

Spending Patterns Data Resource Manual

| Demographic Summary | 2015 | 2020 |
|----------------------------|-------------|-------------|
| Population | 1,699 | 1,705 |
| Households | 682 | 684 |
| Families | 526 | n/a |
| Median Age | 43.9 | 44.3 |
| Median Household | \$68,000 | \$75,081 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$690.72 | \$471,391 |
| Admission to Movies, Theater, Opera, Ballet | \$50.55 | \$34,501 |
| Admission to Sporting | \$53.03 | \$36,189 |
| Fees for Participant Sports, excl. Trips | \$80.28 | \$54,789 |
| Fees for Recreational Lessons | \$110.76 | \$75,593 |
| Membership Fees for Social/Recreation/Civic Clubs | \$196.32 | \$133,981 |
| Dating Services | \$0.91 | \$620 |
| Rental of Video Cassettes and DVDs | \$15.62 | \$10,662 |
| Toys & Games | \$76.02 | \$51,878 |
| Toys and Playground Equipment | \$3.23 | \$2,201 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.64 | \$1,805 |
| Sports, Recreation and Exercise | \$154.35 | \$105,339 |
| Exercise Equipment and Gear, Game Tables | \$38.50 | \$26,273 |
| Bicycles | \$25.36 | \$17,305 |
| Camping Equipment | \$10.80 | \$7,370 |
| Hunting and Fishing Equipment | \$58.65 | \$40,026 |
| Winter Sports Equipment | \$4.73 | \$3,227 |
| Water Sports Equipment | \$4.39 | \$2,997 |
| Other Sports Equipment | \$8.74 | \$5,967 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$3.18 | \$2,172 |
| Photographic Equipment and Supplies | \$44.41 | \$30,306 |
| Film | \$0.95 | \$650 |
| Film Processing | \$7.30 | \$4,979 |
| Photographic Equipment | \$21.53 | \$14,691 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$14.63 | \$9,986 |
| Reading | \$92.59 | \$63,192 |
| Magazine/Newspaper Subscriptions | \$42.66 | \$29,116 |
| Magazine/Newspaper Single Copies | \$10.96 | \$7,477 |
| Books | \$34.76 | \$23,724 |
| Digital Book Readers | \$37.42 | \$25,535 |

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 | 2,820 | 2,823 |
| Households | 1,076 | 1,077 |
| Families | 835 | n/a |
| Median Age | 43.0 | 43.6 |
| Median Household | \$66,499 | \$73,423 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$705.29 | \$759,013 |
| Admission to Movies, Theater, Opera, Ballet | \$51.18 | \$55,079 |
| Admission to Sporting | \$54.42 | \$58,569 |
| Fees for Participant Sports, excl. Trips | \$82.25 | \$88,519 |
| Fees for Recreational Lessons | \$114.49 | \$123,212 |
| Membership Fees for Social/Recreation/Civic Clubs | \$198.28 | \$213,386 |
| Dating Services | \$0.92 | \$990 |
| Rental of Video Cassettes and DVDs | \$16.25 | \$17,488 |
| Toys & Games | \$79.06 | \$85,083 |
| Toys and Playground Equipment | \$3.24 | \$3,487 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.79 | \$3,006 |
| Sports, Recreation and Exercise | \$161.42 | \$173,721 |
| Exercise Equipment and Gear, Game Tables | \$39.11 | \$42,091 |
| Bicycles | \$25.99 | \$27,965 |
| Camping Equipment | \$11.77 | \$12,664 |
| Hunting and Fishing Equipment | \$62.95 | \$67,749 |
| Winter Sports Equipment | \$4.88 | \$5,255 |
| Water Sports Equipment | \$4.55 | \$4,892 |
| Other Sports Equipment | \$8.94 | \$9,624 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$3.23 | \$3,474 |
| Photographic Equipment and Supplies | \$46.06 | \$49,568 |
| Film | \$1.01 | \$1,086 |
| Film Processing | \$7.39 | \$7,954 |
| Photographic Equipment | \$22.57 | \$24,288 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$15.09 | \$16,239 |
| Reading | \$94.72 | \$101,933 |
| Magazine/Newspaper Subscriptions | \$43.65 | \$46,978 |
| Magazine/Newspaper Single Copies | \$11.20 | \$12,049 |
| Books | \$35.57 | \$38,276 |
| Digital Book Readers | \$38.89 | \$41,856 |

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 | 4,729 | 4,715 |
| Households | 1,780 | 1,775 |
| Families | 1,388 | n/a |
| Median Age | 42.5 | 43.3 |
| Median Household | \$65,624 | \$72,464 |

| | Average Amount Spent | Total |
|--|-----------------------------|--------------|
| Entertainment/Recreation Fees and Admissions | \$707.64 | \$1,259,835 |
| Admission to Movies, Theater, Opera, Ballet | \$50.89 | \$90,609 |
| Admission to Sporting | \$54.70 | \$97,376 |
| Fees for Participant Sports, excl. Trips | \$82.39 | \$146,684 |
| Fees for Recreational Lessons | \$115.93 | \$206,393 |
| Membership Fees for Social/Recreation/Civic Clubs | \$197.26 | \$351,191 |
| Dating Services | \$0.94 | \$1,670 |
| Rental of Video Cassettes and DVDs | \$16.65 | \$29,647 |
| Toys & Games | \$80.57 | \$143,435 |
| Toys and Playground Equipment | \$3.22 | \$5,737 |
| Play Arcade Pinball/Video Games | n/a | n/a |
| Online Entertainment and Games | \$2.88 | \$5,129 |
| Sports, Recreation and Exercise | \$164.59 | \$293,029 |
| Exercise Equipment and Gear, Game Tables | \$39.39 | \$70,120 |
| Bicycles | \$26.13 | \$46,516 |
| Camping Equipment | \$12.27 | \$21,853 |
| Hunting and Fishing Equipment | \$65.15 | \$115,993 |
| Winter Sports Equipment | \$4.96 | \$8,836 |
| Water Sports Equipment | \$4.56 | \$8,114 |
| Other Sports Equipment | \$8.91 | \$15,862 |
| Rental/Repair of Sports/Recreation/Exercise Equipment | \$3.21 | \$5,723 |
| Photographic Equipment and Supplies | \$46.85 | \$83,401 |
| Film | \$1.03 | \$1,830 |
| Film Processing | \$7.43 | \$13,232 |
| Photographic Equipment | \$23.14 | \$41,196 |
| Photographer Fees/Other Supplies & Equip Rental/Repair | \$15.24 | \$27,140 |
| Reading | \$95.06 | \$169,239 |
| Magazine/Newspaper Subscriptions | \$43.69 | \$77,782 |
| Magazine/Newspaper Single Copies | \$11.20 | \$19,942 |
| Books | \$35.87 | \$63,866 |
| Digital Book Readers | \$39.75 | \$70,777 |

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