

Demographic Summary	2015	2020
Population	14,341	14,226
Households	5,506	5,453
Families	2,284	n/a
Median Age	35.1	36.7
Median Household	\$35,765	\$39,545

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$392.56	\$2,161,552
Admission to Movies, Theater, Opera, Ballet	\$28.56	\$157,234
Admission to Sporting	\$28.04	\$154,393
Fees for Participant Sports, excl. Trips	\$47.55	\$261,845
Fees for Recreational Lessons	\$60.02	\$330,464
Membership Fees for Social/Recreation/Civic Clubs	\$108.91	\$599,702
Dating Services	\$0.51	\$2,821
Rental of Video Cassettes and DVDs	\$11.75	\$64,710
Toys & Games	\$57.54	\$316,853
Toys and Playground Equipment	\$1.71	\$9,405
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.07	\$11,419
Sports, Recreation and Exercise	\$99.76	\$549,329
Exercise Equipment and Gear, Game Tables	\$23.75	\$130,791
Bicycles	\$16.01	\$88,180
Camping Equipment	\$7.97	\$43,909
Hunting and Fishing Equipment	\$38.71	\$213,167
Winter Sports Equipment	\$2.77	\$15,268
Water Sports Equipment	\$2.62	\$14,413
Other Sports Equipment	\$6.21	\$34,208
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.71	\$9,402
Photographic Equipment and Supplies	\$29.30	\$161,350
Film	\$0.75	\$4,144
Film Processing	\$4.61	\$25,381
Photographic Equipment	\$13.80	\$75,999
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.14	\$55,827
Reading	\$61.48	\$338,540
Magazine/Newspaper Subscriptions	\$29.06	\$159,990
Magazine/Newspaper Single Copies	\$7.65	\$42,120
Books	\$22.18	\$122,136
Digital Book Readers	\$26.63	\$146,619

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

Demographic Summary	2015	2020
Population	21,128	21,011
Households	8,627	8,582
Families	3,885	n/a
Median Age	39.2	40.0
Median Household	\$43,755	\$48,347

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$418.82	\$3,613,212
Admission to Movies, Theater, Opera, Ballet	\$30.59	\$263,907
Admission to Sporting	\$30.53	\$263,429
Fees for Participant Sports, excl.Trips	\$50.64	\$436,876
Fees for Recreational Lessons	\$64.83	\$559,292
Membership Fees for Social/Recreation/Civic Clubs	\$116.24	\$1,002,805
Dating Services	\$0.54	\$4,629
Rental of Video Cassettes and DVDs	\$11.99	\$103,447
Toys & Games	\$58.87	\$507,864
Toys and Playground Equipment	\$1.84	\$15,855
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.11	\$18,205
Sports, Recreation and Exercise	\$103.90	\$896,386
Exercise Equipment and Gear, Game Tables	\$24.76	\$213,634
Bicycles	\$16.62	\$143,362
Camping Equipment	\$8.41	\$72,554
Hunting and Fishing Equipment	\$40.25	\$347,203
Winter Sports Equipment	\$2.92	\$25,182
Water Sports Equipment	\$2.75	\$23,705
Other Sports Equipment	\$6.35	\$54,774
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.85	\$15,977
Photographic Equipment and Supplies	\$30.37	\$262,047
Film	\$0.79	\$6,779
Film Processing	\$4.80	\$41,386
Photographic Equipment	\$14.40	\$124,251
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.39	\$89,630
Reading	\$65.20	\$562,522
Magazine/Newspaper Subscriptions	\$30.91	\$266,678
Magazine/Newspaper Single Copies	\$8.04	\$69,353
Books	\$23.50	\$202,739
Digital Book Readers	\$27.23	\$234,946

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

Demographic Summary	2015	2020
Population	25,163	25,018
Households	10,176	10,119
Families	4,918	n/a
Median Age	38.9	39.7
Median Household	\$48,967	\$54,159

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$437.38	\$4,450,843
Admission to Movies, Theater, Opera, Ballet	\$31.98	\$325,446
Admission to Sporting	\$32.00	\$325,591
Fees for Participant Sports, excl. Trips	\$52.76	\$536,857
Fees for Recreational Lessons	\$68.15	\$693,477
Membership Fees for Social/Recreation/Civic Clubs	\$121.21	\$1,233,438
Dating Services	\$0.55	\$5,596
Rental of Video Cassettes and DVDs	\$12.37	\$125,909
Toys & Games	\$60.79	\$618,564
Toys and Playground Equipment	\$1.95	\$19,798
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.17	\$22,096
Sports, Recreation and Exercise	\$108.21	\$1,101,124
Exercise Equipment and Gear, Game Tables	\$25.71	\$261,631
Bicycles	\$17.12	\$174,247
Camping Equipment	\$8.72	\$88,717
Hunting and Fishing Equipment	\$42.29	\$430,339
Winter Sports Equipment	\$3.04	\$30,962
Water Sports Equipment	\$2.85	\$28,959
Other Sports Equipment	\$6.55	\$66,686
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.93	\$19,598
Photographic Equipment and Supplies	\$31.52	\$320,716
Film	\$0.81	\$8,273
Film Processing	\$5.01	\$51,016
Photographic Equipment	\$14.84	\$151,010
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.85	\$110,417
Reading	\$67.54	\$687,264
Magazine/Newspaper Subscriptions	\$31.92	\$324,839
Magazine/Newspaper Single Copies	\$8.30	\$84,437
Books	\$24.47	\$249,050
Digital Book Readers	\$28.22	\$287,134

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