

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,192	2,200
Households	902	906
Families	606	n/a
Median Age	43.0	44.3
Median Household	\$47,426	\$52,536

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$529.23	\$477,326
Admission to Movies, Theater, Opera, Ballet	\$38.98	\$35,154
Admission to Sporting	\$39.17	\$35,329
Fees for Participant Sports, excl. Trips	\$62.69	\$56,539
Fees for Recreational Lessons	\$84.27	\$76,008
Membership Fees for Social/Recreation/Civic Clubs	\$146.75	\$132,356
Dating Services	\$0.65	\$586
Rental of Video Cassettes and DVDs	\$14.29	\$12,892
<b>Toys &amp; Games</b>	\$69.90	\$63,045
Toys and Playground Equipment	\$2.60	\$2,343
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.49	\$2,244
<b>Sports, Recreation and Exercise</b>	\$131.34	\$118,457
Exercise Equipment and Gear, Game Tables	\$31.19	\$28,135
Bicycles	\$20.23	\$18,248
Camping Equipment	\$10.29	\$9,277
Hunting and Fishing Equipment	\$52.39	\$47,252
Winter Sports Equipment	\$3.64	\$3,285
Water Sports Equipment	\$3.44	\$3,098
Other Sports Equipment	\$7.82	\$7,052
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.34	\$2,114
<b>Photographic Equipment and Supplies</b>	\$38.11	\$34,372
Film	\$0.95	\$860
Film Processing	\$6.10	\$5,505
Photographic Equipment	\$18.05	\$16,277
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.01	\$11,731
<b>Reading</b>	\$79.22	\$71,449
Magazine/Newspaper Subscriptions	\$37.33	\$33,671
Magazine/Newspaper Single Copies	\$9.70	\$8,748
Books	\$28.95	\$26,107
Digital Book Readers	\$33.23	\$29,968

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,906	2,915
Households	1,209	1,213
Families	817	n/a
Median Age	43.7	44.8
Median Household	\$48,239	\$53,499

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$532.50	\$643,542
Admission to Movies, Theater, Opera, Ballet	\$39.24	\$47,423
Admission to Sporting	\$39.54	\$47,789
Fees for Participant Sports, excl. Trips	\$62.99	\$76,130
Fees for Recreational Lessons	\$84.96	\$102,675
Membership Fees for Social/Recreation/Civic Clubs	\$147.59	\$178,369
Dating Services	\$0.65	\$790
Rental of Video Cassettes and DVDs	\$14.24	\$17,212
<b>Toys &amp; Games</b>	\$69.40	\$83,870
Toys and Playground Equipment	\$2.58	\$3,113
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.48	\$2,997
<b>Sports, Recreation and Exercise</b>	\$131.92	\$159,425
Exercise Equipment and Gear, Game Tables	\$31.36	\$37,902
Bicycles	\$20.14	\$24,343
Camping Equipment	\$10.34	\$12,491
Hunting and Fishing Equipment	\$52.83	\$63,846
Winter Sports Equipment	\$3.66	\$4,418
Water Sports Equipment	\$3.48	\$4,200
Other Sports Equipment	\$7.76	\$9,382
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.36	\$2,852
<b>Photographic Equipment and Supplies</b>	\$38.15	\$46,107
Film	\$0.95	\$1,148
Film Processing	\$6.13	\$7,405
Photographic Equipment	\$18.05	\$21,816
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.02	\$15,741
<b>Reading</b>	\$79.48	\$96,059
Magazine/Newspaper Subscriptions	\$37.44	\$45,248
Magazine/Newspaper Single Copies	\$9.68	\$11,704
Books	\$29.09	\$35,161
Digital Book Readers	\$33.19	\$40,116

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	3,669	3,681
Households	1,531	1,537
Families	1,040	n/a
Median Age	44.1	45.2
Median Household	\$49,173	\$54,569

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$535.57	\$820,200
Admission to Movies, Theater, Opera, Ballet	\$39.49	\$60,479
Admission to Sporting	\$39.77	\$60,900
Fees for Participant Sports, excl. Trips	\$63.30	\$96,937
Fees for Recreational Lessons	\$85.59	\$131,078
Membership Fees for Social/Recreation/Civic Clubs	\$148.40	\$227,274
Dating Services	\$0.66	\$1,005
Rental of Video Cassettes and DVDs	\$14.25	\$21,828
<b>Toys &amp; Games</b>	\$69.30	\$106,126
Toys and Playground Equipment	\$2.57	\$3,939
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.48	\$3,799
<b>Sports, Recreation and Exercise</b>	\$132.92	\$203,556
Exercise Equipment and Gear, Game Tables	\$31.61	\$48,402
Bicycles	\$20.10	\$30,787
Camping Equipment	\$10.43	\$15,975
Hunting and Fishing Equipment	\$53.48	\$81,899
Winter Sports Equipment	\$3.65	\$5,590
Water Sports Equipment	\$3.52	\$5,385
Other Sports Equipment	\$7.78	\$11,909
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.37	\$3,622
<b>Photographic Equipment and Supplies</b>	\$38.32	\$58,679
Film	\$0.95	\$1,458
Film Processing	\$6.17	\$9,451
Photographic Equipment	\$18.06	\$27,661
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.13	\$20,112
<b>Reading</b>	\$79.96	\$122,450
Magazine/Newspaper Subscriptions	\$37.66	\$57,670
Magazine/Newspaper Single Copies	\$9.72	\$14,880
Books	\$29.29	\$44,857
Digital Book Readers	\$33.30	\$51,000

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