

Demographic Summary	2015	2020
Population	1,269	1,234
Households	576	561
Families	360	n/a
Median Age	44.3	45.2
Median Household	\$48,020	\$53,444

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$478.34	\$275,380
Admission to Movies, Theater, Opera, Ballet	\$34.86	\$20,069
Admission to Sporting	\$35.21	\$20,270
Fees for Participant Sports, excl. Trips	\$56.77	\$32,681
Fees for Recreational Lessons	\$77.49	\$44,608
Membership Fees for Social/Recreation/Civic Clubs	\$130.52	\$75,142
Dating Services	\$0.64	\$369
Rental of Video Cassettes and DVDs	\$13.08	\$7,527
Toys & Games	\$62.73	\$36,113
Toys and Playground Equipment	\$2.02	\$1,163
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.25	\$1,295
Sports, Recreation and Exercise	\$121.18	\$69,761
Exercise Equipment and Gear, Game Tables	\$28.81	\$16,584
Bicycles	\$17.66	\$10,166
Camping Equipment	\$9.87	\$5,685
Hunting and Fishing Equipment	\$49.62	\$28,568
Winter Sports Equipment	\$3.20	\$1,841
Water Sports Equipment	\$3.17	\$1,826
Other Sports Equipment	\$6.79	\$3,910
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.04	\$1,177
Photographic Equipment and Supplies	\$34.19	\$19,684
Film	\$0.85	\$487
Film Processing	\$5.64	\$3,248
Photographic Equipment	\$15.84	\$9,117
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.87	\$6,833
Reading	\$74.94	\$43,142
Magazine/Newspaper Subscriptions	\$35.62	\$20,509
Magazine/Newspaper Single Copies	\$9.13	\$5,259
Books	\$27.11	\$15,610
Digital Book Readers	\$30.44	\$17,522

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	1,915	1,858
Households	857	833
Families	539	n/a
Median Age	44.3	45.2
Median Household	\$48,204	\$53,669

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$486.30	\$416,959
Admission to Movies, Theater, Opera, Ballet	\$35.52	\$30,454
Admission to Sporting	\$35.80	\$30,697
Fees for Participant Sports, excl. Trips	\$57.76	\$49,525
Fees for Recreational Lessons	\$78.87	\$67,619
Membership Fees for Social/Recreation/Civic Clubs	\$132.64	\$113,725
Dating Services	\$0.65	\$560
Rental of Video Cassettes and DVDs	\$13.29	\$11,397
Toys & Games	\$63.70	\$54,614
Toys and Playground Equipment	\$2.06	\$1,766
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.28	\$1,958
Sports, Recreation and Exercise	\$123.25	\$105,677
Exercise Equipment and Gear, Game Tables	\$29.27	\$25,099
Bicycles	\$17.93	\$15,376
Camping Equipment	\$10.05	\$8,617
Hunting and Fishing Equipment	\$50.55	\$43,346
Winter Sports Equipment	\$3.24	\$2,774
Water Sports Equipment	\$3.21	\$2,755
Other Sports Equipment	\$6.92	\$5,930
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.07	\$1,774
Photographic Equipment and Supplies	\$34.72	\$29,765
Film	\$0.86	\$739
Film Processing	\$5.74	\$4,918
Photographic Equipment	\$16.02	\$13,739
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.09	\$10,369
Reading	\$76.18	\$65,317
Magazine/Newspaper Subscriptions	\$36.19	\$31,028
Magazine/Newspaper Single Copies	\$9.29	\$7,967
Books	\$27.58	\$23,650
Digital Book Readers	\$30.93	\$26,521

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	2,755	2,669
Households	1,177	1,142
Families	756	n/a
Median Age	44.7	45.6
Median Household	\$50,478	\$56,215

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$510.55	\$600,730
Admission to Movies, Theater, Opera, Ballet	\$37.50	\$44,122
Admission to Sporting	\$37.56	\$44,199
Fees for Participant Sports, excl. Trips	\$60.66	\$71,374
Fees for Recreational Lessons	\$82.35	\$96,901
Membership Fees for Social/Recreation/Civic Clubs	\$139.63	\$164,288
Dating Services	\$0.66	\$780
Rental of Video Cassettes and DVDs	\$13.92	\$16,375
Toys & Games	\$66.67	\$78,446
Toys and Playground Equipment	\$2.21	\$2,602
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.38	\$2,805
Sports, Recreation and Exercise	\$127.45	\$149,966
Exercise Equipment and Gear, Game Tables	\$30.39	\$35,760
Bicycles	\$18.77	\$22,082
Camping Equipment	\$10.37	\$12,203
Hunting and Fishing Equipment	\$51.84	\$60,995
Winter Sports Equipment	\$3.38	\$3,976
Water Sports Equipment	\$3.35	\$3,939
Other Sports Equipment	\$7.15	\$8,418
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.20	\$2,586
Photographic Equipment and Supplies	\$36.51	\$42,953
Film	\$0.90	\$1,058
Film Processing	\$6.04	\$7,106
Photographic Equipment	\$16.97	\$19,963
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.60	\$14,827
Reading	\$79.71	\$93,793
Magazine/Newspaper Subscriptions	\$37.83	\$44,515
Magazine/Newspaper Single Copies	\$9.68	\$11,389
Books	\$28.93	\$34,036
Digital Book Readers	\$32.55	\$38,302

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