

<b>Demographic</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 Income	\$47,426	\$52,536
	<b>Average Amount Spent</b>	<b>Total</b>
<b>Apparel and Services</b>	\$1,622.36	\$1,463,232
Men's	\$312.29	\$281,663
Women's	\$576.21	\$519,694
Children's	\$144.36	\$130,198
Footwear	\$326.00	\$294,029
Watches & Jewelry	\$73.59	\$66,375
Apparel Products and Services	\$134.04	\$120,894
<b>Computer</b>		
Computers and Hardware for Home Use	\$147.01	\$132,595
Portable Memory	\$4.26	\$3,840
Computer Software and Accessories	\$28.44	\$25,654
<b>Entertainment &amp; Recreation</b>	\$2,214.44	\$1,997,246
Fees and Admissions	\$529.23	\$477,326
Membership Fees for Clubs	\$146.75	\$132,356
Fees for Participant Sports, excl. Trips	\$62.69	\$56,539
Admission to Movie/Theatre/Opera/Ballet	\$38.98	\$35,154
Admission to Sporting Events, excl. Trips	\$39.17	\$35,329
Fees for Recreational Lessons	\$84.27	\$76,008
Dating Services	\$0.65	\$586
TV/Video/Audio	\$930.31	\$839,065
Cable and Satellite Television Services	\$683.60	\$616,554
Televisions	\$93.73	\$84,536
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.13	\$6,430
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.49	\$13,967
Video Game Hardware/Accessories	\$33.47	\$30,185
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.13	\$11,846
Rental of Video Cassettes and DVDs	\$14.29	\$12,892
Installation of Televisions	n/a	n/a
Audio	\$59.11	\$53,316
Rental and Repair of TV/Radio/Sound Equipment	\$1.71	\$1,544
Pets	\$585.45	\$528,025
Toys and Games	\$74.99	\$67,633
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$131.34	\$118,457
Photo Equipment and Supplies	\$38.11	\$34,372
Reading	\$79.22	\$71,449
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).

<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$7,632.75	\$6,884,113
Food At Home	\$4,862.15	\$4,385,259
Bakery and Cereal Products	\$658.56	\$593,972
Meats, Poultry, Fish, and Eggs	\$1,060.38	\$956,378
Dairy Products	\$508.82	\$458,917
Fruits and Vegetables	\$921.20	\$830,845
Snacks and Other Food At Home	\$2,303.62	\$2,077,673
Food Away from Home	\$2,770.60	\$2,498,854
Alcoholic Beverages	\$526.66	\$475,003
Nonalcoholic Beverages at Home	\$474.21	\$427,699
<b>Health</b>		
Nonprescription Drugs	\$68.51	\$61,791
Prescription Drugs	\$120.85	\$108,997
Eyeglasses and Contact Lenses	\$56.15	\$50,645
<b>Home</b>		
Utilities, Fuel and Public Services	\$3,834.18	\$3,458,114
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$109.26	\$98,542
Furniture	\$409.71	\$369,527
Rugs	\$22.22	\$20,043
Major Appliances	\$178.06	\$160,594
Housewares	\$62.00	\$55,923
Small Appliances	\$39.90	\$35,990
Luggage	\$6.78	\$6,112
Telephones and Accessories	\$66.11	\$59,627
<b>Household Operations</b>		
Lawn and Garden	\$213.57	\$192,620
Moving/Storage/Freight Express	\$48.30	\$43,559
Housekeeping Supplies	\$747.50	\$674,184
<b>Insurance</b>		
Vehicle Insurance	\$970.85	\$875,629
Life/Other Insurance	\$342.48	\$308,886
Health Insurance	\$2,560.33	\$2,309,206
Personal Care Products	\$391.26	\$352,887
School Books and Supplies	\$67.54	\$60,914
Smoking Products	\$391.31	\$352,925
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$3,393.78	\$3,060,908
Gasoline and Motor Oil	\$2,863.15	\$2,582,326
Vehicle Maintenance and Repairs	\$921.12	\$830,772
<b>Travel</b>		
Airline Fares	\$347.79	\$313,681
Lodging on Trips	\$341.17	\$307,710
Auto/Truck/Van Rental on Trips	\$18.20	\$16,412
Food and Drink on Trips	\$251.63	\$226,945

