

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	5,611	5,573
Households	2,440	2,424
Families	1,338	n/a
Median Age	42.6	43.0
Median Household	\$43,456	\$48,084

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$453.05	\$1,105,307
Admission to Movies, Theater, Opera, Ballet	\$32.93	\$80,342
Admission to Sporting	\$32.63	\$79,613
Fees for Participant Sports, excl. Trips	\$53.91	\$131,525
Fees for Recreational Lessons	\$73.55	\$179,446
Membership Fees for Social/Recreation/Civic Clubs	\$124.07	\$302,691
Dating Services	\$0.58	\$1,425
Rental of Video Cassettes and DVDs	\$12.86	\$31,367
Toys & Games	\$62.55	\$152,598
Toys and Playground Equipment	\$1.96	\$4,783
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.24	\$5,456
Sports, Recreation and Exercise	\$115.97	\$282,922
Exercise Equipment and Gear, Game Tables	\$27.34	\$66,703
Bicycles	\$16.85	\$41,111
Camping Equipment	\$9.64	\$23,519
Hunting and Fishing Equipment	\$47.35	\$115,524
Winter Sports Equipment	\$3.07	\$7,495
Water Sports Equipment	\$3.04	\$7,427
Other Sports Equipment	\$6.74	\$16,455
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.93	\$4,698
Photographic Equipment and Supplies	\$32.06	\$78,220
Film	\$0.85	\$2,066
Film Processing	\$5.29	\$12,896
Photographic Equipment	\$14.42	\$35,180
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.51	\$28,075
Reading	\$72.93	\$177,921
Magazine/Newspaper Subscriptions	\$34.76	\$84,813
Magazine/Newspaper Single Copies	\$8.96	\$21,852
Books	\$26.28	\$64,125
Digital Book Readers	\$29.52	\$72,022

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	8,749	8,697
Households	3,046	3,024
Families	1,727	n/a
Median Age	42.0	42.4
Median Household	\$44,505	\$49,195

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$467.40	\$1,423,741
Admission to Movies, Theater, Opera, Ballet	\$33.90	\$103,253
Admission to Sporting	\$33.93	\$103,364
Fees for Participant Sports, excl. Trips	\$55.42	\$168,803
Fees for Recreational Lessons	\$75.81	\$230,916
Membership Fees for Social/Recreation/Civic Clubs	\$128.44	\$391,227
Dating Services	\$0.61	\$1,854
Rental of Video Cassettes and DVDs	\$13.07	\$39,807
Toys & Games	\$63.57	\$193,633
Toys and Playground Equipment	\$2.03	\$6,186
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.28	\$6,952
Sports, Recreation and Exercise	\$118.75	\$361,724
Exercise Equipment and Gear, Game Tables	\$28.14	\$85,721
Bicycles	\$17.44	\$53,113
Camping Equipment	\$9.75	\$29,705
Hunting and Fishing Equipment	\$48.15	\$146,676
Winter Sports Equipment	\$3.22	\$9,799
Water Sports Equipment	\$3.14	\$9,555
Other Sports Equipment	\$6.89	\$20,998
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.02	\$6,168
Photographic Equipment and Supplies	\$33.00	\$100,510
Film	\$0.86	\$2,610
Film Processing	\$5.39	\$16,428
Photographic Equipment	\$15.08	\$45,930
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.67	\$35,537
Reading	\$73.79	\$224,766
Magazine/Newspaper Subscriptions	\$35.09	\$106,890
Magazine/Newspaper Single Copies	\$9.04	\$27,546
Books	\$26.68	\$81,267
Digital Book Readers	\$29.99	\$91,361

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	9,745	9,689
Households	3,418	3,393
Families	1,983	n/a
Median Age	41.8	42.1
Median Household	\$45,022	\$49,750

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$478.89	\$1,636,657
Admission to Movies, Theater, Opera, Ballet	\$34.66	\$118,447
Admission to Sporting	\$34.91	\$119,296
Fees for Participant Sports, excl. Trips	\$56.65	\$193,620
Fees for Recreational Lessons	\$77.68	\$265,472
Membership Fees for Social/Recreation/Civic Clubs	\$131.80	\$450,435
Dating Services	\$0.62	\$2,129
Rental of Video Cassettes and DVDs	\$13.26	\$45,304
Toys & Games	\$64.51	\$220,454
Toys and Playground Equipment	\$2.08	\$7,113
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.32	\$7,916
Sports, Recreation and Exercise	\$121.18	\$414,156
Exercise Equipment and Gear, Game Tables	\$28.73	\$98,172
Bicycles	\$17.88	\$61,119
Camping Equipment	\$9.87	\$33,734
Hunting and Fishing Equipment	\$49.08	\$167,750
Winter Sports Equipment	\$3.32	\$11,343
Water Sports Equipment	\$3.22	\$11,003
Other Sports Equipment	\$6.99	\$23,878
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.10	\$7,165
Photographic Equipment and Supplies	\$33.79	\$115,465
Film	\$0.86	\$2,948
Film Processing	\$5.50	\$18,782
Photographic Equipment	\$15.58	\$53,261
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.84	\$40,465
Reading	\$74.72	\$255,370
Magazine/Newspaper Subscriptions	\$35.48	\$121,241
Magazine/Newspaper Single Copies	\$9.14	\$31,226
Books	\$27.08	\$92,556
Digital Book Readers	\$30.47	\$104,120

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