

Demographic Summary	2015	2020
Population	756	747
Households	317	312
Families	217	n/a
Median Age	40.6	40.9
Median Household	\$41,523	\$46,044

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$457.75	\$144,995
Admission to Movies, Theater, Opera, Ballet	\$33.12	\$10,492
Admission to Sporting	\$32.35	\$10,247
Fees for Participant Sports, excl. Trips	\$55.35	\$17,531
Fees for Recreational Lessons	\$71.61	\$22,683
Membership Fees for Social/Recreation/Civic Clubs	\$126.14	\$39,956
Dating Services	\$0.59	\$188
Rental of Video Cassettes and DVDs	\$13.30	\$4,213
Toys & Games	\$63.21	\$20,021
Toys and Playground Equipment	\$2.12	\$670
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.31	\$731
Sports, Recreation and Exercise	\$117.49	\$37,217
Exercise Equipment and Gear, Game Tables	\$27.57	\$8,733
Bicycles	\$18.21	\$5,768
Camping Equipment	\$9.33	\$2,955
Hunting and Fishing Equipment	\$46.70	\$14,793
Winter Sports Equipment	\$3.09	\$980
Water Sports Equipment	\$3.15	\$996
Other Sports Equipment	\$7.47	\$2,367
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.97	\$625
Photographic Equipment and Supplies	\$34.18	\$10,825
Film	\$0.88	\$279
Film Processing	\$5.55	\$1,759
Photographic Equipment	\$15.55	\$4,925
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.19	\$3,863
Reading	\$73.55	\$23,299
Magazine/Newspaper Subscriptions	\$35.08	\$11,111
Magazine/Newspaper Single Copies	\$9.20	\$2,915
Books	\$26.21	\$8,301
Digital Book Readers	\$30.85	\$9,772

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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Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	1,162	1,147
Households	410	404
Families	281	n/a
Median Age	40.6	40.8
Median Household	\$41,450	\$45,962

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$463.01	\$189,760
Admission to Movies, Theater, Opera, Ballet	\$33.52	\$13,737
Admission to Sporting	\$32.57	\$13,350
Fees for Participant Sports, excl. Trips	\$55.95	\$22,931
Fees for Recreational Lessons	\$72.36	\$29,656
Membership Fees for Social/Recreation/Civic Clubs	\$127.68	\$52,328
Dating Services	\$0.60	\$246
Rental of Video Cassettes and DVDs	\$13.50	\$5,531
Toys & Games	\$64.23	\$26,325
Toys and Playground Equipment	\$2.18	\$892
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.33	\$957
Sports, Recreation and Exercise	\$118.69	\$48,645
Exercise Equipment and Gear, Game Tables	\$27.82	\$11,403
Bicycles	\$18.42	\$7,551
Camping Equipment	\$9.39	\$3,847
Hunting and Fishing Equipment	\$47.20	\$19,344
Winter Sports Equipment	\$3.13	\$1,284
Water Sports Equipment	\$3.18	\$1,301
Other Sports Equipment	\$7.56	\$3,099
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.99	\$817
Photographic Equipment and Supplies	\$34.60	\$14,181
Film	\$0.89	\$365
Film Processing	\$5.62	\$2,305
Photographic Equipment	\$15.72	\$6,442
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.37	\$5,069
Reading	\$74.50	\$30,535
Magazine/Newspaper Subscriptions	\$35.54	\$14,566
Magazine/Newspaper Single Copies	\$9.32	\$3,819
Books	\$26.55	\$10,880
Digital Book Readers	\$31.31	\$12,831

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	1,677	1,656
Households	610	601
Families	418	n/a
Median Age	40.4	40.6
Median Household	\$42,111	\$46,648

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$476.76	\$290,764
Admission to Movies, Theater, Opera, Ballet	\$34.50	\$21,040
Admission to Sporting	\$33.49	\$20,426
Fees for Participant Sports, excl. Trips	\$57.54	\$35,095
Fees for Recreational Lessons	\$74.62	\$45,508
Membership Fees for Social/Recreation/Civic Clubs	\$131.47	\$80,180
Dating Services	\$0.62	\$377
Rental of Video Cassettes and DVDs	\$13.89	\$8,470
Toys & Games	\$66.17	\$40,356
Toys and Playground Equipment	\$2.25	\$1,372
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.40	\$1,465
Sports, Recreation and Exercise	\$122.20	\$74,529
Exercise Equipment and Gear, Game Tables	\$28.62	\$17,452
Bicycles	\$18.92	\$11,540
Camping Equipment	\$9.65	\$5,884
Hunting and Fishing Equipment	\$48.71	\$29,709
Winter Sports Equipment	\$3.23	\$1,969
Water Sports Equipment	\$3.27	\$1,994
Other Sports Equipment	\$7.76	\$4,732
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.05	\$1,252
Photographic Equipment and Supplies	\$35.64	\$21,737
Film	\$0.91	\$557
Film Processing	\$5.79	\$3,530
Photographic Equipment	\$16.20	\$9,882
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.74	\$7,767
Reading	\$76.59	\$46,712
Magazine/Newspaper Subscriptions	\$36.52	\$22,275
Magazine/Newspaper Single Copies	\$9.57	\$5,835
Books	\$27.32	\$16,662
Digital Book Readers	\$32.25	\$19,669

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