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[Spending Patterns Data Resource Manual](#)

Demographic	2015	2020
Population	125	120
Households	64	61
Families	40	n/a
Median Age	51.7	52.4
Median Household Income	\$46,227	\$52,012
	Average Amount Spent	Total
Apparel and Services	\$1,352.01	\$85,988
Men's	\$259.20	\$16,485
Women's	\$491.76	\$31,276
Children's	\$115.71	\$7,359
Footwear	\$271.74	\$17,282
Watches & Jewelry	\$61.26	\$3,896
Apparel Products and Services	\$111.05	\$7,063
Computer		
Computers and Hardware for Home Use	\$121.26	\$7,712
Portable Memory	\$3.50	\$223
Computer Software and Accessories	\$23.56	\$1,498
Entertainment & Recreation	\$1,928.18	\$122,633
Fees and Admissions	\$454.61	\$28,913
Membership Fees for Clubs	\$128.20	\$8,153
Fees for Participant Sports, excl. Trips	\$53.73	\$3,417
Admission to Movie/Theatre/Opera/Ballet	\$34.36	\$2,185
Admission to Sporting Events, excl. Trips	\$33.12	\$2,106
Fees for Recreational Lessons	\$70.34	\$4,474
Dating Services	\$0.56	\$36
TV/Video/Audio	\$839.00	\$53,361
Cable and Satellite Television Services	\$637.02	\$40,515
Televisions	\$77.95	\$4,958
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.72	\$364
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$12.76	\$812
Video Game Hardware/Accessories	\$25.56	\$1,625
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$10.45	\$665
Rental of Video Cassettes and DVDs	\$11.62	\$739
Installation of Televisions	n/a	n/a
Audio	\$49.11	\$3,123
Rental and Repair of TV/Radio/Sound Equipment	\$1.56	\$99
Pets	\$499.06	\$31,740
Toys and Games	\$59.97	\$3,814
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$104.42	\$6,641
Photo Equipment and Supplies	\$31.08	\$1,977
Reading	\$72.07	\$4,584
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).

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Goods and Services	Average Amount Spent	Total
Food	\$6,276.44	\$399,183
Food At Home	\$3,953.20	\$251,424
Bakery and Cereal Products	\$534.45	\$33,991
Meats, Poultry, Fish, and Eggs	\$859.86	\$54,687
Dairy Products	\$414.14	\$26,339
Fruits and Vegetables	\$754.44	\$47,983
Snacks and Other Food At Home	\$1,869.64	\$118,909
Food Away from Home	\$2,323.25	\$147,759
Alcoholic Beverages	\$425.52	\$27,063
Nonalcoholic Beverages at Home	\$382.07	\$24,300
Health		
Nonprescription Drugs	\$61.73	\$3,926
Prescription Drugs	\$107.44	\$6,833
Eyeglasses and Contact Lenses	\$46.23	\$2,940
Home		
Utilities, Fuel and Public Services	\$3,438.73	\$218,704
Household Furnishings and Equipment		
Household Textiles	\$95.18	\$6,054
Furniture	\$346.94	\$22,066
Rugs	\$19.98	\$1,271
Major Appliances	\$156.73	\$9,968
Housewares	\$52.13	\$3,315
Small Appliances	\$34.15	\$2,172
Luggage	\$5.79	\$368
Telephones and Accessories	\$59.73	\$3,799
Household Operations		
Lawn and Garden	\$189.73	\$12,067
Moving/Storage/Freight Express	\$42.48	\$2,702
Housekeeping Supplies	\$644.07	\$40,963
Insurance		
Vehicle Insurance	\$806.29	\$51,280
Life/Other Insurance	\$301.85	\$19,198
Health Insurance	\$2,189.22	\$139,235
Personal Care Products	\$331.09	\$21,057
School Books and Supplies	\$50.77	\$3,229
Smoking Products	\$323.58	\$20,580
Transportation		
Vehicle Purchases (Net Outlay)	\$2,773.91	\$176,421
Gasoline and Motor Oil	\$2,341.38	\$148,912
Vehicle Maintenance and Repairs	\$760.26	\$48,353
Travel		
Airline Fares	\$303.34	\$19,292
Lodging on Trips	\$299.55	\$19,051
Auto/Truck/Van Rental on Trips	\$15.80	\$1,005
Food and Drink on Trips	\$210.58	\$13,393

