

Demographic Summary	2015	2020
Population	2,708	2,652
Households	1,175	1,149
Families	686	n/a
Median Age	40.6	41.4
Median Household	\$50,783	\$56,295

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$486.70	\$571,758
Admission to Movies, Theater, Opera, Ballet	\$35.98	\$42,269
Admission to Sporting	\$35.21	\$41,359
Fees for Participant Sports, excl.Trips	\$57.67	\$67,754
Fees for Recreational Lessons	\$79.44	\$93,327
Membership Fees for Social/Recreation/Civic Clubs	\$132.81	\$156,022
Dating Services	\$0.59	\$695
Rental of Video Cassettes and DVDs	\$13.55	\$15,923
Toys & Games	\$64.73	\$76,047
Toys and Playground Equipment	\$2.39	\$2,808
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.35	\$2,762
Sports, Recreation and Exercise	\$124.41	\$146,150
Exercise Equipment and Gear, Game Tables	\$29.35	\$34,474
Bicycles	\$17.84	\$20,963
Camping Equipment	\$9.95	\$11,691
Hunting and Fishing Equipment	\$52.02	\$61,116
Winter Sports Equipment	\$3.20	\$3,763
Water Sports Equipment	\$3.14	\$3,689
Other Sports Equipment	\$6.87	\$8,067
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.03	\$2,381
Photographic Equipment and Supplies	\$35.77	\$42,024
Film	\$0.87	\$1,026
Film Processing	\$5.84	\$6,860
Photographic Equipment	\$16.33	\$19,188
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.72	\$14,944
Reading	\$75.01	\$88,120
Magazine/Newspaper Subscriptions	\$35.15	\$41,294
Magazine/Newspaper Single Copies	\$8.97	\$10,538
Books	\$27.90	\$32,772
Digital Book Readers	\$31.56	\$37,080

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	4,582	4,491
Households	1,898	1,857
Families	1,148	n/a
Median Age	42.5	43.4
Median Household	\$53,599	\$59,381

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$488.24	\$926,470
Admission to Movies, Theater, Opera, Ballet	\$36.12	\$68,546
Admission to Sporting	\$35.53	\$67,423
Fees for Participant Sports, excl.Trips	\$57.96	\$109,990
Fees for Recreational Lessons	\$79.88	\$151,577
Membership Fees for Social/Recreation/Civic Clubs	\$132.91	\$252,204
Dating Services	\$0.58	\$1,104
Rental of Video Cassettes and DVDs	\$13.52	\$25,651
Toys & Games	\$64.44	\$122,270
Toys and Playground Equipment	\$2.33	\$4,425
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.35	\$4,461
Sports, Recreation and Exercise	\$123.73	\$234,789
Exercise Equipment and Gear, Game Tables	\$29.21	\$55,426
Bicycles	\$17.80	\$33,780
Camping Equipment	\$10.01	\$19,002
Hunting and Fishing Equipment	\$51.53	\$97,780
Winter Sports Equipment	\$3.20	\$6,070
Water Sports Equipment	\$3.15	\$5,985
Other Sports Equipment	\$6.76	\$12,832
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.06	\$3,907
Photographic Equipment and Supplies	\$35.91	\$68,148
Film	\$0.87	\$1,660
Film Processing	\$5.83	\$11,063
Photographic Equipment	\$16.58	\$31,456
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.62	\$23,954
Reading	\$75.19	\$142,673
Magazine/Newspaper Subscriptions	\$35.30	\$66,989
Magazine/Newspaper Single Copies	\$8.98	\$17,046
Books	\$27.87	\$52,893
Digital Book Readers	\$31.66	\$60,072

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	5,580	5,471
Households	2,231	2,184
Families	1,371	n/a
Median Age	43.7	44.7
Median Household	\$55,932	\$61,924

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$498.98	\$1,113,274
Admission to Movies, Theater, Opera, Ballet	\$36.96	\$82,452
Admission to Sporting	\$36.51	\$81,458
Fees for Participant Sports, excl.Trips	\$59.15	\$131,960
Fees for Recreational Lessons	\$81.65	\$182,176
Membership Fees for Social/Recreation/Civic Clubs	\$135.93	\$303,265
Dating Services	\$0.60	\$1,343
Rental of Video Cassettes and DVDs	\$13.68	\$30,511
Toys & Games	\$65.08	\$145,204
Toys and Playground Equipment	\$2.35	\$5,250
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.38	\$5,304
Sports, Recreation and Exercise	\$125.77	\$280,603
Exercise Equipment and Gear, Game Tables	\$29.71	\$66,290
Bicycles	\$18.07	\$40,321
Camping Equipment	\$10.15	\$22,639
Hunting and Fishing Equipment	\$52.39	\$116,888
Winter Sports Equipment	\$3.27	\$7,301
Water Sports Equipment	\$3.21	\$7,165
Other Sports Equipment	\$6.86	\$15,300
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.10	\$4,693
Photographic Equipment and Supplies	\$36.45	\$81,315
Film	\$0.89	\$1,977
Film Processing	\$5.92	\$13,213
Photographic Equipment	\$16.86	\$37,627
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.77	\$28,480
Reading	\$76.41	\$170,479
Magazine/Newspaper Subscriptions	\$35.84	\$79,962
Magazine/Newspaper Single Copies	\$9.12	\$20,350
Books	\$28.36	\$63,268
Digital Book Readers	\$32.10	\$71,627

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