

Demographic Summary	2015	2020
Population	440	417
Households	222	210
Families	139	n/a
Median Age	51.0	52.3
Median Household	\$52,379	\$58,153

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$444.03	\$98,687
Admission to Movies, Theater, Opera, Ballet	\$33.83	\$7,519
Admission to Sporting	\$33.51	\$7,448
Fees for Participant Sports, excl. Trips	\$54.66	\$12,148
Fees for Recreational Lessons	\$68.64	\$15,256
Membership Fees for Social/Recreation/Civic Clubs	\$121.87	\$27,085
Dating Services	\$0.45	\$100
Rental of Video Cassettes and DVDs	\$11.52	\$2,560
Toys & Games	\$55.19	\$12,266
Toys and Playground Equipment	\$1.76	\$390
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.07	\$460
Sports, Recreation and Exercise	\$108.04	\$24,012
Exercise Equipment and Gear, Game Tables	\$25.74	\$5,721
Bicycles	\$15.97	\$3,549
Camping Equipment	\$8.26	\$1,836
Hunting and Fishing Equipment	\$44.03	\$9,786
Winter Sports Equipment	\$2.86	\$636
Water Sports Equipment	\$2.92	\$649
Other Sports Equipment	\$6.35	\$1,412
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.90	\$422
Photographic Equipment and Supplies	\$31.89	\$7,087
Film	\$0.83	\$184
Film Processing	\$5.18	\$1,150
Photographic Equipment	\$15.11	\$3,358
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.78	\$2,396
Reading	\$72.36	\$16,082
Magazine/Newspaper Subscriptions	\$35.00	\$7,780
Magazine/Newspaper Single Copies	\$8.85	\$1,967
Books	\$25.45	\$5,657
Digital Book Readers	\$28.09	\$6,243

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	792	750
Households	375	355
Families	237	n/a
Median Age	51.0	52.3
Median Household	\$54,183	\$60,253

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$473.03	\$177,617
Admission to Movies, Theater, Opera, Ballet	\$36.07	\$13,542
Admission to Sporting	\$35.70	\$13,406
Fees for Participant Sports, excl. Trips	\$58.22	\$21,861
Fees for Recreational Lessons	\$73.19	\$27,480
Membership Fees for Social/Recreation/Civic Clubs	\$129.79	\$48,734
Dating Services	\$0.48	\$179
Rental of Video Cassettes and DVDs	\$12.26	\$4,605
Toys & Games	\$58.82	\$22,085
Toys and Playground Equipment	\$1.87	\$704
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.21	\$828
Sports, Recreation and Exercise	\$115.16	\$43,239
Exercise Equipment and Gear, Game Tables	\$27.43	\$10,299
Bicycles	\$16.98	\$6,377
Camping Equipment	\$8.81	\$3,309
Hunting and Fishing Equipment	\$46.99	\$17,643
Winter Sports Equipment	\$3.05	\$1,144
Water Sports Equipment	\$3.11	\$1,166
Other Sports Equipment	\$6.76	\$2,539
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.02	\$759
Photographic Equipment and Supplies	\$33.97	\$12,756
Film	\$0.88	\$331
Film Processing	\$5.51	\$2,070
Photographic Equipment	\$16.08	\$6,039
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.50	\$4,317
Reading	\$77.04	\$28,929
Magazine/Newspaper Subscriptions	\$37.27	\$13,993
Magazine/Newspaper Single Copies	\$9.42	\$3,537
Books	\$27.11	\$10,180
Digital Book Readers	\$29.91	\$11,231

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	997	942
Households	470	444
Families	295	n/a
Median Age	51.0	52.3
Median Household	\$53,298	\$59,223

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$474.41	\$223,040
Admission to Movies, Theater, Opera, Ballet	\$36.09	\$16,968
Admission to Sporting	\$35.79	\$16,828
Fees for Participant Sports, excl. Trips	\$58.42	\$27,464
Fees for Recreational Lessons	\$73.22	\$34,423
Membership Fees for Social/Recreation/Civic Clubs	\$130.28	\$61,251
Dating Services	\$0.49	\$229
Rental of Video Cassettes and DVDs	\$12.32	\$5,794
Toys & Games	\$58.92	\$27,701
Toys and Playground Equipment	\$1.87	\$881
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.22	\$1,042
Sports, Recreation and Exercise	\$115.30	\$54,207
Exercise Equipment and Gear, Game Tables	\$27.49	\$12,925
Bicycles	\$17.11	\$8,046
Camping Equipment	\$8.80	\$4,136
Hunting and Fishing Equipment	\$46.88	\$22,039
Winter Sports Equipment	\$3.06	\$1,437
Water Sports Equipment	\$3.12	\$1,468
Other Sports Equipment	\$6.80	\$3,195
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.04	\$957
Photographic Equipment and Supplies	\$34.07	\$16,018
Film	\$0.88	\$415
Film Processing	\$5.53	\$2,600
Photographic Equipment	\$16.16	\$7,599
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.50	\$5,405
Reading	\$77.40	\$36,387
Magazine/Newspaper Subscriptions	\$37.45	\$17,608
Magazine/Newspaper Single Copies	\$9.47	\$4,454
Books	\$27.20	\$12,789
Digital Book Readers	\$30.05	\$14,126

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