

SCHROON LAKE PUBLIC LIBRARY: 15 Leland Ave, Schroon Lake, 12870  
Ring 1 mile radius, 43.836603, -73.760277

[Spending Patterns Data Resource Manual](#)

| Demographic                                   | 2015                        | 2020         |
|---|-----------------------------|--------------|
| Population                                    | 440                         | 417          |
| Households                                    | 222                         | 210          |
| Families                                      | 139                         | n/a          |
| Median Age                                    | 51.0                        | 52.3         |
| Median Household Income                       | \$52,379                    | \$58,153     |
|   | <b>Average Amount Spent</b> | <b>Total</b> |
| <b>Apparel and Services</b>                   | \$1,336.43                  | \$297,027    |
| Men's   | \$257.01                    | \$57,122     |
| Women's                                       | \$487.68                    | \$108,390    |
| Children's                                    | \$111.97                    | \$24,885     |
| Footwear                                      | \$268.33                    | \$59,636     |
| Watches & Jewelry                             | \$61.45                     | \$13,657     |
| Apparel Products and Services                 | \$108.72                    | \$24,164     |
| <b>Computer</b>                               |                             |              |
| Computers and Hardware for Home Use           | \$121.31                    | \$26,962     |
| Portable Memory                               | \$3.49                      | \$775        |
| Computer Software and Accessories             | \$23.61                     | \$5,247      |
| <b>Entertainment &amp; Recreation</b>         | \$2,074.15                  | \$460,989    |
| Fees and Admissions                           | \$444.03                    | \$98,687     |
| Membership Fees for Clubs                     | \$121.87                    | \$27,085     |
| Fees for Participant Sports, excl. Trips      | \$54.66                     | \$12,148     |
| Admission to Movie/Theatre/Opera/Ballet       | \$33.83                     | \$7,519      |
| Admission to Sporting Events, excl. Trips     | \$33.51                     | \$7,448      |
| Fees for Recreational Lessons                 | \$68.64                     | \$15,256     |
| Dating Services                               | \$0.45                      | \$100        |
| TV/Video/Audio                                | \$993.87                    | \$220,891    |
| Cable and Satellite Television Services       | \$791.50                    | \$175,915    |
| Televisions                                   | \$76.64                     | \$17,034     |
| Satellite Dishes                              | n/a                         | n/a          |
| VCRs, Video Cameras, and DVD Players          | \$5.75                      | \$1,277      |
| Miscellaneous Video Equipment                 | n/a                         | n/a          |
| Video Cassettes and DVDs                      | \$13.10                     | \$2,911      |
| Video Game Hardware/Accessories               | \$27.29                     | \$6,066      |
| Video Game Software                           | n/a                         | n/a          |
| Streaming/Downloaded Video                    | \$10.54                     | \$2,343      |
| Rental of Video Cassettes and DVDs            | \$11.52                     | \$2,560      |
| Installation of Televisions                   | n/a                         | n/a          |
| Audio   | \$49.11                     | \$10,914     |
| Rental and Repair of TV/Radio/Sound Equipment | \$1.51                      | \$336        |
| Pets  | \$496.32                    | \$110,310    |
| Toys and Games                                | \$59.02                     | \$13,117     |
| Recreational Vehicles and Fees                | n/a                         | n/a          |
| Sports/Recreation/Exercise Equipment          | \$108.04                    | \$24,012     |
| Photo Equipment and Supplies                  | \$31.89                     | \$7,087      |
| Reading                                       | \$72.36                     | \$16,082     |
| 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>                                | \$6,224.86                  | \$1,383,501  |
| Food At Home                               | \$3,908.22                  | \$868,618    |
| Bakery and Cereal Products                 | \$532.22                    | \$118,288    |
| Meats, Poultry, Fish, and Eggs             | \$854.21                    | \$189,852    |
| Dairy Products                             | \$410.38                    | \$91,208     |
| Fruits and Vegetables                      | \$746.92                    | \$166,005    |
| Snacks and Other Food At Home              | \$1,835.94                  | \$408,045    |
