

SARANAC LAKE FREE LIBRARY: 109 Main St, Saranac Lake, 12983-1726  
Ring 1 mile radius, 44.327148, -74.13033

[Spending Patterns Data Resource Manual](#)

<b>Demographic</b>	<b>2015</b>	<b>2020</b>
Population	5,005	4,880
Households	2,342	2,278
Families	1,192	n/a
Median Age	41.9	42.3
Median Household Income	\$46,110	\$51,157

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Apparel and Services</b>	\$1,351.21	\$3,163,924
Men's	\$255.76	\$598,868
Women's	\$481.32	\$1,127,031
Children's	\$120.59	\$282,370
Footwear	\$274.05	\$641,693
Watches & Jewelry	\$59.03	\$138,228
Apparel Products and Services	\$111.57	\$261,242
<b>Computer</b>		
Computers and Hardware for Home Use	\$123.33	\$288,778
Portable Memory	\$3.46	\$8,107
Computer Software and Accessories	\$23.46	\$54,941
<b>Entertainment &amp; Recreation</b>	\$1,768.78	\$4,141,682
Fees and Admissions	\$430.75	\$1,008,628
Membership Fees for Clubs	\$118.45	\$277,358
Fees for Participant Sports, excl. Trips	\$52.12	\$122,036
Admission to Movie/Theatre/Opera/Ballet	\$31.41	\$73,542
Admission to Sporting Events, excl. Trips	\$31.80	\$74,470
Fees for Recreational Lessons	\$68.26	\$159,845
Dating Services	\$0.55	\$1,294
TV/Video/Audio	\$710.81	\$1,664,397
Cable and Satellite Television Services	\$502.97	\$1,177,715
Televisions	\$78.63	\$184,116
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.83	\$13,661
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.52	\$31,666
Video Game Hardware/Accessories	\$29.14	\$68,232
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.10	\$25,980
Rental of Video Cassettes and DVDs	\$12.04	\$28,187
Installation of Televisions	n/a	n/a
Audio	\$48.97	\$114,669
Rental and Repair of TV/Radio/Sound Equipment	\$1.41	\$3,311
Pets	\$485.27	\$1,136,289
Toys and Games	\$62.05	\$145,281
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$110.67	\$259,129
Photo Equipment and Supplies	\$31.28	\$73,238
Reading	\$67.32	\$157,633
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).

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<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$6,325.50	\$14,811,408
Food At Home	\$4,024.29	\$9,423,033
Bakery and Cereal Products	\$546.74	\$1,280,206
Meats, Poultry, Fish, and Eggs	\$879.94	\$2,060,426
Dairy Products	\$422.02	\$988,179
Fruits and Vegetables	\$764.48	\$1,790,054
Snacks and Other Food At Home	\$1,899.73	\$4,448,303
Food Away from Home	\$2,301.21	\$5,388,371
Alcoholic Beverages	\$431.33	\$1,009,983
Nonalcoholic Beverages at Home	\$390.22	\$913,714
<b>Health</b>		
Nonprescription Drugs	\$58.04	\$135,912
Prescription Drugs	\$99.82	\$233,732
Eyeglasses and Contact Lenses	\$46.39	\$108,626
<b>Home</b>		
Utilities, Fuel and Public Services	\$2,968.87	\$6,951,733
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$91.74	\$214,820
Furniture	\$338.12	\$791,730
Rugs	\$17.48	\$40,924
Major Appliances	\$149.03	\$348,951
Housewares	\$51.40	\$120,344
Small Appliances	\$34.04	\$79,694
Luggage	\$5.39	\$12,630
Telephones and Accessories	\$56.51	\$132,311
<b>Household Operations</b>		
Lawn and Garden	\$174.02	\$407,468
Moving/Storage/Freight Express	\$39.72	\$93,006
Housekeeping Supplies	\$624.60	\$1,462,529
<b>Insurance</b>		
Vehicle Insurance	\$819.29	\$1,918,410
Life/Other Insurance	\$282.16	\$660,690
Health Insurance	\$2,121.78	\$4,968,232
Personal Care Products	\$326.78	\$765,162
School Books and Supplies	\$55.03	\$128,845
Smoking Products	\$328.21	\$768,517
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$2,834.47	\$6,637,025
Gasoline and Motor Oil	\$2,401.58	\$5,623,391
Vehicle Maintenance and Repairs	\$767.66	\$1,797,514
<b>Travel</b>		
Airline Fares	\$281.69	\$659,578
Lodging on Trips	\$277.64	\$650,116
Auto/Truck/Van Rental on Trips	\$14.59	\$34,155
Food and Drink on Trips	\$202.56	\$474,309

