.85	\$442,210
Personal Care Products	\$399.06	\$76,865
School Books and Supplies	\$93.35	\$17,980
Smoking Products	\$455.21	\$87,680
Transportation		
Vehicle Purchases (Net Outlay)	\$2,970.34	\$572,126
Gasoline and Motor Oil	\$2,848.20	\$548,600
Vehicle Maintenance and Repairs	\$884.25	\$170,318
Travel		
Airline Fares	\$276.12	\$53,184
Lodging on Trips	\$262.76	\$50,611
Auto/Truck/Van Rental on Trips	\$13.80	\$2,658
Food and Drink on Trips	\$198.53	\$38,239

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

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Demographic	2015	2020
Population	2,005	2,005
Households	730	730
Families	482	n/a
Median Age	36.3	37.9
Median Household Income	\$34,075	\$37,660
	Average Amount Spent	Total
Apparel and Services	\$1,632.84	\$1,191,368
Men's	\$315.03	\$229,852
Women's	\$560.67	\$409,077
Children's	\$146.63	\$106,986
Footwear	\$341.86	\$249,427
Watches & Jewelry	\$63.62	\$46,419
Apparel Products and Services	\$142.15	\$103,715
Computer		
Computers and Hardware for Home Use	\$141.85	\$103,497
Portable Memory	\$4.18	\$3,049
Computer Software and Accessories	\$27.49	\$20,060
Entertainment & Recreation	\$2,155.02	\$1,572,362
Fees and Admissions	\$440.64	\$321,500
Membership Fees for Clubs	\$124.65	\$90,952
Fees for Participant Sports, excl. Trips	\$50.56	\$36,893
Admission to Movie/Theatre/Opera/Ballet	\$32.70	\$23,861
Admission to Sporting Events, excl. Trips	\$28.74	\$20,967
Fees for Recreational Lessons	\$67.93	\$49,566
Dating Services	\$0.60	\$436
TV/Video/Audio	\$1,006.95	\$734,695
Cable and Satellite Television Services	\$761.45	\$555,578
Televisions	\$97.27	\$70,971
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.18	\$5,236
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.50	\$11,307
Video Game Hardware/Accessories	\$37.77	\$27,559
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$12.89	\$9,405
Rental of Video Cassettes and DVDs	\$14.24	\$10,390
Installation of Televisions	n/a	n/a
Audio	\$51.67	\$37,697
Rental and Repair of TV/Radio/Sound Equipment	\$1.75	\$1,274
Pets	\$574.34	\$419,057
Toys and Games	\$76.61	\$55,900
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$103.61	\$75,594
Photo Equipment and Supplies	\$29.49	\$21,516
Reading	\$72.57	\$52,951
Catered Affairs	n/a	n/a

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

Goods and Services	Average Amount Spent	Total
Food	\$7,866.77	\$5,739,807
Food At Home	\$5,126.86	\$3,740,693
Bakery and Cereal Products	\$700.37	\$511,008
Meats, Poultry, Fish, and Eggs	\$1,129.32	\$823,980
Dairy Products	\$531.05	\$387,465
Fruits and Vegetables	\$951.09	\$693,941
Snacks and Other Food At Home	\$2,436.67	\$1,777,860
Food Away from Home	\$2,739.91	\$1,999,114
Alcoholic Beverages	\$491.66	\$358,726
Nonalcoholic Beverages at Home	\$511.76	\$373,395
Health		
Nonprescription Drugs	\$61.66	\$44,989
Prescription Drugs	\$123.97	\$90,450
Eyeglasses and Contact Lenses	\$49.19	\$35,888
Home		
Utilities, Fuel and Public Services	\$4,118.20	\$3,004,754
Household Furnishings and Equipment		
Household Textiles	\$110.30	\$80,481
Furniture	\$410.73	\$299,682
Rugs	\$22.06	\$16,094
Major Appliances	\$157.23	\$114,720
Housewares	\$61.79	\$45,086
Small Appliances	\$39.03	\$28,475
Luggage	\$6.26	\$4,569
Telephones and Accessories	\$76.65	\$55,927
Household Operations		
Lawn and Garden	\$198.96	\$145,165
Moving/Storage/Freight Express	\$50.15	\$36,593
Housekeeping Supplies	\$759.44	\$554,107
Insurance		
Vehicle Insurance	\$963.48	\$702,981
Life/Other Insurance	\$286.17	\$208,798
Health Insurance	\$2,416.79	\$1,763,355
Personal Care Products	\$414.31	\$302,293
School Books and Supplies	\$93.68	\$68,353
Smoking Products	\$466.10	\$340,077
Transportation		
Vehicle Purchases (Net Outlay)	\$3,130.06	\$2,283,779
Gasoline and Motor Oil	\$2,960.12	\$2,159,781
Vehicle Maintenance and Repairs	\$921.16	\$672,104
Travel		
Airline Fares	\$292.77	\$213,616
Lodging on Trips	\$279.52	\$203,943
Auto/Truck/Van Rental on Trips	\$14.70	\$10,725
Food and Drink on Trips	\$210.21	\$153,377

