

Demographic	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 Income	\$35,765	\$39,545

	Average Amount Spent	Total
Apparel and Services	\$1,312.35	\$7,226,128
Men's	\$250.32	\$1,378,339
Women's	\$458.58	\$2,525,062
Children's	\$117.37	\$646,256
Footwear	\$268.47	\$1,478,279
Watches & Jewelry	\$55.03	\$303,012
Apparel Products and Services	\$110.61	\$609,056
Computer		
Computers and Hardware for Home Use	\$118.07	\$650,122
Portable Memory	\$3.32	\$18,291
Computer Software and Accessories	\$22.23	\$122,420
Entertainment & Recreation	\$1,747.38	\$9,621,502
Fees and Admissions	\$392.56	\$2,161,552
Membership Fees for Clubs	\$108.91	\$599,702
Fees for Participant Sports, excl. Trips	\$47.55	\$261,845
Admission to Movie/Theatre/Opera/Ballet	\$28.56	\$157,234
Admission to Sporting Events, excl. Trips	\$28.04	\$154,393
Fees for Recreational Lessons	\$60.02	\$330,464
Dating Services	\$0.51	\$2,821
TV/Video/Audio	\$763.97	\$4,206,602
Cable and Satellite Television Services	\$561.41	\$3,091,267
Televisions	\$77.27	\$425,453
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.76	\$31,699
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.24	\$72,906
Video Game Hardware/Accessories	\$30.30	\$166,822
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$10.84	\$59,689
Rental of Video Cassettes and DVDs	\$11.75	\$64,710
Installation of Televisions	n/a	n/a
Audio	\$45.38	\$249,897
Rental and Repair of TV/Radio/Sound Equipment	\$1.33	\$7,311
Pets	\$461.78	\$2,542,672
Toys and Games	\$61.33	\$337,677
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$99.76	\$549,329
Photo Equipment and Supplies	\$29.30	\$161,350
Reading	\$61.48	\$338,540
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).

PLATTSBURGH PUBLIC LIBRARY: 19 Oak St,Plattsburgh,12901-2810
 Ring 1 mile radius, 44.697228, -73.455288

[Spending Patterns Data Resource Manual](#)

Goods and Services	Average Amount Spent	Total
Food	\$6,215.61	\$34,224,649
Food At Home	\$4,004.77	\$22,051,231
Bakery and Cereal Products	\$544.76	\$2,999,568
Meats, Poultry, Fish, and Eggs	\$884.79	\$4,871,839
Dairy Products	\$417.41	\$2,298,345
Fruits and Vegetables	\$756.69	\$4,166,516
Snacks and Other Food At Home	\$1,887.99	\$10,395,725
Food Away from Home	\$2,210.84	\$12,173,412
Alcoholic Beverages	\$418.12	\$2,302,274
Nonalcoholic Beverages at Home	\$390.07	\$2,147,837
Health		
Nonprescription Drugs	\$53.36	\$293,827
Prescription Drugs	\$95.68	\$526,838
Eyeglasses and Contact Lenses	\$43.37	\$238,811
Home		
Utilities, Fuel and Public Services	\$3,133.76	\$17,255,233
Household Furnishings and Equipment		
Household Textiles	\$85.47	\$470,597
Furniture	\$325.17	\$1,790,451
Rugs	\$17.03	\$93,774
Major Appliances	\$132.44	\$729,226
Housewares	\$48.43	\$266,648
Small Appliances	\$33.31	\$183,397
Luggage	\$4.84	\$26,640
Telephones and Accessories	\$56.91	\$313,354
Household Operations		
Lawn and Garden	\$161.32	\$888,260
Moving/Storage/Freight Express	\$37.67	\$207,444
Housekeeping Supplies	\$598.53	\$3,295,626
Insurance		
Vehicle Insurance	\$785.02	\$4,322,504
Life/Other Insurance	\$256.40	\$1,411,776
Health Insurance	\$2,028.62	\$11,170,064
Personal Care Products	\$315.12	\$1,735,106
School Books and Supplies	\$58.67	\$323,040
Smoking Products	\$330.10	\$1,817,603
Transportation		
Vehicle Purchases (Net Outlay)	\$2,679.20	\$14,752,297
Gasoline and Motor Oil	\$2,327.24	\$12,814,325
Vehicle Maintenance and Repairs	\$736.28	\$4,054,141
Travel		
Airline Fares	\$257.58	\$1,418,276
Lodging on Trips	\$248.08	\$1,365,996
Auto/Truck/Van Rental on Trips	\$13.04	\$71,801
Food and Drink on Trips	\$187.63	\$1,033,132

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

PLATTSBURGH PUBLIC LIBRARY: 19 Oak St,Plattsburgh,12901-2810
 Ring 2 mile radius, 44.697228, -73.455288