| Food Away from Home                        | \$2,316.64                  | \$514,883    |
| Alcoholic Beverages                        | \$425.60                    | \$94,592     |
| Nonalcoholic Beverages at Home             | \$375.00                    | \$83,346     |
| <b>Health</b>                              |                             |              |
| Nonprescription Drugs                      | \$61.13                     | \$13,586     |
| Prescription Drugs                         | \$102.37                    | \$22,753     |
| Eyeglasses and Contact Lenses              | \$46.80                     | \$10,400     |
| <b>Home</b>                                |                             |              |
| Utilities, Fuel and Public Services        | \$3,969.07                  | \$882,141    |
| <b>Household Furnishings and Equipment</b> |                             |              |
| Household Textiles                         | \$91.06                     | \$20,239     |
| Furniture                                  | \$337.42                    | \$74,993     |
| Rugs                                       | \$19.21                     | \$4,270      |
| Major Appliances                           | \$154.26                    | \$34,285     |
| Housewares                                 | \$51.02                     | \$11,339     |
| Small Appliances                           | \$34.60                     | \$7,690      |
| Luggage                                    | \$5.47                      | \$1,217      |
| Telephones and Accessories                 | \$57.77                     | \$12,841     |
| <b>Household Operations</b>                |                             |              |
| Lawn and Garden                            | \$183.80                    | \$40,851     |
| Moving/Storage/Freight Express             | \$41.96                     | \$9,327      |
| Housekeeping Supplies                      | \$638.54                    | \$141,919    |
| <b>Insurance</b>                           |                             |              |
| Vehicle Insurance                          | \$814.01                    | \$180,918    |
| Life/Other Insurance                       | \$293.28                    | \$65,183     |
| Health Insurance                           | \$2,163.15                  | \$480,770    |
| Personal Care Products                     | \$326.62                    | \$72,593     |
| School Books and Supplies                  | \$50.32                     | \$11,183     |
| Smoking Products                           | \$317.74                    | \$70,619     |
| <b>Transportation</b>                      |                             |              |
| Vehicle Purchases (Net Outlay)             | \$2,818.01                  | \$626,315    |
| Gasoline and Motor Oil                     | \$2,354.81                  | \$523,365    |
| Vehicle Maintenance and Repairs            | \$767.29                    | \$170,534    |
| <b>Travel</b>                              |                             |              |
| Airline Fares                              | \$293.49                    | \$65,230     |
| Lodging on Trips                           | \$294.92                    | \$65,546     |
| Auto/Truck/Van Rental on Trips             | \$15.21                     | \$3,381      |
| Food and Drink on Trips                    | \$208.11                    | \$46,254     |

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                                    | 792                         | 750          |
| Households                                    | 375                         | 355          |
| Families                                      | 237                         | n/a          |
| Median Age                                    | 51.0                        | 52.3         |
| Median Household Income                       | \$54,183                    | \$60,253     |
|   | <b>Average Amount Spent</b> | <b>Total</b> |
| <b>Apparel and Services</b>                   | \$1,423.06                  | \$534,340    |
| Men's   | \$273.78                    | \$102,800    |
| Women's                                       | \$519.33                    | \$195,002    |
| Children's                                    | \$119.26                    | \$44,781     |
| Footwear                                      | \$285.58                    | \$107,231    |
| Watches & Jewelry                             | \$65.51                     | \$24,598     |
| Apparel Products and Services                 | \$115.71                    | \$43,448     |
| <b>Computer</b>                               |                             |              |
| Computers and Hardware for Home Use           | \$129.15                    | \$48,493     |
| Portable Memory                               | \$3.71                      | \$1,394      |
| Computer Software and Accessories             | \$25.15                     | \$9,443      |