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	2,906	2,915
Households	1,209	1,213
Families	817	n/a
Median Age	43.7	44.8
Median Household Income	\$48,239	\$53,499

  

	Average Amount Spent	Total
<b>Apparel and Services</b>	\$1,616.89	\$1,954,070
Men's	\$311.57	\$376,541
Women's	\$575.30	\$695,268
Children's	\$143.34	\$173,230
Footwear	\$324.96	\$392,721
Watches & Jewelry	\$73.59	\$88,935
Apparel Products and Services	\$133.15	\$160,920
<b>Computer</b>		
Computers and Hardware for Home Use	\$146.89	\$177,523
Portable Memory	\$4.24	\$5,130
Computer Software and Accessories	\$28.42	\$34,342
<b>Entertainment &amp; Recreation</b>	\$2,213.94	\$2,675,621
Fees and Admissions	\$532.50	\$643,542
Membership Fees for Clubs	\$147.59	\$178,369
Fees for Participant Sports, excl. Trips	\$62.99	\$76,130
Admission to Movie/Theatre/Opera/Ballet	\$39.24	\$47,423
Admission to Sporting Events, excl. Trips	\$39.54	\$47,789
Fees for Recreational Lessons	\$84.96	\$102,675
Dating Services	\$0.65	\$790
TV/Video/Audio	\$926.28	\$1,119,439
Cable and Satellite Television Services	\$680.32	\$822,193
Televisions	\$93.40	\$112,876
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.08	\$8,560
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.38	\$18,582
Video Game Hardware/Accessories	\$33.13	\$40,035
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.08	\$15,813
Rental of Video Cassettes and DVDs	\$14.24	\$17,212
Installation of Televisions	n/a	n/a
Audio	\$59.27	\$71,633
Rental and Repair of TV/Radio/Sound Equipment	\$1.71	\$2,065
Pets	\$585.09	\$707,105
Toys and Games	\$74.45	\$89,979
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$131.92	\$159,425
Photo Equipment and Supplies	\$38.15	\$46,107
Reading	\$79.48	\$96,059
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).

<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$7,601.40	\$9,186,562
Food At Home	\$4,833.23	\$5,841,132
Bakery and Cereal Products	\$654.67	\$791,188
Meats, Poultry, Fish, and Eggs	\$1,053.03	\$1,272,619
Dairy Products	\$505.91	\$611,412
Fruits and Vegetables	\$916.61	\$1,107,752
Snacks and Other Food At Home	\$2,290.11	\$2,767,686
Food Away from Home	\$2,768.17	\$3,345,431
Alcoholic Beverages	\$527.08	\$636,997
Nonalcoholic Beverages at Home	\$470.84	\$569,024
<b>Health</b>		
Nonprescription Drugs	\$68.68	\$83,004
Prescription Drugs	\$120.39	\$145,500
Eyeglasses and Contact Lenses	\$56.33	\$68,074
<b>Home</b>		
Utilities, Fuel and Public Services	\$3,816.40	\$4,612,252
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$108.99	\$131,712
Furniture	\$409.94	\$495,433
Rugs	\$22.29	\$26,940
Major Appliances	\$179.26	\$216,645
Housewares	\$62.00	\$74,927
Small Appliances	\$39.86	\$48,167
Luggage	\$6.81	\$8,229
Telephones and Accessories	\$66.12	\$79,904
<b>Household Operations</b>		
Lawn and Garden	\$213.93	\$258,538
Moving/Storage/Freight Express	\$48.42	\$58,515
Housekeeping Supplies	\$745.57	\$901,044
<b>Insurance</b>		
Vehicle Insurance	\$968.33	\$1,170,262
Life/Other Insurance	\$343.00	\$414,529
Health Insurance	\$2,557.48	\$3,090,804
Personal Care Products	\$389.59	\$470,835
School Books and Supplies	\$66.65	\$80,552
Smoking Products	\$386.90	\$467,585
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$3,398.83	\$4,107,614
Gasoline and Motor Oil	\$2,852.72	\$3,447,609
Vehicle Maintenance and Repairs	\$919.50	\$1,111,251
<b>Travel</b>		
Airline Fares	\$350.05	\$423,047
Lodging on Trips	\$344.31	\$416,115
Auto/Truck/Van Rental on Trips	\$18.32	\$22,139
Food and Drink on Trips	\$253.21	\$306,010

