

| Demographic Summary | 2015 | 2020 |
|----------------------------|-------------|-------------|
| Population | 4,035 | 4,036 |
| Households | 495 | 495 |
| Families | 360 | n/a |
| Median Age | 40.2 | 40.8 |
| Median Household | \$50,979 | \$56,365 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$543.23 | \$268,729 |
| Admission to Movies, Theater, Opera, Ballet | \$37.94 | \$18,766 |
| Admission to Sporting | \$39.76 | \$19,669 |
| Fees for Participant Sports, excl. Trips | \$64.51 | \$31,912 |
| Fees for Recreational Lessons | \$90.41 | \$44,726 |
| Membership Fees for Social/Recreation/Civic Clubs | \$147.01 | \$72,723 |
| Dating Services | \$0.67 | \$333 |
| Rental of Video Cassettes and DVDs | \$14.91 | \$7,375 |
| Toys & Games | \$72.19 | \$35,711 |
| Toys and Playground Equipment | \$2.49 | \$1,231 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.62 | \$1,298 |
| Sports, Recreation and Exercise | \$139.16 | \$68,840 |
| Exercise Equipment and Gear, Game Tables | \$31.99 | \$15,824 |
| Bicycles | \$20.54 | \$10,161 |
| Camping Equipment | \$11.38 | \$5,629 |
| Hunting and Fishing Equipment | \$57.66 | \$28,522 |
| Winter Sports Equipment | \$3.86 | \$1,911 |
| Water Sports Equipment | \$3.58 | \$1,773 |
| Other Sports Equipment | \$7.64 | \$3,778 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$2.51 | \$1,240 |
| Photographic Equipment and Supplies | \$39.56 | \$19,568 |
| Film | \$0.98 | \$484 |
| Film Processing | \$6.21 | \$3,074 |
| Photographic Equipment | \$18.89 | \$9,344 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$13.48 | \$6,671 |
| Reading | \$79.64 | \$39,397 |
| Magazine/Newspaper Subscriptions | \$37.19 | \$18,397 |
| Magazine/Newspaper Single Copies | \$9.60 | \$4,747 |
| Books | \$29.46 | \$14,572 |
| Digital Book Readers | \$34.64 | \$17,136 |

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

Spending Patterns Data Resource Manual

| Demographic Summary | 2015 | 2020 |
|----------------------------|-------------|-------------|
| Population | 4,423 | 4,420 |
| Households | 646 | 645 |
| Families | 471 | n/a |
| Median Age | 41.4 | 42.2 |
| Median Household | \$51,477 | \$56,938 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$553.20 | \$357,222 |
| Admission to Movies, Theater, Opera, Ballet | \$39.03 | \$25,204 |
| Admission to Sporting | \$40.62 | \$26,229 |
| Fees for Participant Sports, excl. Trips | \$65.64 | \$42,388 |
| Fees for Recreational Lessons | \$91.47 | \$59,068 |
| Membership Fees for Social/Recreation/Civic Clubs | \$149.75 | \$96,699 |
| Dating Services | \$0.68 | \$440 |
| Rental of Video Cassettes and DVDs | \$15.10 | \$9,749 |
| Toys & Games | \$72.86 | \$47,051 |
| Toys and Playground Equipment | \$2.62 | \$1,695 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.64 | \$1,705 |
| Sports, Recreation and Exercise | \$139.67 | \$90,188 |
| Exercise Equipment and Gear, Game Tables | \$32.32 | \$20,871 |
| Bicycles | \$20.73 | \$13,385 |
| Camping Equipment | \$11.35 | \$7,329 |
| Hunting and Fishing Equipment | \$57.52 | \$37,140 |
| Winter Sports Equipment | \$3.95 | \$2,552 |
| Water Sports Equipment | \$3.62 | \$2,338 |
| Other Sports Equipment | \$7.63 | \$4,925 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$2.55 | \$1,647 |
| Photographic Equipment and Supplies | \$40.18 | \$25,946 |
| Film | \$0.98 | \$633 |
| Film Processing | \$6.39 | \$4,125 |
| Photographic Equipment | \$19.02 | \$12,284 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$13.79 | \$8,907 |
| Reading | \$81.14 | \$52,398 |
| Magazine/Newspaper Subscriptions | \$37.85 | \$24,440 |
| Magazine/Newspaper Single Copies | \$9.73 | \$6,285 |
| Books | \$30.13 | \$19,456 |
| Digital Book Readers | \$35.18 | \$22,717 |

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 | 5,121 | 5,115 |
| Households | 907 | 905 |
| Families | 670 | n/a |
| Median Age | 42.7 | 43.6 |
| Median Household | \$54,217 | \$59,900 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$576.11 | \$522,407 |
| Admission to Movies, Theater, Opera, Ballet | \$41.07 | \$37,241 |
| Admission to Sporting | \$42.57 | \$38,602 |
| Fees for Participant Sports, excl. Trips | \$68.18 | \$61,827 |
| Fees for Recreational Lessons | \$95.13 | \$86,259 |
| Membership Fees for Social/Recreation/Civic Clubs | \$156.02 | \$141,472 |
| Dating Services | \$0.69 | \$624 |
| Rental of Video Cassettes and DVDs | \$15.52 | \$14,073 |
| Toys & Games | \$74.89 | \$67,909 |
| Toys and Playground Equipment | \$2.79 | \$2,534 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.72 | \$2,464 |
| Sports, Recreation and Exercise | \$144.77 | \$131,270 |
| Exercise Equipment and Gear, Game Tables | \$33.50 | \$30,381 |
| Bicycles | \$21.32 | \$19,332 |
| Camping Equipment | \$11.78 | \$10,680 |
| Hunting and Fishing Equipment | \$59.80 | \$54,223 |
| Winter Sports Equipment | \$4.08 | \$3,703 |
| Water Sports Equipment | \$3.82 | \$3,462 |
| Other Sports Equipment | \$7.82 | \$7,088 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$2.65 | \$2,402 |
| Photographic Equipment and Supplies | \$41.84 | \$37,942 |
| Film | \$1.01 | \$915 |
| Film Processing | \$6.68 | \$6,060 |
| Photographic Equipment | \$19.64 | \$17,813 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$14.51 | \$13,156 |
| Reading | \$84.13 | \$76,290 |
| Magazine/Newspaper Subscriptions | \$39.13 | \$35,481 |
| Magazine/Newspaper Single Copies | \$10.02 | \$9,086 |
| Books | \$31.44 | \$28,510 |
| Digital Book Readers | \$36.29 | \$32,907 |

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