

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	597	608
Households	247	252
Families	154	n/a
Median Age	43.1	44.1
Median Household	\$39,196	\$43,736

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$505.61	\$124,875
Admission to Movies, Theater, Opera, Ballet	\$37.58	\$9,281
Admission to Sporting	\$36.17	\$8,933
Fees for Participant Sports, excl. Trips	\$59.67	\$14,737
Fees for Recreational Lessons	\$84.57	\$20,888
Membership Fees for Social/Recreation/Civic Clubs	\$138.11	\$34,109
Dating Services	\$0.49	\$121
Rental of Video Cassettes and DVDs	\$13.89	\$3,431
Toys & Games	\$68.21	\$16,848
Toys and Playground Equipment	\$2.72	\$671
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.37	\$585
Sports, Recreation and Exercise	\$129.62	\$32,014
Exercise Equipment and Gear, Game Tables	\$28.55	\$7,052
Bicycles	\$18.90	\$4,667
Camping Equipment	\$10.68	\$2,639
Hunting and Fishing Equipment	\$55.30	\$13,659
Winter Sports Equipment	\$3.19	\$787
Water Sports Equipment	\$3.77	\$931
Other Sports Equipment	\$6.79	\$1,676
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.43	\$601
Photographic Equipment and Supplies	\$37.70	\$9,310
Film	\$0.90	\$223
Film Processing	\$5.97	\$1,474
Photographic Equipment	\$17.40	\$4,297
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.43	\$3,317
Reading	\$76.84	\$18,978
Magazine/Newspaper Subscriptions	\$35.85	\$8,855
Magazine/Newspaper Single Copies	\$9.16	\$2,262
Books	\$28.69	\$7,086
Digital Book Readers	\$32.92	\$8,131

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	1,091	1,109
Households	446	454
Families	285	n/a
Median Age	43.0	44.0
Median Household	\$39,007	\$43,526

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$508.04	\$226,541
Admission to Movies, Theater, Opera, Ballet	\$37.67	\$16,797
Admission to Sporting	\$36.20	\$16,142
Fees for Participant Sports, excl. Trips	\$60.15	\$26,820
Fees for Recreational Lessons	\$84.94	\$37,874
Membership Fees for Social/Recreation/Civic Clubs	\$138.74	\$61,866
Dating Services	\$0.50	\$221
Rental of Video Cassettes and DVDs	\$14.04	\$6,259
Toys & Games	\$68.59	\$30,585
Toys and Playground Equipment	\$2.65	\$1,183
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.40	\$1,071
Sports, Recreation and Exercise	\$130.67	\$58,268
Exercise Equipment and Gear, Game Tables	\$29.07	\$12,962
Bicycles	\$19.06	\$8,497
Camping Equipment	\$10.75	\$4,794
Hunting and Fishing Equipment	\$55.49	\$24,745
Winter Sports Equipment	\$3.13	\$1,398
Water Sports Equipment	\$3.76	\$1,678
Other Sports Equipment	\$7.01	\$3,127
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.38	\$1,063
Photographic Equipment and Supplies	\$37.77	\$16,843
Film	\$0.92	\$410
Film Processing	\$6.00	\$2,675
Photographic Equipment	\$17.39	\$7,754
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.47	\$6,005
Reading	\$77.70	\$34,649
Magazine/Newspaper Subscriptions	\$36.30	\$16,188
Magazine/Newspaper Single Copies	\$9.32	\$4,158
Books	\$28.87	\$12,872
Digital Book Readers	\$33.46	\$14,919

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	1,926	1,958
Households	774	787
Families	497	n/a
Median Age	43.2	44.2
Median Household	\$39,718	\$44,306

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$516.20	\$399,612
Admission to Movies, Theater, Opera, Ballet	\$38.24	\$29,601
Admission to Sporting	\$36.77	\$28,468
Fees for Participant Sports, excl. Trips	\$61.13	\$47,322
Fees for Recreational Lessons	\$86.28	\$66,790
Membership Fees for Social/Recreation/Civic Clubs	\$140.95	\$109,114
Dating Services	\$0.51	\$392
Rental of Video Cassettes and DVDs	\$14.28	\$11,054
Toys & Games	\$69.71	\$53,966
Toys and Playground Equipment	\$2.69	\$2,080
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.45	\$1,893
Sports, Recreation and Exercise	\$132.82	\$102,822
Exercise Equipment and Gear, Game Tables	\$29.60	\$22,914
Bicycles	\$19.38	\$15,000
Camping Equipment	\$10.94	\$8,466
Hunting and Fishing Equipment	\$56.33	\$43,608
Winter Sports Equipment	\$3.18	\$2,466
Water Sports Equipment	\$3.82	\$2,958
Other Sports Equipment	\$7.15	\$5,536
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.42	\$1,870
Photographic Equipment and Supplies	\$38.37	\$29,704
Film	\$0.94	\$724
Film Processing	\$6.10	\$4,719
Photographic Equipment	\$17.66	\$13,671
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.68	\$10,590
Reading	\$79.01	\$61,167
Magazine/Newspaper Subscriptions	\$36.92	\$28,584
Magazine/Newspaper Single Copies	\$9.49	\$7,346
Books	\$29.33	\$22,708
Digital Book Readers	\$34.03	\$26,347

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