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	3,669	3,681
Households	1,531	1,537
Families	1,040	n/a
Median Age	44.1	45.2
Median Household Income	\$49,173	\$54,569

  

	Average Amount Spent	Total
<b>Apparel and Services</b>	\$1,618.64	\$2,478,883
Men's	\$312.29	\$478,265
Women's	\$576.34	\$882,644
Children's	\$143.40	\$219,610
Footwear	\$325.39	\$498,326
Watches & Jewelry	\$73.70	\$112,864
Apparel Products and Services	\$132.87	\$203,478
<b>Computer</b>		
Computers and Hardware for Home Use	\$147.08	\$225,242
Portable Memory	\$4.24	\$6,501
Computer Software and Accessories	\$28.48	\$43,619
<b>Entertainment &amp; Recreation</b>	\$2,220.20	\$3,400,137
Fees and Admissions	\$535.57	\$820,200
Membership Fees for Clubs	\$148.40	\$227,274
Fees for Participant Sports, excl. Trips	\$63.30	\$96,937
Admission to Movie/Theatre/Opera/Ballet	\$39.49	\$60,479
Admission to Sporting Events, excl. Trips	\$39.77	\$60,900
Fees for Recreational Lessons	\$85.59	\$131,078
Dating Services	\$0.66	\$1,005
TV/Video/Audio	\$926.77	\$1,419,310
Cable and Satellite Television Services	\$680.62	\$1,042,334
Televisions	\$93.44	\$143,093
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$7.07	\$10,829
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$15.36	\$23,529
Video Game Hardware/Accessories	\$33.00	\$50,541
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$13.09	\$20,045
Rental of Video Cassettes and DVDs	\$14.25	\$21,828
Installation of Televisions	n/a	n/a
Audio	\$59.53	\$91,161
Rental and Repair of TV/Radio/Sound Equipment	\$1.71	\$2,615
Pets	\$586.62	\$898,389
Toys and Games	\$74.35	\$113,865
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$132.92	\$203,556
Photo Equipment and Supplies	\$38.32	\$58,679
Reading	\$79.96	\$122,450
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).

<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$7,606.00	\$11,648,260
Food At Home	\$4,830.50	\$7,397,713
Bakery and Cereal Products	\$654.18	\$1,001,850
Meats, Poultry, Fish, and Eggs	\$1,051.63	\$1,610,522
Dairy Products	\$505.73	\$774,498
Fruits and Vegetables	\$916.75	\$1,403,958
Snacks and Other Food At Home	\$2,289.43	\$3,506,169
Food Away from Home	\$2,775.49	\$4,250,547
Alcoholic Beverages	\$529.05	\$810,212
Nonalcoholic Beverages at Home	\$470.23	\$720,142
<b>Health</b>		
Nonprescription Drugs	\$69.22	\$106,004
Prescription Drugs	\$120.63	\$184,736
Eyeglasses and Contact Lenses	\$56.59	\$86,663
<b>Home</b>		
Utilities, Fuel and Public Services	\$3,817.64	\$5,846,553
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$109.18	\$167,209
Furniture	\$410.89	\$629,268
Rugs	\$22.34	\$34,213
Major Appliances	\$180.82	\$276,916
Housewares	\$62.23	\$95,310
Small Appliances	\$39.92	\$61,143
Luggage	\$6.84	\$10,478
Telephones and Accessories	\$66.54	\$101,909
<b>Household Operations</b>		
Lawn and Garden	\$215.11	\$329,438
Moving/Storage/Freight Express	\$48.61	\$74,442
Housekeeping Supplies	\$746.81	\$1,143,711
<b>Insurance</b>		
Vehicle Insurance	\$970.21	\$1,485,841
Life/Other Insurance	\$344.74	\$527,947
Health Insurance	\$2,565.54	\$3,929,014
Personal Care Products	\$389.92	\$597,148
School Books and Supplies	\$66.12	\$101,259
Smoking Products	\$385.44	\$590,289
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$3,412.91	\$5,226,720
Gasoline and Motor Oil	\$2,855.82	\$4,373,563
Vehicle Maintenance and Repairs	\$921.36	\$1,411,016
<b>Travel</b>		
Airline Fares	\$352.18	\$539,348
Lodging on Trips	\$347.14	\$531,637
Auto/Truck/Van Rental on Trips	\$18.45	\$28,260
Food and Drink on Trips	\$254.69	\$390,048

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