| <b>Entertainment &amp; Recreation</b>         | \$2,212.24                  | \$830,669    |
| Fees and Admissions                           | \$473.03                    | \$177,617    |
| Membership Fees for Clubs                     | \$129.79                    | \$48,734     |
| Fees for Participant Sports, excl. Trips      | \$58.22                     | \$21,861     |
| Admission to Movie/Theatre/Opera/Ballet       | \$36.07                     | \$13,542     |
| Admission to Sporting Events, excl. Trips     | \$35.70                     | \$13,406     |
| Fees for Recreational Lessons                 | \$73.19                     | \$27,480     |
| Dating Services                               | \$0.48                      | \$179        |
| TV/Video/Audio                                | \$1,061.38                  | \$398,536    |
| Cable and Satellite Television Services       | \$846.01                    | \$317,668    |
| Televisions                                   | \$81.54                     | \$30,619     |
| Satellite Dishes                              | n/a                         | n/a          |
| VCRs, Video Cameras, and DVD Players          | \$6.12                      | \$2,297      |
| Miscellaneous Video Equipment                 | n/a                         | n/a          |
| Video Cassettes and DVDs                      | \$13.93                     | \$5,231      |
| Video Game Hardware/Accessories               | \$29.04                     | \$10,903     |
| Video Game Software                           | n/a                         | n/a          |
| Streaming/Downloaded Video                    | \$11.22                     | \$4,214      |
| Rental of Video Cassettes and DVDs            | \$12.26                     | \$4,605      |
| Installation of Televisions                   | n/a                         | n/a          |
| Audio   | \$52.29                     | \$19,635     |
| Rental and Repair of TV/Radio/Sound Equipment | \$1.61                      | \$604        |
| Pets  | \$528.70                    | \$198,519    |
| Toys and Games                                | \$62.90                     | \$23,617     |
| Recreational Vehicles and Fees                | n/a                         | n/a          |
| Sports/Recreation/Exercise Equipment          | \$115.16                    | \$43,239     |
| Photo Equipment and Supplies                  | \$33.97                     | \$12,756     |
| Reading                                       | \$77.04                     | \$28,929     |
| 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>                                | \$6,625.95                  | \$2,487,961  |
| Food At Home                               | \$4,158.98                  | \$1,561,646  |
| Bakery and Cereal Products                 | \$566.36                    | \$212,663    |
| Meats, Poultry, Fish, and Eggs             | \$908.83                    | \$341,254    |
| Dairy Products                             | \$436.76                    | \$163,998    |
| Fruits and Vegetables                      | \$794.88                    | \$298,468    |
| Snacks and Other Food At Home              | \$1,953.97                  | \$733,693    |
| Food Away from Home                        | \$2,466.97                  | \$926,315    |
| Alcoholic Beverages                        | \$453.17                    | \$170,160    |
| Nonalcoholic Beverages at Home             | \$399.01                    | \$149,825    |
| <b>Health</b>                              |                             |              |
| Nonprescription Drugs                      | \$65.13                     | \$24,454     |
| Prescription Drugs                         | \$108.99                    | \$40,923     |
| Eyeglasses and Contact Lenses              | \$49.80                     | \$18,701     |
| <b>Home</b>                                |                             |              |
| Utilities, Fuel and Public Services        | \$4,237.25                  | \$1,591,036  |
| <b>Household Furnishings and Equipment</b> |                             |              |
| Household Textiles                         | \$96.85                     | \$36,365     |
| Furniture                                  | \$359.24                    | \$134,891    |
| Rugs                                       | \$20.49                     | \$7,695      |
| Major Appliances                           | \$164.30                    | \$61,691     |
| Housewares                                 | \$54.32                     | \$20,395     |
| Small Appliances                           | \$36.82                     | \$13,825     |
| Luggage                                    | \$5.83                      | \$2,191      |
| Telephones and Accessories                 | \$61.51                     | \$23,096     |
| <b>Household Operations</b>                |                             |              |