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	2015	2020
Population	6,665	6,506
Households	3,121	3,036
Families	1,633	n/a
Median Age	42.6	43.1
Median Household Income	\$50,102	\$55,590

  

	Average Amount Spent	Total
<b>Apparel and Services</b>	\$1,378.12	\$4,300,535
Men's	\$261.20	\$815,087
Women's	\$493.10	\$1,538,755
Children's	\$122.14	\$381,137
Footwear	\$277.69	\$866,545
Watches & Jewelry	\$62.26	\$194,294
Apparel Products and Services	\$113.25	\$353,405
<b>Computer</b>		
Computers and Hardware for Home Use	\$126.98	\$396,249
Portable Memory	\$3.54	\$11,054
Computer Software and Accessories	\$24.02	\$74,944
<b>Entertainment &amp; Recreation</b>	\$1,826.20	\$5,698,807
Fees and Admissions	\$454.27	\$1,417,587
Membership Fees for Clubs	\$125.33	\$391,106
Fees for Participant Sports, excl. Trips	\$54.73	\$170,800
Admission to Movie/Theatre/Opera/Ballet	\$33.17	\$103,514
Admission to Sporting Events, excl. Trips	\$33.89	\$105,754
Fees for Recreational Lessons	\$72.51	\$226,278
Dating Services	\$0.57	\$1,786
TV/Video/Audio	\$727.34	\$2,269,712
Cable and Satellite Television Services	\$515.29	\$1,608,008
Televisions	\$80.21	\$250,292
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.92	\$18,478
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.59	\$42,423
Video Game Hardware/Accessories	\$29.27	\$91,324
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.28	\$35,205
Rental of Video Cassettes and DVDs	\$12.22	\$38,139
Installation of Televisions	n/a	n/a
Audio	\$50.66	\$158,099
Rental and Repair of TV/Radio/Sound Equipment	\$1.47	\$4,584
Pets	\$497.83	\$1,553,527
Toys and Games	\$63.38	\$197,783
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$114.48	\$357,242
Photo Equipment and Supplies	\$32.28	\$100,740
Reading	\$69.22	\$216,014
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).

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<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$6,414.19	\$20,015,964
Food At Home	\$4,057.27	\$12,661,018
Bakery and Cereal Products	\$550.69	\$1,718,462
Meats, Poultry, Fish, and Eggs	\$884.99	\$2,761,677
Dairy Products	\$425.41	\$1,327,532
Fruits and Vegetables	\$771.07	\$2,406,179
Snacks and Other Food At Home	\$1,917.73	\$5,984,415
Food Away from Home	\$2,356.92	\$7,354,941
Alcoholic Beverages	\$443.25	\$1,383,180
Nonalcoholic Beverages at Home	\$393.28	\$1,227,259
<b>Health</b>		
Nonprescription Drugs	\$58.95	\$183,962
Prescription Drugs	\$101.19	\$315,764
Eyeglasses and Contact Lenses	\$47.83	\$149,247
<b>Home</b>		
Utilities, Fuel and Public Services	\$3,030.56	\$9,457,075
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$93.27	\$291,051
Furniture	\$347.89	\$1,085,626
Rugs	\$18.29	\$57,064
Major Appliances	\$153.69	\$479,592
Housewares	\$52.46	\$163,701
Small Appliances	\$34.47	\$107,579
Luggage	\$5.65	\$17,631
Telephones and Accessories	\$57.01	\$177,918
<b>Household Operations</b>		
Lawn and Garden	\$179.59	\$560,427
Moving/Storage/Freight Express	\$40.45	\$126,240
Housekeeping Supplies	\$635.01	\$1,981,586
<b>Insurance</b>		
Vehicle Insurance	\$831.23	\$2,593,906
Life/Other Insurance	\$291.26	\$908,901
Health Insurance	\$2,152.90	\$6,718,289
Personal Care Products	\$331.20	\$1,033,544
School Books and Supplies	\$55.63	\$173,584
Smoking Products	\$326.62	\$1,019,238
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$2,907.43	\$9,072,860
Gasoline and Motor Oil	\$2,433.43	\$7,593,703
Vehicle Maintenance and Repairs	\$782.52	\$2,441,903
<b>Travel</b>		
Airline Fares	\$296.69	\$925,858
Lodging on Trips	\$292.78	\$913,635
Auto/Truck/Van Rental on Trips	\$15.36	\$47,942
Food and Drink on Trips	\$212.56	\$663,308