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	340	325
Households	161	154
Families	100	n/a
Median Age	51.7	52.4
Median Household Income	\$46,227	\$52,012
	Average Amount Spent	Total
Apparel and Services	\$1,449.42	\$233,473
Men's	\$277.87	\$44,760
Women's	\$527.20	\$84,921
Children's	\$124.05	\$19,981
Footwear	\$291.31	\$46,925
Watches & Jewelry	\$65.67	\$10,578
Apparel Products and Services	\$119.05	\$19,176
Computer		
Computers and Hardware for Home Use	\$130.00	\$20,940
Portable Memory	\$3.76	\$605
Computer Software and Accessories	\$25.26	\$4,068
Entertainment & Recreation	\$2,067.11	\$332,970
Fees and Admissions	\$487.37	\$78,505
Membership Fees for Clubs	\$137.43	\$22,138
Fees for Participant Sports, excl. Trips	\$57.60	\$9,278
Admission to Movie/Theatre/Opera/Ballet	\$36.83	\$5,933
Admission to Sporting Events, excl. Trips	\$35.50	\$5,719
Fees for Recreational Lessons	\$75.41	\$12,147
Dating Services	\$0.60	\$97
TV/Video/Audio	\$899.45	\$144,884
Cable and Satellite Television Services	\$682.92	\$110,005
Televisions	\$83.57	\$13,461
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.13	\$987
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.68	\$2,204
Video Game Hardware/Accessories	\$27.40	\$4,413
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.20	\$1,804
Rental of Video Cassettes and DVDs	\$12.45	\$2,006
Installation of Televisions	n/a	n/a
Audio	\$52.64	\$8,480
Rental and Repair of TV/Radio/Sound Equipment	\$1.67	\$269
Pets	\$535.01	\$86,180
Toys and Games	\$64.30	\$10,357
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$111.94	\$18,032
Photo Equipment and Supplies	\$33.32	\$5,367
Reading	\$77.27	\$12,446
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).

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Goods and Services	Average Amount Spent	Total
Food	\$6,728.67	\$1,083,854
Food At Home	\$4,238.03	\$682,662
Bakery and Cereal Products	\$572.95	\$92,292
Meats, Poultry, Fish, and Eggs	\$921.81	\$148,486
Dairy Products	\$443.98	\$71,516
Fruits and Vegetables	\$808.80	\$130,282
Snacks and Other Food At Home	\$2,004.35	\$322,860
Food Away from Home	\$2,490.64	\$401,192
Alcoholic Beverages	\$456.18	\$73,481
Nonalcoholic Beverages at Home	\$409.60	\$65,978
Health		
Nonprescription Drugs	\$66.17	\$10,659
Prescription Drugs	\$115.18	\$18,554
Eyeglasses and Contact Lenses	\$49.56	\$7,983
Home		
Utilities, Fuel and Public Services	\$3,686.49	\$593,820
Household Furnishings and Equipment		
Household Textiles	\$102.04	\$16,436
Furniture	\$371.94	\$59,912
Rugs	\$21.42	\$3,451
Major Appliances	\$168.03	\$27,066
Housewares	\$55.88	\$9,002
Small Appliances	\$36.61	\$5,897
Luggage	\$6.20	\$999
Telephones and Accessories	\$64.03	\$10,314
Household Operations		
Lawn and Garden	\$203.40	\$32,763
Moving/Storage/Freight Express	\$45.54	\$7,336
Housekeeping Supplies	\$690.48	\$111,222
Insurance		
Vehicle Insurance	\$864.38	\$139,234
Life/Other Insurance	\$323.60	\$52,126
Health Insurance	\$2,346.96	\$378,048
Personal Care Products	\$354.94	\$57,174
School Books and Supplies	\$54.42	\$8,767
Smoking Products	\$346.89	\$55,877
Transportation		
Vehicle Purchases (Net Outlay)	\$2,973.77	\$479,016
Gasoline and Motor Oil	\$2,510.07	\$404,323
Vehicle Maintenance and Repairs	\$815.04	\$131,287
Travel		
Airline Fares	\$325.19	\$52,382
Lodging on Trips	\$321.13	\$51,728
Auto/Truck/Van Rental on Trips	\$16.93	\$2,728
Food and Drink on Trips	\$225.76	\$36,365

