

Demographic Summary	2015	2020
Population	2,075	2,063
Households	1,006	1,001
Families	582	n/a
Median Age	45.2	46.3
Median Household	\$52,054	\$57,417

  

	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	\$480.16	\$483,255
Admission to Movies, Theater, Opera, Ballet	\$35.65	\$35,881
Admission to Sporting	\$36.50	\$36,737
Fees for Participant Sports, excl.Trips	\$57.01	\$57,379
Fees for Recreational Lessons	\$79.63	\$80,147
Membership Fees for Social/Recreation/Civic Clubs	\$131.58	\$132,433
Dating Services	\$0.53	\$531
Rental of Video Cassettes and DVDs	\$12.37	\$12,453
<b>Toys &amp; Games</b>	\$60.66	\$61,046
Toys and Playground Equipment	\$1.99	\$2,006
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.20	\$2,210
<b>Sports, Recreation and Exercise</b>	\$119.24	\$120,014
Exercise Equipment and Gear, Game Tables	\$27.62	\$27,801
Bicycles	\$17.14	\$17,255
Camping Equipment	\$10.15	\$10,211
Hunting and Fishing Equipment	\$49.47	\$49,787
Winter Sports Equipment	\$3.13	\$3,151
Water Sports Equipment	\$3.19	\$3,207
Other Sports Equipment	\$6.45	\$6,490
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.11	\$2,122
<b>Photographic Equipment and Supplies</b>	\$34.22	\$34,442
Film	\$0.85	\$857
Film Processing	\$5.35	\$5,381
Photographic Equipment	\$16.51	\$16,619
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.51	\$11,585
<b>Reading</b>	\$71.52	\$71,978
Magazine/Newspaper Subscriptions	\$33.76	\$33,975
Magazine/Newspaper Single Copies	\$8.52	\$8,575
Books	\$26.27	\$26,436
Digital Book Readers	\$29.00	\$29,183

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,523	2,512
Households	1,189	1,184
Families	699	n/a
Median Age	44.9	46.1
Median Household	\$55,126	\$60,798

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$498.52	\$592,892
Admission to Movies, Theater, Opera, Ballet	\$36.96	\$43,951
Admission to Sporting	\$37.87	\$45,041
Fees for Participant Sports, excl.Trips	\$59.12	\$70,315
Fees for Recreational Lessons	\$82.84	\$98,526
Membership Fees for Social/Recreation/Civic Clubs	\$136.55	\$162,401
Dating Services	\$0.55	\$652
Rental of Video Cassettes and DVDs	\$12.79	\$15,214
<b>Toys &amp; Games</b>	\$62.75	\$74,630
Toys and Playground Equipment	\$2.09	\$2,486
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.27	\$2,699
<b>Sports, Recreation and Exercise</b>	\$123.61	\$147,009
Exercise Equipment and Gear, Game Tables	\$28.71	\$34,144
Bicycles	\$17.72	\$21,069
Camping Equipment	\$10.46	\$12,442
Hunting and Fishing Equipment	\$51.29	\$61,002
Winter Sports Equipment	\$3.27	\$3,885
Water Sports Equipment	\$3.30	\$3,919
Other Sports Equipment	\$6.70	\$7,964
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.18	\$2,595
<b>Photographic Equipment and Supplies</b>	\$35.38	\$42,077
Film	\$0.88	\$1,050
Film Processing	\$5.54	\$6,587
Photographic Equipment	\$16.98	\$20,191
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.98	\$14,249
<b>Reading</b>	\$73.75	\$87,708
Magazine/Newspaper Subscriptions	\$34.74	\$41,310
Magazine/Newspaper Single Copies	\$8.78	\$10,447
Books	\$27.16	\$32,303
Digital Book Readers	\$30.03	\$35,714

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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<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	2,940	2,933
Households	1,364	1,361
Families	821	n/a
Median Age	44.8	46.1
Median Household	\$58,666	\$64,701

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$512.00	\$698,207
Admission to Movies, Theater, Opera, Ballet	\$37.85	\$51,612
Admission to Sporting	\$38.85	\$52,984
Fees for Participant Sports, excl.Trips	\$60.57	\$82,597
Fees for Recreational Lessons	\$85.40	\$116,460
Membership Fees for Social/Recreation/Civic Clubs	\$140.11	\$191,067
Dating Services	\$0.57	\$771
Rental of Video Cassettes and DVDs	\$13.08	\$17,835
<b>Toys &amp; Games</b>	\$64.11	\$87,428
Toys and Playground Equipment	\$2.15	\$2,932
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.32	\$3,161
<b>Sports, Recreation and Exercise</b>	\$127.12	\$173,357
Exercise Equipment and Gear, Game Tables	\$29.56	\$40,310
Bicycles	\$18.09	\$24,671
Camping Equipment	\$10.71	\$14,600
Hunting and Fishing Equipment	\$52.94	\$72,194
Winter Sports Equipment	\$3.37	\$4,591
Water Sports Equipment	\$3.39	\$4,623
Other Sports Equipment	\$6.84	\$9,329
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.24	\$3,052
<b>Photographic Equipment and Supplies</b>	\$36.36	\$49,581
Film	\$0.90	\$1,226
Film Processing	\$5.69	\$7,762
Photographic Equipment	\$17.40	\$23,722
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.37	\$16,871
<b>Reading</b>	\$75.09	\$102,405
Magazine/Newspaper Subscriptions	\$35.26	\$48,090
Magazine/Newspaper Single Copies	\$8.93	\$12,175
Books	\$27.77	\$37,874
Digital Book Readers	\$30.78	\$41,980

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