| Lawn and Garden                            | \$195.92                    | \$73,567     |
| Moving/Storage/Freight Express             | \$44.71                     | \$16,790     |
| Housekeeping Supplies                      | \$679.81                    | \$255,261    |
| <b>Insurance</b>                           |                             |              |
| Vehicle Insurance                          | \$866.68                    | \$325,426    |
| Life/Other Insurance                       | \$312.21                    | \$117,230    |
| Health Insurance                           | \$2,301.37                  | \$864,136    |
| Personal Care Products                     | \$347.68                    | \$130,548    |
| School Books and Supplies                  | \$53.57                     | \$20,115     |
| Smoking Products                           | \$338.18                    | \$126,983    |
| <b>Transportation</b>                      |                             |              |
| Vehicle Purchases (Net Outlay)             | \$3,000.32                  | \$1,126,583  |
| Gasoline and Motor Oil                     | \$2,507.49                  | \$941,530    |
| Vehicle Maintenance and Repairs            | \$817.11                    | \$306,814    |
| <b>Travel</b>                              |                             |              |
| Airline Fares                              | \$312.64                    | \$117,392    |
| Lodging on Trips                           | \$314.22                    | \$117,985    |
| Auto/Truck/Van Rental on Trips             | \$16.22                     | \$6,089      |
| Food and Drink on Trips                    | \$221.64                    | \$83,224     |

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                                    | 997                         | 942          |
| Households                                    | 470                         | 444          |
| Families                                      | 295                         | n/a          |
| Median Age                                    | 51.0                        | 52.3         |
| Median Household Income                       | \$53,298                    | \$59,223     |
|   | <b>Average Amount Spent</b> | <b>Total</b> |
| <b>Apparel and Services</b>                   | \$1,429.25                  | \$671,948    |
| Men's   | \$274.65                    | \$129,123    |
| Women's                                       | \$521.49                    | \$245,171    |
| Children's                                    | \$119.66                    | \$56,259     |
| Footwear                                      | \$287.26                    | \$135,051    |
| Watches & Jewelry                             | \$65.55                     | \$30,818     |
| Apparel Products and Services                 | \$116.40                    | \$54,725     |
| <b>Computer</b>                               |                             |              |
| Computers and Hardware for Home Use           | \$129.79                    | \$61,020     |
| Portable Memory                               | \$3.73                      | \$1,754      |
| Computer Software and Accessories             | \$25.23                     | \$11,861     |
| <b>Entertainment &amp; Recreation</b>         | \$2,210.59                  | \$1,039,287  |
| Fees and Admissions                           | \$474.41                    | \$223,040    |
| Membership Fees for Clubs                     | \$130.28                    | \$61,251     |
| Fees for Participant Sports, excl. Trips      | \$58.42                     | \$27,464     |
| Admission to Movie/Theatre/Opera/Ballet       | \$36.09                     | \$16,968     |
| Admission to Sporting Events, excl. Trips     | \$35.79                     | \$16,828     |
| Fees for Recreational Lessons                 | \$73.22                     | \$34,423     |
| Dating Services                               | \$0.49                      | \$229        |
| TV/Video/Audio                                | \$1,056.43                  | \$496,670    |
| Cable and Satellite Television Services       | \$839.77                    | \$394,810    |
| Televisions                                   | \$82.10                     | \$38,600     |
| Satellite Dishes                              | n/a                         | n/a          |
| VCRs, Video Cameras, and DVD Players          | \$6.15                      | \$2,892      |
| Miscellaneous Video Equipment                 | n/a                         | n/a          |
| Video Cassettes and DVDs                      | \$14.04                     | \$6,599      |
| Video Game Hardware/Accessories               | \$29.23                     | \$13,743     |
| Video Game Software                           | n/a                         | n/a          |
| Streaming/Downloaded Video                    | \$11.28                     | \$5,302      |