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	2015	2020
Population	7,330	7,168
Households	3,241	3,155
Families	1,693	n/a
Median Age	42.3	42.7
Median Household Income	\$51,041	\$56,647
	Average Amount Spent	Total
<b>Apparel and Services</b>	\$1,381.90	\$4,479,028
Men's	\$262.03	\$849,303
Women's	\$494.41	\$1,602,475
Children's	\$122.50	\$397,061
Footwear	\$278.47	\$902,579
Watches & Jewelry	\$62.49	\$202,556
Apparel Products and Services	\$113.49	\$367,830
<b>Computer</b>		
Computers and Hardware for Home Use	\$127.41	\$412,975
Portable Memory	\$3.55	\$11,515
Computer Software and Accessories	\$24.09	\$78,069
<b>Entertainment &amp; Recreation</b>	\$1,834.68	\$5,946,575
Fees and Admissions	\$456.61	\$1,479,980
Membership Fees for Clubs	\$125.98	\$408,317
Fees for Participant Sports, excl. Trips	\$54.96	\$178,125
Admission to Movie/Theatre/Opera/Ballet	\$33.31	\$107,970
Admission to Sporting Events, excl. Trips	\$34.08	\$110,468
Fees for Recreational Lessons	\$72.99	\$236,567
Dating Services	\$0.58	\$1,866
TV/Video/Audio	\$731.28	\$2,370,219
Cable and Satellite Television Services	\$518.62	\$1,680,947
Televisions	\$80.44	\$260,729
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$5.94	\$19,239
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.61	\$44,127
Video Game Hardware/Accessories	\$29.31	\$94,993
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.31	\$36,659
Rental of Video Cassettes and DVDs	\$12.26	\$39,726
Installation of Televisions	n/a	n/a
Audio	\$50.87	\$164,875
Rental and Repair of TV/Radio/Sound Equipment	\$1.47	\$4,777
Pets	\$499.39	\$1,618,611
Toys and Games	\$63.55	\$205,976
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$115.00	\$372,737
Photo Equipment and Supplies	\$32.40	\$105,030
Reading	\$69.39	\$224,910
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).

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<b>Goods and Services</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Food</b>	\$6,426.79	\$20,830,512
Food At Home	\$4,062.70	\$13,168,019
Bakery and Cereal Products	\$551.38	\$1,787,150
Meats, Poultry, Fish, and Eggs	\$886.01	\$2,871,751
Dairy Products	\$425.95	\$1,380,603
Fruits and Vegetables	\$772.11	\$2,502,561
Snacks and Other Food At Home	\$1,920.52	\$6,224,787
Food Away from Home	\$2,364.09	\$7,662,488
Alcoholic Beverages	\$444.46	\$1,440,597
Nonalcoholic Beverages at Home	\$393.84	\$1,276,528
<b>Health</b>		
Nonprescription Drugs	\$59.07	\$191,471
Prescription Drugs	\$101.37	\$328,556
Eyeglasses and Contact Lenses	\$47.96	\$155,445
<b>Home</b>		
Utilities, Fuel and Public Services	\$3,044.95	\$9,869,297
<b>Household Furnishings and Equipment</b>		
Household Textiles	\$93.49	\$303,033
Furniture	\$349.19	\$1,131,790
Rugs	\$18.37	\$59,556
Major Appliances	\$154.35	\$500,267
Housewares	\$52.60	\$170,489
Small Appliances	\$34.53	\$111,930
Luggage	\$5.68	\$18,410
Telephones and Accessories	\$57.17	\$185,296
<b>Household Operations</b>		
Lawn and Garden	\$180.17	\$583,960
Moving/Storage/Freight Express	\$40.56	\$131,466
Housekeeping Supplies	\$636.52	\$2,063,095
<b>Insurance</b>		
Vehicle Insurance	\$832.70	\$2,698,950
Life/Other Insurance	\$292.14	\$946,878
Health Insurance	\$2,156.60	\$6,989,971
Personal Care Products	\$332.00	\$1,076,089
School Books and Supplies	\$55.74	\$180,651
Smoking Products	\$326.93	\$1,059,652
<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$2,916.23	\$9,452,098
Gasoline and Motor Oil	\$2,438.07	\$7,902,275
Vehicle Maintenance and Repairs	\$784.20	\$2,541,744
<b>Travel</b>		
Airline Fares	\$298.21	\$966,555
Lodging on Trips	\$294.24	\$953,697
Auto/Truck/Van Rental on Trips	\$15.42	\$49,992
Food and Drink on Trips	\$213.48	\$691,934

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