

WAVERLY READING CENTER: 5 N Main St, Saint Regis Falls, 12980-2011, waverlycenter.com
 Ring 1 mile radius, 44.673377, -74.544964

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	508	493
Households	222	215
Families	146	n/a
Median Age	45.4	45.9
Median Household	\$36,681	\$40,681

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$430.28	\$95,502
Admission to Movies, Theater, Opera, Ballet	\$31.77	\$7,051
Admission to Sporting	\$30.47	\$6,763
Fees for Participant Sports, excl. Trips	\$50.74	\$11,262
Fees for Recreational Lessons	\$63.87	\$14,176
Membership Fees for Social/Recreation/Civic Clubs	\$121.08	\$26,875
Dating Services	\$0.57	\$127
Rental of Video Cassettes and DVDs	\$12.69	\$2,816
Toys & Games	\$62.33	\$13,835
Toys and Playground Equipment	\$1.89	\$420
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.12	\$470
Sports, Recreation and Exercise	\$102.42	\$22,733
Exercise Equipment and Gear, Game Tables	\$25.36	\$5,630
Bicycles	\$16.83	\$3,736
Camping Equipment	\$8.07	\$1,791
Hunting and Fishing Equipment	\$38.03	\$8,441
Winter Sports Equipment	\$3.11	\$690
Water Sports Equipment	\$2.76	\$613
Other Sports Equipment	\$6.38	\$1,416
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.88	\$417
Photographic Equipment and Supplies	\$31.14	\$6,911
Film	\$0.76	\$169
Film Processing	\$5.23	\$1,160
Photographic Equipment	\$14.88	\$3,302
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.27	\$2,280
Reading	\$71.89	\$15,957
Magazine/Newspaper Subscriptions	\$34.83	\$7,730
Magazine/Newspaper Single Copies	\$8.93	\$1,981
Books	\$25.28	\$5,611
Digital Book Readers	\$29.27	\$6,496

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	710	691
Households	317	309
Families	210	n/a
Median Age	45.4	46.0
Median Household	\$37,908	\$42,065

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$424.97	\$134,888
Admission to Movies, Theater, Opera, Ballet	\$31.41	\$9,971
Admission to Sporting	\$30.24	\$9,598
Fees for Participant Sports, excl. Trips	\$50.10	\$15,901
Fees for Recreational Lessons	\$63.44	\$20,135
Membership Fees for Social/Recreation/Civic Clubs	\$119.47	\$37,920
Dating Services	\$0.56	\$177
Rental of Video Cassettes and DVDs	\$12.44	\$3,950
Toys & Games	\$61.09	\$19,389
Toys and Playground Equipment	\$1.87	\$593
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.09	\$662
Sports, Recreation and Exercise	\$101.30	\$32,153
Exercise Equipment and Gear, Game Tables	\$25.02	\$7,943
Bicycles	\$16.53	\$5,248
Camping Equipment	\$8.02	\$2,547
Hunting and Fishing Equipment	\$37.78	\$11,990
Winter Sports Equipment	\$3.05	\$970
Water Sports Equipment	\$2.74	\$871
Other Sports Equipment	\$6.28	\$1,992
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.87	\$594
Photographic Equipment and Supplies	\$30.78	\$9,768
Film	\$0.75	\$239
Film Processing	\$5.14	\$1,632
Photographic Equipment	\$14.74	\$4,679
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.14	\$3,219
Reading	\$70.54	\$22,389
Magazine/Newspaper Subscriptions	\$34.13	\$10,835
Magazine/Newspaper Single Copies	\$8.74	\$2,775
Books	\$24.85	\$7,888
Digital Book Readers	\$28.72	\$9,116

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

WAVERLY READING CENTER: 5 N Main St, Saint Regis Falls, 12980-2011, waverlycenter.com
 Ring 3 mile radius, 44.673377, -74.544964

Spending Patterns Data Resource Manual

Demographic Summary	2015	2020
Population	980	960
Households	424	415
Families	285	n/a
Median Age	45.4	46.1
Median Household	\$39,127	\$43,439

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$450.42	\$191,046
Admission to Movies, Theater, Opera, Ballet	\$33.40	\$14,164
Admission to Sporting	\$32.44	\$13,760
Fees for Participant Sports, excl. Trips	\$53.05	\$22,502
Fees for Recreational Lessons	\$68.20	\$28,928
Membership Fees for Social/Recreation/Civic Clubs	\$126.29	\$53,567
Dating Services	\$0.58	\$245
Rental of Video Cassettes and DVDs	\$12.95	\$5,491
Toys & Games	\$63.44	\$26,907
Toys and Playground Equipment	\$1.98	\$838
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.19	\$930
Sports, Recreation and Exercise	\$107.76	\$45,705
Exercise Equipment and Gear, Game Tables	\$26.45	\$11,218
Bicycles	\$17.28	\$7,328
Camping Equipment	\$8.65	\$3,668
Hunting and Fishing Equipment	\$40.63	\$17,233
Winter Sports Equipment	\$3.20	\$1,357
Water Sports Equipment	\$2.95	\$1,252
Other Sports Equipment	\$6.59	\$2,793
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.02	\$857
Photographic Equipment and Supplies	\$32.68	\$13,862
Film	\$0.80	\$339
Film Processing	\$5.39	\$2,287
Photographic Equipment	\$15.75	\$6,681
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.74	\$4,554
Reading	\$73.49	\$31,169
Magazine/Newspaper Subscriptions	\$35.46	\$15,040
Magazine/Newspaper Single Copies	\$9.07	\$3,845
Books	\$26.02	\$11,036
Digital Book Readers	\$29.93	\$12,697

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