

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	502	491
Households	204	200
Families	156	n/a
Median Age	40.6	41.5
Median Household	\$61,800	\$68,711

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$562.02	\$114,854
Admission to Movies, Theater, Opera, Ballet	\$41.45	\$8,472
Admission to Sporting	\$41.92	\$8,567
Fees for Participant Sports, excl. Trips	\$68.27	\$13,952
Fees for Recreational Lessons	\$90.78	\$18,552
Membership Fees for Social/Recreation/Civic Clubs	\$153.09	\$31,286
Dating Services	\$0.75	\$153
Rental of Video Cassettes and DVDs	\$15.49	\$3,166
Toys & Games	\$71.52	\$14,615
Toys and Playground Equipment	\$2.35	\$481
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.69	\$550
Sports, Recreation and Exercise	\$147.91	\$30,226
Exercise Equipment and Gear, Game Tables	\$34.15	\$6,980
Bicycles	\$21.84	\$4,464
Camping Equipment	\$11.03	\$2,255
Hunting and Fishing Equipment	\$62.67	\$12,807
Winter Sports Equipment	\$3.91	\$799
Water Sports Equipment	\$3.68	\$751
Other Sports Equipment	\$8.24	\$1,684
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.37	\$484
Photographic Equipment and Supplies	\$42.25	\$8,634
Film	\$0.89	\$182
Film Processing	\$7.10	\$1,452
Photographic Equipment	\$19.60	\$4,005
Photographer Fees/Other Supplies & Equip Rental/Repair	\$14.66	\$2,995
Reading	\$82.62	\$16,883
Magazine/Newspaper Subscriptions	\$38.14	\$7,794
Magazine/Newspaper Single Copies	\$10.02	\$2,047
Books	\$31.18	\$6,372
Digital Book Readers	\$35.96	\$7,350

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 Summary	2015	2020
Population	1,064	1,043
Households	410	402
Families	310	n/a
Median Age	41.1	41.9
Median Household	\$61,578	\$68,430

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$606.53	\$248,438
Admission to Movies, Theater, Opera, Ballet	\$44.18	\$18,096
Admission to Sporting	\$45.64	\$18,693
Fees for Participant Sports, excl. Trips	\$72.50	\$29,695
Fees for Recreational Lessons	\$98.73	\$40,439
Membership Fees for Social/Recreation/Civic Clubs	\$166.01	\$68,000
Dating Services	\$0.75	\$309
Rental of Video Cassettes and DVDs	\$16.11	\$6,599
Toys & Games	\$75.85	\$31,068
Toys and Playground Equipment	\$2.42	\$992
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.85	\$1,167
Sports, Recreation and Exercise	\$156.83	\$64,241
Exercise Equipment and Gear, Game Tables	\$37.03	\$15,169
Bicycles	\$22.83	\$9,349
Camping Equipment	\$11.82	\$4,841
Hunting and Fishing Equipment	\$65.80	\$26,952
Winter Sports Equipment	\$4.28	\$1,755
Water Sports Equipment	\$4.00	\$1,636
Other Sports Equipment	\$8.46	\$3,466
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.60	\$1,067
Photographic Equipment and Supplies	\$44.70	\$18,308
Film	\$0.95	\$390
Film Processing	\$7.34	\$3,006
Photographic Equipment	\$21.28	\$8,718
Photographer Fees/Other Supplies & Equip Rental/Repair	\$15.13	\$6,196
Reading	\$87.76	\$35,946
Magazine/Newspaper Subscriptions	\$40.71	\$16,675
Magazine/Newspaper Single Copies	\$10.49	\$4,295
Books	\$33.05	\$13,539
Digital Book Readers	\$37.63	\$15,413

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 Summary	2015	2020
Population	1,758	1,729
Households	706	694
Families	529	n/a
Median Age	41.8	42.7
Median Household	\$61,718	\$68,450

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$597.29	\$421,549
Admission to Movies, Theater, Opera, Ballet	\$43.31	\$30,564
Admission to Sporting	\$45.13	\$31,851
Fees for Participant Sports, excl. Trips	\$70.76	\$49,940
Fees for Recreational Lessons	\$97.99	\$69,160
Membership Fees for Social/Recreation/Civic Clubs	\$163.69	\$115,527
Dating Services	\$0.72	\$505
Rental of Video Cassettes and DVDs	\$15.50	\$10,939
Toys & Games	\$73.87	\$52,133
Toys and Playground Equipment	\$2.35	\$1,660
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.76	\$1,949
Sports, Recreation and Exercise	\$152.78	\$107,830
Exercise Equipment and Gear, Game Tables	\$36.31	\$25,628
Bicycles	\$21.93	\$15,477
Camping Equipment	\$11.64	\$8,218
Hunting and Fishing Equipment	\$64.04	\$45,200
Winter Sports Equipment	\$4.23	\$2,983
Water Sports Equipment	\$3.95	\$2,785
Other Sports Equipment	\$8.09	\$5,708
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.59	\$1,825
Photographic Equipment and Supplies	\$43.45	\$30,668
Film	\$0.94	\$662
Film Processing	\$7.03	\$4,965
Photographic Equipment	\$20.88	\$14,738
Photographer Fees/Other Supplies & Equip Rental/Repair	\$14.60	\$10,306
Reading	\$85.48	\$60,329
Magazine/Newspaper Subscriptions	\$39.70	\$28,022
Magazine/Newspaper Single Copies	\$10.14	\$7,153
Books	\$32.20	\$22,726
Digital Book Readers	\$36.42	\$25,705

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