

Demographic Summary	2015	2020
Population	208	199
Households	114	109
Families	71	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$422.43	\$48,059
Admission to Movies, Theater, Opera, Ballet	\$31.92	\$3,632
Admission to Sporting	\$30.77	\$3,501
Fees for Participant Sports, excl. Trips	\$49.92	\$5,680
Fees for Recreational Lessons	\$65.36	\$7,436
Membership Fees for Social/Recreation/Civic Clubs	\$119.12	\$13,552
Dating Services	\$0.52	\$60
Rental of Video Cassettes and DVDs	\$10.79	\$1,228
Toys & Games	\$52.06	\$5,922
Toys and Playground Equipment	\$1.89	\$215
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.78	\$202
Sports, Recreation and Exercise	\$97.03	\$11,039
Exercise Equipment and Gear, Game Tables	\$24.37	\$2,772
Bicycles	\$14.67	\$1,669
Camping Equipment	\$7.37	\$838
Hunting and Fishing Equipment	\$37.97	\$4,320
Winter Sports Equipment	\$2.69	\$306
Water Sports Equipment	\$2.58	\$293
Other Sports Equipment	\$5.62	\$639
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.77	\$201
Photographic Equipment and Supplies	\$28.88	\$3,285
Film	\$0.72	\$82
Film Processing	\$4.96	\$564
Photographic Equipment	\$13.36	\$1,520
Photographer Fees/Other Supplies & Equip Rental/Repair	\$9.84	\$1,120
Reading	\$66.97	\$7,619
Magazine/Newspaper Subscriptions	\$32.23	\$3,667
Magazine/Newspaper Single Copies	\$8.10	\$922
Books	\$23.89	\$2,718
Digital Book Readers	\$25.75	\$2,929

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	294	281
Households	150	144
Families	94	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$450.94	\$67,840
Admission to Movies, Theater, Opera, Ballet	\$34.08	\$5,127
Admission to Sporting	\$32.85	\$4,942
Fees for Participant Sports, excl. Trips	\$53.29	\$8,017
Fees for Recreational Lessons	\$69.77	\$10,497
Membership Fees for Social/Recreation/Civic Clubs	\$127.16	\$19,130
Dating Services	\$0.56	\$84
Rental of Video Cassettes and DVDs	\$11.52	\$1,733
Toys & Games	\$55.57	\$8,360
Toys and Playground Equipment	\$2.02	\$304
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.90	\$286
Sports, Recreation and Exercise	\$103.58	\$15,582
Exercise Equipment and Gear, Game Tables	\$26.01	\$3,913
Bicycles	\$15.66	\$2,356
Camping Equipment	\$7.86	\$1,183
Hunting and Fishing Equipment	\$40.53	\$6,097
Winter Sports Equipment	\$2.88	\$433
Water Sports Equipment	\$2.75	\$414
Other Sports Equipment	\$5.99	\$902
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.89	\$284
Photographic Equipment and Supplies	\$30.83	\$4,638
Film	\$0.77	\$116
Film Processing	\$5.29	\$796
Photographic Equipment	\$14.27	\$2,146
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.51	\$1,581
Reading	\$71.49	\$10,755
Magazine/Newspaper Subscriptions	\$34.40	\$5,176
Magazine/Newspaper Single Copies	\$8.65	\$1,301
Books	\$25.50	\$3,837
Digital Book Readers	\$27.48	\$4,135

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	367	351
Households	185	177
Families	115	n/a
Median Age	51.7	52.4
Median Household	\$46,227	\$52,012

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$458.18	\$84,711
Admission to Movies, Theater, Opera, Ballet	\$34.63	\$6,402
Admission to Sporting	\$33.38	\$6,171
Fees for Participant Sports, excl. Trips	\$54.15	\$10,011
Fees for Recreational Lessons	\$70.89	\$13,107
Membership Fees for Social/Recreation/Civic Clubs	\$129.20	\$23,888
Dating Services	\$0.57	\$105
Rental of Video Cassettes and DVDs	\$11.71	\$2,164
Toys & Games	\$56.46	\$10,439
Toys and Playground Equipment	\$2.05	\$380
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.93	\$357
Sports, Recreation and Exercise	\$105.24	\$19,458
Exercise Equipment and Gear, Game Tables	\$26.43	\$4,886
Bicycles	\$15.91	\$2,941
Camping Equipment	\$7.99	\$1,477
Hunting and Fishing Equipment	\$41.18	\$7,614
Winter Sports Equipment	\$2.92	\$540
Water Sports Equipment	\$2.80	\$517
Other Sports Equipment	\$6.09	\$1,126
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.92	\$355
Photographic Equipment and Supplies	\$31.32	\$5,791
Film	\$0.78	\$145
Film Processing	\$5.38	\$994
Photographic Equipment	\$14.49	\$2,680
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.67	\$1,974
Reading	\$72.64	\$13,430
Magazine/Newspaper Subscriptions	\$34.96	\$6,463
Magazine/Newspaper Single Copies	\$8.79	\$1,624
Books	\$25.91	\$4,791
Digital Book Readers	\$27.93	\$5,163

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