[Spending Patterns Data Resource Manual](#)

Demographic	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 Income	\$43,755	\$48,347

	Average Amount Spent	Total
Apparel and Services	\$1,348.52	\$11,633,947
Men's	\$254.87	\$2,198,782
Women's	\$478.94	\$4,131,914
Children's	\$119.39	\$1,029,976
Footwear	\$273.41	\$2,358,758
Watches & Jewelry	\$58.24	\$502,486
Apparel Products and Services	\$112.81	\$973,271
Computer		
Computers and Hardware for Home Use	\$122.29	\$1,054,995
Portable Memory	\$3.42	\$29,485
Computer Software and Accessories	\$23.02	\$198,577
Entertainment & Recreation	\$1,815.62	\$15,663,646
Fees and Admissions	\$418.82	\$3,613,212
Membership Fees for Clubs	\$116.24	\$1,002,805
Fees for Participant Sports, excl. Trips	\$50.64	\$436,876
Admission to Movie/Theatre/Opera/Ballet	\$30.59	\$263,907
Admission to Sporting Events, excl. Trips	\$30.53	\$263,429
Fees for Recreational Lessons	\$64.83	\$559,292
Dating Services	\$0.54	\$4,629
TV/Video/Audio	\$782.76	\$6,752,977
Cable and Satellite Television Services	\$575.69	\$4,966,618
Televisions	\$78.88	\$680,501
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.92	\$51,055
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.36	\$115,252
Video Game Hardware/Accessories	\$29.96	\$258,436
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.01	\$95,028
Rental of Video Cassettes and DVDs	\$11.99	\$103,447
Installation of Televisions	n/a	n/a
Audio	\$47.68	\$411,312
Rental and Repair of TV/Radio/Sound Equipment	\$1.40	\$12,075
Pets	\$479.77	\$4,139,024
Toys and Games	\$62.82	\$541,924
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$103.90	\$896,386
Photo Equipment and Supplies	\$30.37	\$262,047
Reading	\$65.20	\$562,522
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).

PLATTSBURGH PUBLIC LIBRARY: 19 Oak St,Plattsburgh,12901-2810
 Ring 2 mile radius, 44.697228, -73.455288

[Spending Patterns Data Resource Manual](#)

Goods and Services	Average Amount Spent	Total
Food	\$6,373.28	\$54,983,414
Food At Home	\$4,091.82	\$35,300,867
Bakery and Cereal Products	\$556.17	\$4,798,136
Meats, Poultry, Fish, and Eggs	\$898.75	\$7,753,703
Dairy Products	\$427.58	\$3,688,790
Fruits and Vegetables	\$775.17	\$6,687,488
Snacks and Other Food At Home	\$1,931.26	\$16,661,301
Food Away from Home	\$2,281.46	\$19,682,543
Alcoholic Beverages	\$431.10	\$3,719,181
Nonalcoholic Beverages at Home	\$398.07	\$3,434,196
Health		
Nonprescription Drugs	\$55.14	\$475,732
Prescription Drugs	\$98.61	\$850,685
Eyeglasses and Contact Lenses	\$45.70	\$394,269
Home		
Utilities, Fuel and Public Services	\$3,214.47	\$27,731,782
Household Furnishings and Equipment		
Household Textiles	\$88.96	\$767,439
Furniture	\$337.29	\$2,909,849
Rugs	\$18.12	\$156,345
Major Appliances	\$140.26	\$1,210,044
Housewares	\$50.23	\$433,344
Small Appliances	\$33.82	\$291,729
Luggage	\$5.21	\$44,922
Telephones and Accessories	\$56.97	\$491,502
Household Operations		
Lawn and Garden	\$170.50	\$1,470,961
Moving/Storage/Freight Express	\$38.95	\$336,000
Housekeeping Supplies	\$618.06	\$5,332,080
Insurance		
Vehicle Insurance	\$806.31	\$6,956,159
Life/Other Insurance	\$271.92	\$2,345,862
Health Insurance	\$2,109.61	\$18,200,024
Personal Care Products	\$324.66	\$2,800,861
School Books and Supplies	\$58.59	\$505,475
Smoking Products	\$331.21	\$2,857,373
Transportation		
Vehicle Purchases (Net Outlay)	\$2,766.75	\$23,869,213
Gasoline and Motor Oil	\$2,378.25	\$20,517,572
Vehicle Maintenance and Repairs	\$758.34	\$6,542,375
Travel		
Airline Fares	\$275.18	\$2,374,009
Lodging on Trips	\$266.88	\$2,302,420
Auto/Truck/Van Rental on Trips	\$13.99	\$120,737
Food and Drink on Trips	\$200.34	\$1,728,371

