

Demographic	2015	2020
Population	131	131
Households	56	56
Families	38	n/a
Median Age	41.5	42.7
Median Household Income	\$33,824	\$36,969
	Average Amount Spent	Total
Apparel and Services	\$1,501.55	\$84,784
Men's	\$286.22	\$16,161
Women's	\$534.81	\$30,197
Children's	\$133.50	\$7,538
Footwear	\$304.47	\$17,192
Watches & Jewelry	\$64.17	\$3,623
Apparel Products and Services	\$125.66	\$7,095
Computer		
Computers and Hardware for Home Use	\$134.61	\$7,601
Portable Memory	\$3.84	\$217
Computer Software and Accessories	\$25.29	\$1,428
Entertainment & Recreation	\$2,036.93	\$115,014
Fees and Admissions	\$469.35	\$26,501
Membership Fees for Clubs	\$127.80	\$7,216
Fees for Participant Sports, excl. Trips	\$56.54	\$3,192
Admission to Movie/Theatre/Opera/Ballet	\$34.13	\$1,927
Admission to Sporting Events, excl. Trips	\$34.60	\$1,953
Fees for Recreational Lessons	\$75.05	\$4,237
Dating Services	\$0.56	\$32
TV/Video/Audio	\$879.33	\$49,650
Cable and Satellite Television Services	\$651.61	\$36,793
Televisions	\$85.39	\$4,822
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.58	\$371
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$14.61	\$825
Video Game Hardware/Accessories	\$32.01	\$1,808
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$12.18	\$688
Rental of Video Cassettes and DVDs	\$13.32	\$752
Installation of Televisions	n/a	n/a
Audio	\$54.56	\$3,081
Rental and Repair of TV/Radio/Sound Equipment	\$1.65	\$93
Pets	\$540.44	\$30,516
Toys and Games	\$68.87	\$3,889
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$113.97	\$6,435
Photo Equipment and Supplies	\$33.85	\$1,912
Reading	\$73.12	\$4,129
Catered Affairs	n/a	n/a

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

Goods and Services	Average Amount Spent	Total
Food	\$7,198.33	\$406,447
Food At Home	\$4,621.37	\$260,941
Bakery and Cereal Products	\$629.82	\$35,562
Meats, Poultry, Fish, and Eggs	\$1,018.59	\$57,514
Dairy Products	\$479.98	\$27,102
Fruits and Vegetables	\$875.94	\$49,459
Snacks and Other Food At Home	\$2,176.91	\$122,917
Food Away from Home	\$2,576.97	\$145,506
Alcoholic Beverages	\$483.51	\$27,301
Nonalcoholic Beverages at Home	\$452.28	\$25,537
Health		
Nonprescription Drugs	\$61.27	\$3,460
Prescription Drugs	\$111.18	\$6,278
Eyeglasses and Contact Lenses	\$52.83	\$2,983
Home		
Utilities, Fuel and Public Services	\$3,636.81	\$205,349
Household Furnishings and Equipment		
Household Textiles	\$98.56	\$5,565
Furniture	\$380.60	\$21,490
Rugs	\$20.49	\$1,157
Major Appliances	\$159.97	\$9,033
Housewares	\$56.40	\$3,185
Small Appliances	\$38.40	\$2,168
Luggage	\$5.87	\$331
Telephones and Accessories	\$66.43	\$3,751
Household Operations		
Lawn and Garden	\$191.55	\$10,816
Moving/Storage/Freight Express	\$44.53	\$2,515
Housekeeping Supplies	\$688.01	\$38,848
Insurance		
Vehicle Insurance	\$909.48	\$51,353
Life/Other Insurance	\$311.41	\$17,584
Health Insurance	\$2,387.06	\$134,783
Personal Care Products	\$365.89	\$20,660
School Books and Supplies	\$63.04	\$3,560
Smoking Products	\$376.85	\$21,279
Transportation		
Vehicle Purchases (Net Outlay)	\$3,123.64	\$176,373
Gasoline and Motor Oil	\$2,687.74	\$151,761
Vehicle Maintenance and Repairs	\$852.68	\$48,146
Travel		
Airline Fares	\$302.75	\$17,095
Lodging on Trips	\$300.35	\$16,959
Auto/Truck/Van Rental on Trips	\$16.31	\$921
Food and Drink on Trips	\$226.50	\$12,789