| Rental of Video Cassettes and DVDs            | \$12.32                     | \$5,794      |
| Installation of Televisions                   | n/a                         | n/a          |
| Audio   | \$52.51                     | \$24,689     |
| Rental and Repair of TV/Radio/Sound Equipment | \$1.62                      | \$760        |
| Pets  | \$530.37                    | \$249,350    |
| Toys and Games                                | \$63.01                     | \$29,623     |
| Recreational Vehicles and Fees                | n/a                         | n/a          |
| Sports/Recreation/Exercise Equipment          | \$115.30                    | \$54,207     |
| Photo Equipment and Supplies                  | \$34.07                     | \$16,018     |
| Reading                                       | \$77.40                     | \$36,387     |
| 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>                                | \$6,662.27                  | \$3,132,196  |
| Food At Home                               | \$4,185.06                  | \$1,967,560  |
| Bakery and Cereal Products                 | \$569.93                    | \$267,947    |
| Meats, Poultry, Fish, and Eggs             | \$915.12                    | \$430,233    |
| Dairy Products                             | \$439.33                    | \$206,548    |
| Fruits and Vegetables                      | \$799.74                    | \$375,989    |
| Snacks and Other Food At Home              | \$1,965.49                  | \$924,056    |
| Food Away from Home                        | \$2,477.21                  | \$1,164,636  |
| Alcoholic Beverages                        | \$455.21                    | \$214,013    |
| Nonalcoholic Beverages at Home             | \$401.67                    | \$188,841    |
| <b>Health</b>                              |                             |              |
| Nonprescription Drugs                      | \$65.31                     | \$30,704     |
| Prescription Drugs                         | \$109.53                    | \$51,494     |
| Eyeglasses and Contact Lenses              | \$50.09                     | \$23,551     |
| <b>Home</b>                                |                             |              |
| Utilities, Fuel and Public Services        | \$4,221.91                  | \$1,984,887  |
| <b>Household Furnishings and Equipment</b> |                             |              |
| Household Textiles                         | \$97.64                     | \$45,904     |
| Furniture                                  | \$360.97                    | \$169,704    |
| Rugs                                       | \$20.46                     | \$9,621      |
| Major Appliances                           | \$164.90                    | \$77,527     |
| Housewares                                 | \$54.58                     | \$25,661     |
| Small Appliances                           | \$37.05                     | \$17,419     |
| Luggage                                    | \$5.84                      | \$2,747      |
| Telephones and Accessories                 | \$61.81                     | \$29,059     |
| <b>Household Operations</b>                |                             |              |
| Lawn and Garden                            | \$196.14                    | \$92,213     |
| Moving/Storage/Freight Express             | \$44.81                     | \$21,069     |
| Housekeeping Supplies                      | \$683.15                    | \$321,176    |
| <b>Insurance</b>                           |                             |              |
| Vehicle Insurance                          | \$870.77                    | \$409,385    |
| Life/Other Insurance                       | \$313.83                    | \$147,543    |
| Health Insurance                           | \$2,317.59                  | \$1,089,590  |
| Personal Care Products                     | \$349.56                    | \$164,341    |
| School Books and Supplies                  | \$53.83                     | \$25,305     |
| Smoking Products                           | \$340.14                    | \$159,912    |
| <b>Transportation</b>                      |                             |              |
| Vehicle Purchases (Net Outlay)             | \$3,014.49                  | \$1,417,232  |
| Gasoline and Motor Oil                     | \$2,518.28                  | \$1,183,941  |
| Vehicle Maintenance and Repairs            | \$820.42                    | \$385,712    |
| <b>Travel</b>                              |                             |              |
| Airline Fares                              | \$313.62                    | \$147,443    |
| Lodging on Trips                           | \$315.02                    | \$148,102    |
| Auto/Truck/Van Rental on Trips             | \$16.23                     | \$7,631      |
| Food and Drink on Trips                    | \$222.48                    | \$104,596    |

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