

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	553	541
Households	236	230
Families	110	n/a
Median Age	54.6	56.3
Median Household	\$48,033	\$53,742

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$430.75	\$101,747
Admission to Movies, Theater, Opera, Ballet	\$32.28	\$7,626
Admission to Sporting	\$32.70	\$7,723
Fees for Participant Sports, excl. Trips	\$52.40	\$12,378
Fees for Recreational Lessons	\$65.00	\$15,354
Membership Fees for Social/Recreation/Civic Clubs	\$118.89	\$28,083
Dating Services	\$0.46	\$108
Rental of Video Cassettes and DVDs	\$11.29	\$2,666
<b>Toys &amp; Games</b>	\$56.14	\$13,262
Toys and Playground Equipment	\$1.86	\$439
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.96	\$464
<b>Sports, Recreation and Exercise</b>	\$98.78	\$23,332
Exercise Equipment and Gear, Game Tables	\$23.90	\$5,646
Bicycles	\$15.62	\$3,689
Camping Equipment	\$7.93	\$1,874
Hunting and Fishing Equipment	\$38.31	\$9,049
Winter Sports Equipment	\$2.93	\$693
Water Sports Equipment	\$2.67	\$630
Other Sports Equipment	\$5.53	\$1,305
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.89	\$446
<b>Photographic Equipment and Supplies</b>	\$30.14	\$7,119
Film	\$0.76	\$180
Film Processing	\$4.90	\$1,157
Photographic Equipment	\$14.81	\$3,498
Photographer Fees/Other Supplies & Equip Rental/Repair	\$9.68	\$2,286
<b>Reading</b>	\$69.44	\$16,402
Magazine/Newspaper Subscriptions	\$33.68	\$7,956
Magazine/Newspaper Single Copies	\$8.24	\$1,946
Books	\$24.60	\$5,810
Digital Book Readers	\$26.83	\$6,338

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	840	820
Households	372	362
Families	188	n/a
Median Age	53.3	55.0
Median Household	\$48,406	\$54,122

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$451.77	\$168,122
Admission to Movies, Theater, Opera, Ballet	\$33.98	\$12,646
Admission to Sporting	\$34.31	\$12,767
Fees for Participant Sports, excl. Trips	\$54.71	\$20,360
Fees for Recreational Lessons	\$68.66	\$25,550
Membership Fees for Social/Recreation/Civic Clubs	\$125.27	\$46,617
Dating Services	\$0.49	\$183
Rental of Video Cassettes and DVDs	\$11.69	\$4,349
<b>Toys &amp; Games</b>	\$57.64	\$21,451
Toys and Playground Equipment	\$1.94	\$722
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.04	\$760
<b>Sports, Recreation and Exercise</b>	\$104.04	\$38,719
Exercise Equipment and Gear, Game Tables	\$25.29	\$9,411
Bicycles	\$16.16	\$6,014
Camping Equipment	\$8.28	\$3,080
Hunting and Fishing Equipment	\$40.61	\$15,114
Winter Sports Equipment	\$3.04	\$1,131
Water Sports Equipment	\$2.81	\$1,045
Other Sports Equipment	\$5.89	\$2,192
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.97	\$734
<b>Photographic Equipment and Supplies</b>	\$31.49	\$11,718
Film	\$0.80	\$296
Film Processing	\$5.13	\$1,909
Photographic Equipment	\$15.40	\$5,731
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.17	\$3,783
<b>Reading</b>	\$71.78	\$26,711
Magazine/Newspaper Subscriptions	\$34.69	\$12,908
Magazine/Newspaper Single Copies	\$8.54	\$3,179
Books	\$25.54	\$9,506
Digital Book Readers	\$27.88	\$10,376

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	1,011	983
Households	448	434
Families	234	n/a
Median Age	53.0	54.7
Median Household	\$48,254	\$53,950

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$459.27	\$205,564
Admission to Movies, Theater, Opera, Ballet	\$34.50	\$15,442
Admission to Sporting	\$34.74	\$15,551
Fees for Participant Sports, excl. Trips	\$55.55	\$24,865
Fees for Recreational Lessons	\$70.00	\$31,332
Membership Fees for Social/Recreation/Civic Clubs	\$127.23	\$56,947
Dating Services	\$0.50	\$226
Rental of Video Cassettes and DVDs	\$11.93	\$5,340
<b>Toys &amp; Games</b>	\$58.72	\$26,281
Toys and Playground Equipment	\$2.00	\$894
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.09	\$935
<b>Sports, Recreation and Exercise</b>	\$106.75	\$47,781
Exercise Equipment and Gear, Game Tables	\$25.86	\$11,576
Bicycles	\$16.47	\$7,370
Camping Equipment	\$8.48	\$3,794
Hunting and Fishing Equipment	\$41.90	\$18,755
Winter Sports Equipment	\$3.10	\$1,387
Water Sports Equipment	\$2.88	\$1,289
Other Sports Equipment	\$6.06	\$2,712
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.01	\$902
<b>Photographic Equipment and Supplies</b>	\$32.33	\$14,469
Film	\$0.81	\$365
Film Processing	\$5.25	\$2,348
Photographic Equipment	\$15.77	\$7,059
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.50	\$4,699
<b>Reading</b>	\$72.71	\$32,546
Magazine/Newspaper Subscriptions	\$35.10	\$15,712
Magazine/Newspaper Single Copies	\$8.67	\$3,883
Books	\$25.90	\$11,592
Digital Book Readers	\$28.46	\$12,736

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