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

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Demographic	2015	2020
Population	2,764	2,764
Households	1,006	1,005
Families	653	n/a
Median Age	40.8	42.3
Median Household Income	\$39,212	\$43,555
	Average Amount Spent	Total
Apparel and Services	\$1,659.61	\$1,669,332
Men's	\$318.93	\$320,796
Women's	\$574.11	\$577,473
Children's	\$148.87	\$149,741
Footwear	\$345.88	\$347,902
Watches & Jewelry	\$65.62	\$66,004
Apparel Products and Services	\$143.15	\$143,987
Computer		
Computers and Hardware for Home Use	\$145.38	\$146,233
Portable Memory	\$4.26	\$4,284
Computer Software and Accessories	\$28.02	\$28,186
Entertainment & Recreation	\$2,189.15	\$2,201,967
Fees and Admissions	\$459.93	\$462,620
Membership Fees for Clubs	\$129.58	\$130,338
Fees for Participant Sports, excl. Trips	\$53.19	\$53,500
Admission to Movie/Theatre/Opera/Ballet	\$33.81	\$34,005
Admission to Sporting Events, excl. Trips	\$30.61	\$30,794
Fees for Recreational Lessons	\$71.50	\$71,923
Dating Services	\$0.61	\$617
TV/Video/Audio	\$1,002.64	\$1,008,510
Cable and Satellite Television Services	\$752.64	\$757,049
Televisions	\$98.13	\$98,701
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.35	\$7,397
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.90	\$15,995
Video Game Hardware/Accessories	\$37.76	\$37,978
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.17	\$13,245
Rental of Video Cassettes and DVDs	\$14.50	\$14,588
Installation of Televisions	n/a	n/a
Audio	\$53.79	\$54,106
Rental and Repair of TV/Radio/Sound Equipment	\$1.75	\$1,759
Pets	\$584.14	\$587,559
Toys and Games	\$77.26	\$77,716
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$110.68	\$111,327
Photo Equipment and Supplies	\$31.76	\$31,949
Reading	\$75.17	\$75,611
Catered Affairs	n/a	n/a

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

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Goods and Services	Average Amount Spent	Total
Food	\$7,960.83	\$8,007,446
Food At Home	\$5,173.35	\$5,203,645
Bakery and Cereal Products	\$705.86	\$709,993
Meats, Poultry, Fish, and Eggs	\$1,137.54	\$1,144,204
Dairy Products	\$536.68	\$539,828
Fruits and Vegetables	\$964.49	\$970,142
Snacks and Other Food At Home	\$2,455.93	\$2,470,309
Food Away from Home	\$2,787.48	\$2,803,801
Alcoholic Beverages	\$503.61	\$506,562
Nonalcoholic Beverages at Home	\$514.47	\$517,486
Health		
Nonprescription Drugs	\$64.42	\$64,800
Prescription Drugs	\$125.74	\$126,471
Eyeglasses and Contact Lenses	\$51.13	\$51,425
Home		
Utilities, Fuel and Public Services	\$4,111.71	\$4,135,790
Household Furnishings and Equipment		
Household Textiles	\$112.80	\$113,456
Furniture	\$414.91	\$417,345
Rugs	\$21.95	\$22,079
Major Appliances	\$163.29	\$164,248
Housewares	\$62.99	\$63,363
Small Appliances	\$40.10	\$40,338
Luggage	\$6.35	\$6,391
Telephones and Accessories	\$75.30	\$75,738
Household Operations		
Lawn and Garden	\$203.02	\$204,205
Moving/Storage/Freight Express	\$49.98	\$50,273
Housekeeping Supplies	\$770.69	\$775,202
Insurance		
Vehicle Insurance	\$985.94	\$991,711
Life/Other Insurance	\$301.14	\$302,905
Health Insurance	\$2,486.86	\$2,501,421
Personal Care Products	\$418.47	\$420,925
School Books and Supplies	\$90.30	\$90,827
Smoking Products	\$462.27	\$464,980
Transportation		
Vehicle Purchases (Net Outlay)	\$3,233.96	\$3,252,902
Gasoline and Motor Oil	\$3,002.37	\$3,019,949
Vehicle Maintenance and Repairs	\$935.42	\$940,895
Travel		
Airline Fares	\$304.45	\$306,228
Lodging on Trips	\$292.52	\$294,235
Auto/Truck/Van Rental on Trips	\$15.49	\$15,577
Food and Drink on Trips	\$219.32	\$220,608

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