

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	125	120
Households	64	61
Families	40	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$454.61	\$28,913
Admission to Movies, Theater, Opera, Ballet	\$34.36	\$2,185
Admission to Sporting	\$33.12	\$2,106
Fees for Participant Sports, excl.Trips	\$53.73	\$3,417
Fees for Recreational Lessons	\$70.34	\$4,474
Membership Fees for Social/Recreation/Civic Clubs	\$128.20	\$8,153
Dating Services	\$0.56	\$36
Rental of Video Cassettes and DVDs	\$11.62	\$739
Toys & Games	\$56.02	\$3,563
Toys and Playground Equipment	\$2.04	\$130
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.92	\$122
Sports, Recreation and Exercise	\$104.42	\$6,641
Exercise Equipment and Gear, Game Tables	\$26.22	\$1,668
Bicycles	\$15.79	\$1,004
Camping Equipment	\$7.93	\$504
Hunting and Fishing Equipment	\$40.86	\$2,599
Winter Sports Equipment	\$2.90	\$184
Water Sports Equipment	\$2.78	\$177
Other Sports Equipment	\$6.04	\$384
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.91	\$121
Photographic Equipment and Supplies	\$31.08	\$1,977
Film	\$0.78	\$50
Film Processing	\$5.34	\$339
Photographic Equipment	\$14.38	\$915
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.59	\$674
Reading	\$72.07	\$4,584
Magazine/Newspaper Subscriptions	\$34.68	\$2,206
Magazine/Newspaper Single Copies	\$8.72	\$554
Books	\$25.71	\$1,635
Digital Book Readers	\$27.71	\$1,762

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	340	325
Households	161	154
Families	100	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$487.37	\$78,505
Admission to Movies, Theater, Opera, Ballet	\$36.83	\$5,933
Admission to Sporting	\$35.50	\$5,719
Fees for Participant Sports, excl.Trips	\$57.60	\$9,278
Fees for Recreational Lessons	\$75.41	\$12,147
Membership Fees for Social/Recreation/Civic Clubs	\$137.43	\$22,138
Dating Services	\$0.60	\$97
Rental of Video Cassettes and DVDs	\$12.45	\$2,006
Toys & Games	\$60.06	\$9,674
Toys and Playground Equipment	\$2.19	\$352
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.05	\$331
Sports, Recreation and Exercise	\$111.94	\$18,032
Exercise Equipment and Gear, Game Tables	\$28.11	\$4,528
Bicycles	\$16.92	\$2,726
Camping Equipment	\$8.50	\$1,369
Hunting and Fishing Equipment	\$43.80	\$7,056
Winter Sports Equipment	\$3.11	\$501
Water Sports Equipment	\$2.98	\$479
Other Sports Equipment	\$6.48	\$1,044
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.04	\$329
Photographic Equipment and Supplies	\$33.32	\$5,367
Film	\$0.83	\$134
Film Processing	\$5.72	\$922
Photographic Equipment	\$15.42	\$2,484
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.35	\$1,829
Reading	\$77.27	\$12,446
Magazine/Newspaper Subscriptions	\$37.18	\$5,989
Magazine/Newspaper Single Copies	\$9.35	\$1,505
Books	\$27.56	\$4,440
Digital Book Readers	\$29.70	\$4,785

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	547	523
Households	254	243
Families	158	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$496.19	\$126,245
Admission to Movies, Theater, Opera, Ballet	\$37.50	\$9,541
Admission to Sporting	\$36.15	\$9,196
Fees for Participant Sports, excl.Trips	\$58.64	\$14,920
Fees for Recreational Lessons	\$76.77	\$19,534
Membership Fees for Social/Recreation/Civic Clubs	\$139.92	\$35,600
Dating Services	\$0.61	\$156
Rental of Video Cassettes and DVDs	\$12.68	\$3,226
Toys & Games	\$61.14	\$15,557
Toys and Playground Equipment	\$2.22	\$566
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.09	\$532
Sports, Recreation and Exercise	\$113.97	\$28,998
Exercise Equipment and Gear, Game Tables	\$28.62	\$7,282
Bicycles	\$17.23	\$4,383
Camping Equipment	\$8.65	\$2,202
Hunting and Fishing Equipment	\$44.60	\$11,347
Winter Sports Equipment	\$3.16	\$805
Water Sports Equipment	\$3.03	\$771
Other Sports Equipment	\$6.60	\$1,678
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.08	\$529
Photographic Equipment and Supplies	\$33.92	\$8,630
Film	\$0.85	\$216
Film Processing	\$5.82	\$1,482
Photographic Equipment	\$15.70	\$3,994
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.56	\$2,941
Reading	\$78.66	\$20,014
Magazine/Newspaper Subscriptions	\$37.86	\$9,632
Magazine/Newspaper Single Copies	\$9.51	\$2,421
Books	\$28.06	\$7,140
Digital Book Readers	\$30.24	\$7,695

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