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

Demographic	2015	2020
Population	558	556
Households	217	216
Families	146	n/a
Median Age	41.4	42.3
Median Household Income	\$37,378	\$41,066
	Average Amount Spent	Total
Apparel and Services	\$1,664.71	\$361,592
Men's	\$317.68	\$69,004
Women's	\$591.62	\$128,506
Children's	\$148.90	\$32,343
Footwear	\$337.44	\$73,296
Watches & Jewelry	\$71.90	\$15,617
Apparel Products and Services	\$138.58	\$30,101
Computer		
Computers and Hardware for Home Use	\$149.24	\$32,417
Portable Memory	\$4.28	\$929
Computer Software and Accessories	\$28.12	\$6,108
Entertainment & Recreation	\$2,257.01	\$490,248
Fees and Admissions	\$522.12	\$113,410
Membership Fees for Clubs	\$142.63	\$30,980
Fees for Participant Sports, excl. Trips	\$62.74	\$13,629
Admission to Movie/Theatre/Opera/Ballet	\$37.79	\$8,209
Admission to Sporting Events, excl. Trips	\$38.14	\$8,284
Fees for Recreational Lessons	\$83.70	\$18,181
Dating Services	\$0.63	\$137
TV/Video/Audio	\$971.29	\$210,976
Cable and Satellite Television Services	\$718.43	\$156,051
Televisions	\$94.96	\$20,627
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.30	\$1,585
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$16.26	\$3,531
Video Game Hardware/Accessories	\$35.55	\$7,722
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.52	\$2,936
Rental of Video Cassettes and DVDs	\$14.80	\$3,214
Installation of Televisions	n/a	n/a
Audio	\$60.34	\$13,107
Rental and Repair of TV/Radio/Sound Equipment	\$1.83	\$398
Pets	\$598.95	\$130,099
Toys and Games	\$76.43	\$16,602
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$126.83	\$27,549
Photo Equipment and Supplies	\$37.82	\$8,216
Reading	\$80.75	\$17,541
Catered Affairs	n/a	n/a

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

Goods and Services	Average Amount Spent	Total
Food	\$7,955.60	\$1,728,043
Food At Home	\$5,101.93	\$1,108,194
Bakery and Cereal Products	\$694.31	\$150,813
Meats, Poultry, Fish, and Eggs	\$1,123.84	\$244,110
Dairy Products	\$529.84	\$115,086
Fruits and Vegetables	\$966.41	\$209,914
Snacks and Other Food At Home	\$2,406.22	\$522,656
Food Away from Home	\$2,853.67	\$619,848
Alcoholic Beverages	\$536.66	\$116,569
Nonalcoholic Beverages at Home	\$499.77	\$108,556
Health		
Nonprescription Drugs	\$68.81	\$14,947
Prescription Drugs	\$123.52	\$26,830
Eyeglasses and Contact Lenses	\$58.27	\$12,657
Home		
Utilities, Fuel and Public Services	\$4,017.25	\$872,590
Household Furnishings and Equipment		
Household Textiles	\$109.26	\$23,732
Furniture	\$421.35	\$91,522
Rugs	\$22.57	\$4,901
Major Appliances	\$178.06	\$38,676
Housewares	\$62.57	\$13,591
Small Appliances	\$42.27	\$9,181
Luggage	\$6.52	\$1,417
Telephones and Accessories	\$72.69	\$15,790
Household Operations		
Lawn and Garden	\$213.29	\$46,328
Moving/Storage/Freight Express	\$49.01	\$10,645
Housekeeping Supplies	\$761.76	\$165,464
Insurance		
Vehicle Insurance	\$1,008.57	\$219,073
Life/Other Insurance	\$345.06	\$74,950
Health Insurance	\$2,638.75	\$573,165
Personal Care Products	\$405.18	\$88,010
School Books and Supplies	\$69.60	\$15,118
Smoking Products	\$415.74	\$90,302
Transportation		
Vehicle Purchases (Net Outlay)	\$3,477.37	\$755,323
Gasoline and Motor Oil	\$2,978.96	\$647,063
Vehicle Maintenance and Repairs	\$944.81	\$205,224
Travel		
Airline Fares	\$337.59	\$73,328
Lodging on Trips	\$333.50	\$72,440
Auto/Truck/Van Rental on Trips	\$18.14	\$3,940
Food and Drink on Trips	\$251.29	\$54,583

