

Demographic Summary	2015	2020
Population	131	131
Households	56	56
Families	38	n/a
Median Age	41.5	42.7
Median Household	\$33,824	\$36,969

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$469.35	\$26,501
Admission to Movies, Theater, Opera, Ballet	\$34.13	\$1,927
Admission to Sporting	\$34.60	\$1,953
Fees for Participant Sports, excl.Trips	\$56.54	\$3,192
Fees for Recreational Lessons	\$75.05	\$4,237
Membership Fees for Social/Recreation/Civic Clubs	\$127.80	\$7,216
Dating Services	\$0.56	\$32
Rental of Video Cassettes and DVDs	\$13.32	\$752
Toys & Games	\$64.44	\$3,639
Toys and Playground Equipment	\$2.10	\$118
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.33	\$132
Sports, Recreation and Exercise	\$113.97	\$6,435
Exercise Equipment and Gear, Game Tables	\$27.75	\$1,567
Bicycles	\$17.73	\$1,001
Camping Equipment	\$9.98	\$563
Hunting and Fishing Equipment	\$43.42	\$2,452
Winter Sports Equipment	\$3.06	\$173
Water Sports Equipment	\$3.17	\$179
Other Sports Equipment	\$6.75	\$381
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.11	\$119
Photographic Equipment and Supplies	\$33.85	\$1,912
Film	\$0.89	\$50
Film Processing	\$5.49	\$310
Photographic Equipment	\$15.92	\$899
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.55	\$652
Reading	\$73.12	\$4,129
Magazine/Newspaper Subscriptions	\$34.65	\$1,956
Magazine/Newspaper Single Copies	\$8.98	\$507
Books	\$26.41	\$1,491
Digital Book Readers	\$30.93	\$1,746

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	558	556
Households	217	216
Families	146	n/a
Median Age	41.4	42.3
Median Household	\$37,378	\$41,066

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$522.12	\$113,410
Admission to Movies, Theater, Opera, Ballet	\$37.79	\$8,209
Admission to Sporting	\$38.14	\$8,284
Fees for Participant Sports, excl.Trips	\$62.74	\$13,629
Fees for Recreational Lessons	\$83.70	\$18,181
Membership Fees for Social/Recreation/Civic Clubs	\$142.63	\$30,980
Dating Services	\$0.63	\$137
Rental of Video Cassettes and DVDs	\$14.80	\$3,214
Toys & Games	\$71.50	\$15,531
Toys and Playground Equipment	\$2.35	\$510
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.58	\$561
Sports, Recreation and Exercise	\$126.83	\$27,549
Exercise Equipment and Gear, Game Tables	\$31.02	\$6,737
Bicycles	\$19.66	\$4,270
Camping Equipment	\$10.89	\$2,365
Hunting and Fishing Equipment	\$48.44	\$10,523
Winter Sports Equipment	\$3.42	\$743
Water Sports Equipment	\$3.50	\$761
Other Sports Equipment	\$7.60	\$1,652
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.31	\$501
Photographic Equipment and Supplies	\$37.82	\$8,216
Film	\$0.98	\$214
Film Processing	\$6.13	\$1,331
Photographic Equipment	\$17.77	\$3,860
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.94	\$2,810
Reading	\$80.75	\$17,541
Magazine/Newspaper Subscriptions	\$38.21	\$8,301
Magazine/Newspaper Single Copies	\$9.92	\$2,156
Books	\$29.24	\$6,352
Digital Book Readers	\$34.45	\$7,484

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	801	800
Households	321	320
Families	218	n/a
Median Age	41.6	42.5
Median Household	\$39,795	\$43,845

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$509.72	\$163,480
Admission to Movies, Theater, Opera, Ballet	\$36.85	\$11,817
Admission to Sporting	\$37.13	\$11,909
Fees for Participant Sports, excl.Trips	\$61.18	\$19,621
Fees for Recreational Lessons	\$81.95	\$26,284
Membership Fees for Social/Recreation/Civic Clubs	\$139.46	\$44,729
Dating Services	\$0.61	\$196
Rental of Video Cassettes and DVDs	\$14.44	\$4,632
Toys & Games	\$69.60	\$22,322
Toys and Playground Equipment	\$2.29	\$733
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.53	\$812
Sports, Recreation and Exercise	\$125.12	\$40,129
Exercise Equipment and Gear, Game Tables	\$30.38	\$9,745
Bicycles	\$19.17	\$6,150
Camping Equipment	\$10.67	\$3,423
Hunting and Fishing Equipment	\$48.31	\$15,494
Winter Sports Equipment	\$3.35	\$1,075
Water Sports Equipment	\$3.47	\$1,113
Other Sports Equipment	\$7.51	\$2,410
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.25	\$722
Photographic Equipment and Supplies	\$37.13	\$11,909
Film	\$0.96	\$308
Film Processing	\$6.00	\$1,925
Photographic Equipment	\$17.44	\$5,594
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.73	\$4,082
Reading	\$79.09	\$25,365
Magazine/Newspaper Subscriptions	\$37.46	\$12,015
Magazine/Newspaper Single Copies	\$9.72	\$3,117
Books	\$28.63	\$9,184
Digital Book Readers	\$33.64	\$10,788

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