

Demographic Summary	2015	2020
Population	2,922	2,911
Households	1,212	1,207
Families	824	n/a
Median Age	44.5	45.0
Median Household	\$42,459	\$47,240

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$497.11	\$602,300
Admission to Movies, Theater, Opera, Ballet	\$37.21	\$45,081
Admission to Sporting	\$35.62	\$43,157
Fees for Participant Sports, excl.Trips	\$61.01	\$73,924
Fees for Recreational Lessons	\$79.00	\$95,720
Membership Fees for Social/Recreation/Civic Clubs	\$137.82	\$166,987
Dating Services	\$0.49	\$591
Rental of Video Cassettes and DVDs	\$13.53	\$16,395
Toys & Games	\$66.78	\$80,910
Toys and Playground Equipment	\$2.25	\$2,731
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.46	\$2,983
Sports, Recreation and Exercise	\$126.10	\$152,784
Exercise Equipment and Gear, Game Tables	\$30.29	\$36,702
Bicycles	\$17.90	\$21,693
Camping Equipment	\$9.67	\$11,721
Hunting and Fishing Equipment	\$51.44	\$62,320
Winter Sports Equipment	\$3.21	\$3,887
Water Sports Equipment	\$3.29	\$3,987
Other Sports Equipment	\$8.28	\$10,036
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.01	\$2,433
Photographic Equipment and Supplies	\$36.41	\$44,113
Film	\$1.05	\$1,272
Film Processing	\$5.80	\$7,026
Photographic Equipment	\$16.23	\$19,660
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.33	\$16,154
Reading	\$78.46	\$95,059
Magazine/Newspaper Subscriptions	\$37.62	\$45,585
Magazine/Newspaper Single Copies	\$9.88	\$11,968
Books	\$27.84	\$33,734
Digital Book Readers	\$32.20	\$39,018

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	3,761	3,747
Households	1,568	1,562
Families	1,075	n/a
Median Age	46.2	46.8
Median Household	\$43,913	\$48,826

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$500.49	\$784,856
Admission to Movies, Theater, Opera, Ballet	\$37.81	\$59,299
Admission to Sporting	\$36.15	\$56,689
Fees for Participant Sports, excl.Trips	\$61.36	\$96,222
Fees for Recreational Lessons	\$79.27	\$124,305
Membership Fees for Social/Recreation/Civic Clubs	\$138.55	\$217,272
Dating Services	\$0.50	\$785
Rental of Video Cassettes and DVDs	\$13.66	\$21,428
Toys & Games	\$66.82	\$104,786
Toys and Playground Equipment	\$2.27	\$3,559
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.44	\$3,832
Sports, Recreation and Exercise	\$125.16	\$196,270
Exercise Equipment and Gear, Game Tables	\$30.11	\$47,222
Bicycles	\$18.05	\$28,302
Camping Equipment	\$9.78	\$15,343
Hunting and Fishing Equipment	\$50.66	\$79,438
Winter Sports Equipment	\$3.20	\$5,014
Water Sports Equipment	\$3.24	\$5,082
Other Sports Equipment	\$8.07	\$12,652
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.05	\$3,215
Photographic Equipment and Supplies	\$36.39	\$57,065
Film	\$1.03	\$1,614
Film Processing	\$5.86	\$9,185
Photographic Equipment	\$16.39	\$25,704
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.11	\$20,560
Reading	\$79.58	\$124,794
Magazine/Newspaper Subscriptions	\$38.15	\$59,834
Magazine/Newspaper Single Copies	\$9.93	\$15,578
Books	\$28.31	\$44,393
Digital Book Readers	\$32.36	\$50,745

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	4,266	4,250
Households	1,781	1,774
Families	1,221	n/a
Median Age	46.7	47.4
Median Household	\$43,830	\$48,759

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$501.41	\$893,037
Admission to Movies, Theater, Opera, Ballet	\$37.97	\$67,620
Admission to Sporting	\$36.40	\$64,837
Fees for Participant Sports, excl.Trips	\$61.45	\$109,445
Fees for Recreational Lessons	\$79.22	\$141,092
Membership Fees for Social/Recreation/Civic Clubs	\$138.62	\$246,889
Dating Services	\$0.51	\$903
Rental of Video Cassettes and DVDs	\$13.70	\$24,398
Toys & Games	\$66.81	\$118,991
Toys and Playground Equipment	\$2.27	\$4,049
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.43	\$4,326
Sports, Recreation and Exercise	\$124.44	\$221,630
Exercise Equipment and Gear, Game Tables	\$29.92	\$53,297
Bicycles	\$18.16	\$32,343
Camping Equipment	\$9.80	\$17,463
Hunting and Fishing Equipment	\$50.09	\$89,219
Winter Sports Equipment	\$3.22	\$5,740
Water Sports Equipment	\$3.22	\$5,729
Other Sports Equipment	\$7.94	\$14,146
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.07	\$3,692
Photographic Equipment and Supplies	\$36.21	\$64,485
Film	\$1.02	\$1,808
Film Processing	\$5.86	\$10,433
Photographic Equipment	\$16.37	\$29,162
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.96	\$23,078
Reading	\$79.95	\$142,389
Magazine/Newspaper Subscriptions	\$38.32	\$68,250
Magazine/Newspaper Single Copies	\$9.95	\$17,720
Books	\$28.46	\$50,683
Digital Book Readers	\$32.34	\$57,604

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