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	2015	2020
Population	801	800
Households	321	320
Families	218	n/a
Median Age	41.6	42.5
Median Household Income	\$39,795	\$43,845
	Average Amount Spent	Total
Apparel and Services	\$1,623.50	\$520,694
Men's	\$309.96	\$99,410
Women's	\$576.57	\$184,919
Children's	\$145.50	\$46,665
Footwear	\$329.48	\$105,672
Watches & Jewelry	\$70.40	\$22,579
Apparel Products and Services	\$134.69	\$43,199
Computer		
Computers and Hardware for Home Use	\$145.99	\$46,823
Portable Memory	\$4.18	\$1,342
Computer Software and Accessories	\$27.56	\$8,840
Entertainment & Recreation	\$2,191.06	\$702,721
Fees and Admissions	\$509.72	\$163,480
Membership Fees for Clubs	\$139.46	\$44,729
Fees for Participant Sports, excl. Trips	\$61.18	\$19,621
Admission to Movie/Theatre/Opera/Ballet	\$36.85	\$11,817
Admission to Sporting Events, excl. Trips	\$37.13	\$11,909
Fees for Recreational Lessons	\$81.95	\$26,284
Dating Services	\$0.61	\$196
TV/Video/Audio	\$934.53	\$299,724
Cable and Satellite Television Services	\$687.55	\$220,511
Televisions	\$92.88	\$29,788
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.17	\$2,299
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.88	\$5,094
Video Game Hardware/Accessories	\$34.70	\$11,129
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.18	\$4,229
Rental of Video Cassettes and DVDs	\$14.44	\$4,632
Installation of Televisions	n/a	n/a
Audio	\$58.78	\$18,851
Rental and Repair of TV/Radio/Sound Equipment	\$1.77	\$568
Pets	\$584.55	\$187,480
Toys and Games	\$74.42	\$23,867
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$125.12	\$40,129
Photo Equipment and Supplies	\$37.13	\$11,909
Reading	\$79.09	\$25,365
Catered Affairs	n/a	n/a

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

Goods and Services	Average Amount Spent	Total
Food	\$7,745.53	\$2,484,163
Food At Home	\$4,963.33	\$1,591,852
Bakery and Cereal Products	\$675.14	\$216,532
Meats, Poultry, Fish, and Eggs	\$1,091.58	\$350,094
Dairy Products	\$515.96	\$165,480
Fruits and Vegetables	\$940.23	\$301,553
Snacks and Other Food At Home	\$2,342.79	\$751,385
Food Away from Home	\$2,782.19	\$892,311
Alcoholic Beverages	\$522.94	\$167,719
Nonalcoholic Beverages at Home	\$485.84	\$155,821
Health		
Nonprescription Drugs	\$68.00	\$21,809
Prescription Drugs	\$121.04	\$38,820
Eyeglasses and Contact Lenses	\$56.65	\$18,169
Home		
Utilities, Fuel and Public Services	\$3,872.53	\$1,242,007
Household Furnishings and Equipment		
Household Textiles	\$107.01	\$34,322
Furniture	\$410.38	\$131,619
Rugs	\$21.88	\$7,019
Major Appliances	\$174.84	\$56,074
Housewares	\$61.40	\$19,693
Small Appliances	\$41.12	\$13,189
Luggage	\$6.40	\$2,051
Telephones and Accessories	\$69.99	\$22,446
Household Operations		
Lawn and Garden	\$209.55	\$67,207
Moving/Storage/Freight Express	\$47.85	\$15,347
Housekeeping Supplies	\$745.42	\$239,074
Insurance		
Vehicle Insurance	\$985.16	\$315,964
Life/Other Insurance	\$337.80	\$108,341
Health Insurance	\$2,577.00	\$826,502
Personal Care Products	\$395.61	\$126,880
School Books and Supplies	\$68.04	\$21,820
Smoking Products	\$404.57	\$129,756
Transportation		
Vehicle Purchases (Net Outlay)	\$3,399.35	\$1,090,249
Gasoline and Motor Oil	\$2,906.75	\$932,258
Vehicle Maintenance and Repairs	\$922.51	\$295,870
Travel		
Airline Fares	\$330.81	\$106,099
Lodging on Trips	\$326.40	\$104,683
Auto/Truck/Van Rental on Trips	\$17.72	\$5,684
Food and Drink on Trips	\$244.59	\$78,446

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