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	547	523
Households	254	243
Families	158	n/a
Median Age	51.7	52.4
Median Household Income	\$46,227	\$52,012
	Average Amount Spent	Total
Apparel and Services	\$1,475.66	\$375,452
Men's	\$282.90	\$71,979
Women's	\$536.74	\$136,562
Children's	\$126.29	\$32,132
Footwear	\$296.59	\$75,461
Watches & Jewelry	\$66.86	\$17,011
Apparel Products and Services	\$121.20	\$30,838
Computer		
Computers and Hardware for Home Use	\$132.35	\$33,674
Portable Memory	\$3.82	\$973
Computer Software and Accessories	\$25.71	\$6,543
Entertainment & Recreation	\$2,104.52	\$535,453
Fees and Admissions	\$496.19	\$126,245
Membership Fees for Clubs	\$139.92	\$35,600
Fees for Participant Sports, excl. Trips	\$58.64	\$14,920
Admission to Movie/Theatre/Opera/Ballet	\$37.50	\$9,541
Admission to Sporting Events, excl. Trips	\$36.15	\$9,196
Fees for Recreational Lessons	\$76.77	\$19,534
Dating Services	\$0.61	\$156
TV/Video/Audio	\$915.73	\$232,990
Cable and Satellite Television Services	\$695.28	\$176,901
Televisions	\$85.08	\$21,647
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.24	\$1,587
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.93	\$3,544
Video Game Hardware/Accessories	\$27.89	\$7,097
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.40	\$2,901
Rental of Video Cassettes and DVDs	\$12.68	\$3,226
Installation of Televisions	n/a	n/a
Audio	\$53.60	\$13,637
Rental and Repair of TV/Radio/Sound Equipment	\$1.70	\$432
Pets	\$544.70	\$138,587
Toys and Games	\$65.46	\$16,655
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$113.97	\$28,998
Photo Equipment and Supplies	\$33.92	\$8,630
Reading	\$78.66	\$20,014
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	\$6,850.44	\$1,742,962
Food At Home	\$4,314.73	\$1,097,799
Bakery and Cereal Products	\$583.32	\$148,415
Meats, Poultry, Fish, and Eggs	\$938.49	\$238,782
Dairy Products	\$452.01	\$115,006
Fruits and Vegetables	\$823.44	\$209,508
Snacks and Other Food At Home	\$2,040.62	\$519,197
Food Away from Home	\$2,535.71	\$645,163
Alcoholic Beverages	\$464.43	\$118,166
Nonalcoholic Beverages at Home	\$417.01	\$106,100
Health		
Nonprescription Drugs	\$67.37	\$17,141
Prescription Drugs	\$117.27	\$29,837
Eyeglasses and Contact Lenses	\$50.46	\$12,838
Home		
Utilities, Fuel and Public Services	\$3,753.21	\$954,931
Household Furnishings and Equipment		
Household Textiles	\$103.89	\$26,432
Furniture	\$378.67	\$96,346
Rugs	\$21.81	\$5,550
Major Appliances	\$171.07	\$43,525
Housewares	\$56.90	\$14,476
Small Appliances	\$37.27	\$9,484
Luggage	\$6.32	\$1,607
Telephones and Accessories	\$65.19	\$16,587
Household Operations		
Lawn and Garden	\$207.08	\$52,687
Moving/Storage/Freight Express	\$46.36	\$11,796
Housekeeping Supplies	\$702.97	\$178,858
Insurance		
Vehicle Insurance	\$880.02	\$223,905
Life/Other Insurance	\$329.46	\$83,824
Health Insurance	\$2,389.43	\$607,944
Personal Care Products	\$361.36	\$91,942
School Books and Supplies	\$55.41	\$14,098
Smoking Products	\$353.17	\$89,857
Transportation		
Vehicle Purchases (Net Outlay)	\$3,027.59	\$770,312
Gasoline and Motor Oil	\$2,555.50	\$650,198
Vehicle Maintenance and Repairs	\$829.79	\$211,124
Travel		
Airline Fares	\$331.08	\$84,236
Lodging on Trips	\$326.94	\$83,184
Auto/Truck/Van Rental on Trips	\$17.24	\$4,386
Food and Drink on Trips	\$229.84	\$58,479

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