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

PLATTSBURGH PUBLIC LIBRARY: 19 Oak St,Plattsburgh,12901-2810
 Ring 3 mile radius, 44.697228, -73.455288

[Spending Patterns Data Resource Manual](#)

Demographic	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 Income	\$48,967	\$54,159

	Average Amount Spent	Total
Apparel and Services	\$1,391.79	\$14,163,207
Men's	\$263.78	\$2,684,244
Women's	\$495.24	\$5,039,703
Children's	\$123.14	\$1,253,119
Footwear	\$281.10	\$2,860,566
Watches & Jewelry	\$61.03	\$621,086
Apparel Products and Services	\$115.66	\$1,176,964
Computer		
Computers and Hardware for Home Use	\$126.40	\$1,286,275
Portable Memory	\$3.54	\$36,064
Computer Software and Accessories	\$23.87	\$242,956
Entertainment & Recreation	\$1,879.08	\$19,121,951
Fees and Admissions	\$437.38	\$4,450,843
Membership Fees for Clubs	\$121.21	\$1,233,438
Fees for Participant Sports, excl. Trips	\$52.76	\$536,857
Admission to Movie/Theatre/Opera/Ballet	\$31.98	\$325,446
Admission to Sporting Events, excl. Trips	\$32.00	\$325,591
Fees for Recreational Lessons	\$68.15	\$693,477
Dating Services	\$0.55	\$5,596
TV/Video/Audio	\$804.42	\$8,186,007
Cable and Satellite Television Services	\$590.95	\$6,013,613
Televisions	\$81.25	\$826,782
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.08	\$61,860
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.68	\$139,210
Video Game Hardware/Accessories	\$30.54	\$310,792
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.37	\$115,675
Rental of Video Cassettes and DVDs	\$12.37	\$125,909
Installation of Televisions	n/a	n/a
Audio	\$49.60	\$504,770
Rental and Repair of TV/Radio/Sound Equipment	\$1.46	\$14,881
Pets	\$497.56	\$5,063,261
Toys and Games	\$64.90	\$660,458
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$108.21	\$1,101,124
Photo Equipment and Supplies	\$31.52	\$320,716
Reading	\$67.54	\$687,264
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).

Goods and Services	Average Amount Spent	Total
Food	\$6,562.83	\$66,784,996
Food At Home	\$4,200.28	\$42,743,069
Bakery and Cereal Products	\$570.58	\$5,806,352
Meats, Poultry, Fish, and Eggs	\$920.88	\$9,371,118
Dairy Products	\$439.13	\$4,468,688
Fruits and Vegetables	\$795.87	\$8,099,013
Snacks and Other Food At Home	\$1,984.45	\$20,194,271
Food Away from Home	\$2,362.55	\$24,041,922
Alcoholic Beverages	\$446.92	\$4,547,967
Nonalcoholic Beverages at Home	\$408.74	\$4,159,479
Health		
Nonprescription Drugs	\$56.83	\$578,307
Prescription Drugs	\$101.79	\$1,035,858
Eyeglasses and Contact Lenses	\$47.52	\$483,578
Home		
Utilities, Fuel and Public Services	\$3,304.59	\$33,628,278
Household Furnishings and Equipment		
Household Textiles	\$91.61	\$932,286
Furniture	\$349.85	\$3,560,122
Rugs	\$18.94	\$192,739
Major Appliances	\$146.20	\$1,487,737
Housewares	\$52.00	\$529,194
Small Appliances	\$34.68	\$352,954
Luggage	\$5.47	\$55,663
Telephones and Accessories	\$59.40	\$604,440
Household Operations		
Lawn and Garden	\$177.76	\$1,808,924
Moving/Storage/Freight Express	\$40.41	\$411,209
Housekeeping Supplies	\$636.70	\$6,479,252
Insurance		
Vehicle Insurance	\$831.42	\$8,460,758
Life/Other Insurance	\$282.24	\$2,872,147
Health Insurance	\$2,177.30	\$22,156,708
Personal Care Products	\$334.38	\$3,402,695
School Books and Supplies	\$59.79	\$608,470
Smoking Products	\$338.51	\$3,444,737
Transportation		
Vehicle Purchases (Net Outlay)	\$2,873.41	\$29,240,485
Gasoline and Motor Oil	\$2,453.02	\$24,962,476
Vehicle Maintenance and Repairs	\$783.52	\$7,973,281
Travel		
Airline Fares	\$287.54	\$2,926,032
Lodging on Trips	\$279.75	\$2,846,812
Auto/Truck/Van Rental on Trips	\$14.73	\$149,937
Food and Drink on Trips	\$209.32	\$2,130,136

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