

Demographic Summary	2015	2020
Population	674	674
Households	127	127
Families	83	n/a
Median Age	38.2	39.1
Median Household	\$45,155	\$50,212

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$406.63	\$51,661
Admission to Movies, Theater, Opera, Ballet	\$29.04	\$3,690
Admission to Sporting	\$26.12	\$3,318
Fees for Participant Sports, excl. Trips	\$50.65	\$6,435
Fees for Recreational Lessons	\$60.60	\$7,699
Membership Fees for Social/Recreation/Civic Clubs	\$111.53	\$14,170
Dating Services	\$0.49	\$62
Rental of Video Cassettes and DVDs	\$13.01	\$1,652
Toys & Games	\$62.48	\$7,937
Toys and Playground Equipment	\$2.35	\$299
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.14	\$272
Sports, Recreation and Exercise	\$102.84	\$13,066
Exercise Equipment and Gear, Game Tables	\$23.36	\$2,968
Bicycles	\$17.38	\$2,209
Camping Equipment	\$8.78	\$1,116
Hunting and Fishing Equipment	\$39.00	\$4,955
Winter Sports Equipment	\$2.65	\$336
Water Sports Equipment	\$2.87	\$365
Other Sports Equipment	\$7.05	\$896
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.73	\$220
Photographic Equipment and Supplies	\$32.30	\$4,104
Film	\$0.81	\$102
Film Processing	\$5.34	\$679
Photographic Equipment	\$14.20	\$1,804
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.96	\$1,520
Reading	\$70.16	\$8,914
Magazine/Newspaper Subscriptions	\$33.68	\$4,279
Magazine/Newspaper Single Copies	\$8.85	\$1,124
Books	\$24.67	\$3,134
Digital Book Readers	\$29.52	\$3,751

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

Demographic Summary	2015	2020
Population	950	951
Households	227	227
Families	151	n/a
Median Age	38.7	39.8
Median Household	\$46,241	\$51,361

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$448.86	\$101,831
Admission to Movies, Theater, Opera, Ballet	\$32.09	\$7,280
Admission to Sporting	\$29.78	\$6,756
Fees for Participant Sports, excl. Trips	\$55.58	\$12,608
Fees for Recreational Lessons	\$68.60	\$15,562
Membership Fees for Social/Recreation/Civic Clubs	\$122.49	\$27,789
Dating Services	\$0.53	\$120
Rental of Video Cassettes and DVDs	\$13.96	\$3,168
Toys & Games	\$66.95	\$15,188
Toys and Playground Equipment	\$2.49	\$564
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.34	\$530
Sports, Recreation and Exercise	\$114.16	\$25,899
Exercise Equipment and Gear, Game Tables	\$25.94	\$5,885
Bicycles	\$18.82	\$4,269
Camping Equipment	\$9.64	\$2,188
Hunting and Fishing Equipment	\$44.09	\$10,003
Winter Sports Equipment	\$2.97	\$675
Water Sports Equipment	\$3.18	\$722
Other Sports Equipment	\$7.56	\$1,714
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.95	\$442
Photographic Equipment and Supplies	\$35.15	\$7,974
Film	\$0.87	\$197
Film Processing	\$5.79	\$1,314
Photographic Equipment	\$15.53	\$3,524
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.95	\$2,939
Reading	\$75.13	\$17,044
Magazine/Newspaper Subscriptions	\$35.77	\$8,116
Magazine/Newspaper Single Copies	\$9.41	\$2,135
Books	\$26.78	\$6,075
Digital Book Readers	\$31.79	\$7,213

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

Demographic Summary	2015	2020
Population	1,333	1,334
Households	368	368
Families	250	n/a
Median Age	39.1	40.2
Median Household	\$46,821	\$51,965

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$475.41	\$174,912
Admission to Movies, Theater, Opera, Ballet	\$33.85	\$12,453
Admission to Sporting	\$32.09	\$11,805
Fees for Participant Sports, excl. Trips	\$58.26	\$21,437
Fees for Recreational Lessons	\$73.91	\$27,191
Membership Fees for Social/Recreation/Civic Clubs	\$129.84	\$47,771
Dating Services	\$0.57	\$209
Rental of Video Cassettes and DVDs	\$14.50	\$5,335
Toys & Games	\$69.35	\$25,515
Toys and Playground Equipment	\$2.53	\$932
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.45	\$901
Sports, Recreation and Exercise	\$120.55	\$44,354
Exercise Equipment and Gear, Game Tables	\$27.89	\$10,261
Bicycles	\$19.45	\$7,156
Camping Equipment	\$10.12	\$3,722
Hunting and Fishing Equipment	\$46.69	\$17,178
Winter Sports Equipment	\$3.17	\$1,168
Water Sports Equipment	\$3.34	\$1,229
Other Sports Equipment	\$7.83	\$2,881
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.05	\$756
Photographic Equipment and Supplies	\$36.72	\$13,508
Film	\$0.91	\$335
Film Processing	\$6.02	\$2,215
Photographic Equipment	\$16.41	\$6,038
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.37	\$4,921
Reading	\$77.78	\$28,616
Magazine/Newspaper Subscriptions	\$36.93	\$13,586
Magazine/Newspaper Single Copies	\$9.71	\$3,571
Books	\$27.89	\$10,262
Digital Book Readers	\$33.20	\$12,215

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