

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	134	126
Households	52	49
Families	32	n/a
Median Age	48.8	51.0
Median Household	\$40,525	\$45,525

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$552.46	\$28,933
Admission to Movies, Theater, Opera, Ballet	\$40.89	\$2,142
Admission to Sporting	\$39.73	\$2,080
Fees for Participant Sports, excl. Trips	\$64.90	\$3,399
Fees for Recreational Lessons	\$83.07	\$4,351
Membership Fees for Social/Recreation/Civic Clubs	\$156.23	\$8,182
Dating Services	\$0.54	\$28
Rental of Video Cassettes and DVDs	\$14.46	\$757
Toys & Games	\$73.66	\$3,858
Toys and Playground Equipment	\$2.51	\$131
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.57	\$135
Sports, Recreation and Exercise	\$138.56	\$7,256
Exercise Equipment and Gear, Game Tables	\$34.62	\$1,813
Bicycles	\$20.41	\$1,069
Camping Equipment	\$9.52	\$498
Hunting and Fishing Equipment	\$55.84	\$2,925
Winter Sports Equipment	\$4.07	\$213
Water Sports Equipment	\$3.70	\$194
Other Sports Equipment	\$7.90	\$414
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.47	\$129
Photographic Equipment and Supplies	\$41.98	\$2,199
Film	\$0.93	\$49
Film Processing	\$6.84	\$358
Photographic Equipment	\$20.13	\$1,054
Photographer Fees/Other Supplies & Equip Rental/Repair	\$14.08	\$737
Reading	\$85.92	\$4,500
Magazine/Newspaper Subscriptions	\$41.71	\$2,185
Magazine/Newspaper Single Copies	\$10.51	\$550
Books	\$30.41	\$1,592
Digital Book Readers	\$34.77	\$1,821

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 Summary	2015	2020
Population	395	373
Households	168	158
Families	104	n/a
Median Age	49.1	51.0
Median Household	\$43,053	\$48,407

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$513.77	\$86,143
Admission to Movies, Theater, Opera, Ballet	\$38.06	\$6,381
Admission to Sporting	\$37.22	\$6,241
Fees for Participant Sports, excl. Trips	\$60.44	\$10,134
Fees for Recreational Lessons	\$77.68	\$13,025
Membership Fees for Social/Recreation/Civic Clubs	\$145.08	\$24,326
Dating Services	\$0.53	\$88
Rental of Video Cassettes and DVDs	\$13.35	\$2,239
Toys & Games	\$67.54	\$11,324
Toys and Playground Equipment	\$2.32	\$388
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.37	\$397
Sports, Recreation and Exercise	\$127.62	\$21,397
Exercise Equipment and Gear, Game Tables	\$31.86	\$5,341
Bicycles	\$18.89	\$3,167
Camping Equipment	\$8.84	\$1,482
Hunting and Fishing Equipment	\$51.24	\$8,592
Winter Sports Equipment	\$3.76	\$630
Water Sports Equipment	\$3.40	\$570
Other Sports Equipment	\$7.32	\$1,227
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.29	\$384
Photographic Equipment and Supplies	\$38.40	\$6,439
Film	\$0.87	\$145
Film Processing	\$6.26	\$1,049
Photographic Equipment	\$18.43	\$3,091
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.85	\$2,154
Reading	\$79.46	\$13,323
Magazine/Newspaper Subscriptions	\$38.49	\$6,454
Magazine/Newspaper Single Copies	\$9.70	\$1,627
Books	\$28.19	\$4,727
Digital Book Readers	\$32.00	\$5,366

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 Summary	2015	2020
Population	715	678
Households	313	297
Families	193	n/a
Median Age	49.1	50.9
Median Household	\$44,299	\$49,716

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$503.03	\$157,397
Admission to Movies, Theater, Opera, Ballet	\$37.42	\$11,708
Admission to Sporting	\$36.77	\$11,507
Fees for Participant Sports, excl. Trips	\$59.34	\$18,568
Fees for Recreational Lessons	\$76.32	\$23,881
Membership Fees for Social/Recreation/Civic Clubs	\$141.95	\$44,416
Dating Services	\$0.53	\$165
Rental of Video Cassettes and DVDs	\$12.97	\$4,059
Toys & Games	\$65.14	\$20,383
Toys and Playground Equipment	\$2.24	\$700
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.30	\$719
Sports, Recreation and Exercise	\$123.42	\$38,618
Exercise Equipment and Gear, Game Tables	\$30.77	\$9,628
Bicycles	\$18.30	\$5,727
Camping Equipment	\$8.69	\$2,720
Hunting and Fishing Equipment	\$49.40	\$15,458
Winter Sports Equipment	\$3.62	\$1,132
Water Sports Equipment	\$3.29	\$1,030
Other Sports Equipment	\$7.10	\$2,221
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.23	\$697
Photographic Equipment and Supplies	\$37.02	\$11,582
Film	\$0.85	\$266
Film Processing	\$6.04	\$1,891
Photographic Equipment	\$17.79	\$5,567
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.33	\$3,858
Reading	\$77.66	\$24,299
Magazine/Newspaper Subscriptions	\$37.55	\$11,748
Magazine/Newspaper Single Copies	\$9.45	\$2,957
Books	\$27.62	\$8,642
Digital Book Readers	\$31.11	\$9,733

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