

Demographic Summary	2015	2020
Population	432	429
Households	155	154
Families	126	n/a
Median Age	42.0	42.9
Median Household	\$56,235	\$62,235

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$599.07	\$92,986
Admission to Movies, Theater, Opera, Ballet	\$42.23	\$6,554
Admission to Sporting	\$43.71	\$6,785
Fees for Participant Sports, excl. Trips	\$70.39	\$10,925
Fees for Recreational Lessons	\$99.38	\$15,425
Membership Fees for Social/Recreation/Civic Clubs	\$161.17	\$25,017
Dating Services	\$0.72	\$111
Rental of Video Cassettes and DVDs	\$16.71	\$2,594
Toys & Games	\$79.84	\$12,393
Toys and Playground Equipment	\$2.46	\$382
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.88	\$446
Sports, Recreation and Exercise	\$154.84	\$24,033
Exercise Equipment and Gear, Game Tables	\$36.54	\$5,672
Bicycles	\$21.26	\$3,300
Camping Equipment	\$11.59	\$1,799
Hunting and Fishing Equipment	\$66.19	\$10,274
Winter Sports Equipment	\$4.49	\$697
Water Sports Equipment	\$3.96	\$615
Other Sports Equipment	\$8.21	\$1,275
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.56	\$398
Photographic Equipment and Supplies	\$41.91	\$6,505
Film	\$1.00	\$155
Film Processing	\$7.17	\$1,113
Photographic Equipment	\$18.33	\$2,845
Photographer Fees/Other Supplies & Equip Rental/Repair	\$15.42	\$2,394
Reading	\$89.69	\$13,921
Magazine/Newspaper Subscriptions	\$41.31	\$6,412
Magazine/Newspaper Single Copies	\$10.82	\$1,679
Books	\$34.06	\$5,286
Digital Book Readers	\$39.34	\$6,105

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	1,165	1,157
Households	438	435
Families	353	n/a
Median Age	41.9	42.9
Median Household	\$56,550	\$62,572

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$582.63	\$254,936
Admission to Movies, Theater, Opera, Ballet	\$41.06	\$17,965
Admission to Sporting	\$42.86	\$18,752
Fees for Participant Sports, excl. Trips	\$68.54	\$29,990
Fees for Recreational Lessons	\$96.78	\$42,345
Membership Fees for Social/Recreation/Civic Clubs	\$156.90	\$68,653
Dating Services	\$0.71	\$312
Rental of Video Cassettes and DVDs	\$16.12	\$7,052
Toys & Games	\$76.88	\$33,639
Toys and Playground Equipment	\$2.41	\$1,056
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.80	\$1,224
Sports, Recreation and Exercise	\$150.69	\$65,936
Exercise Equipment and Gear, Game Tables	\$35.34	\$15,465
Bicycles	\$21.02	\$9,195
Camping Equipment	\$11.45	\$5,011
Hunting and Fishing Equipment	\$64.03	\$28,017
Winter Sports Equipment	\$4.34	\$1,899
Water Sports Equipment	\$3.91	\$1,712
Other Sports Equipment	\$8.05	\$3,524
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.53	\$1,107
Photographic Equipment and Supplies	\$40.97	\$17,927
Film	\$0.98	\$428
Film Processing	\$6.90	\$3,020
Photographic Equipment	\$18.22	\$7,973
Photographer Fees/Other Supplies & Equip Rental/Repair	\$14.88	\$6,512
Reading	\$86.58	\$37,882
Magazine/Newspaper Subscriptions	\$39.89	\$17,453
Magazine/Newspaper Single Copies	\$10.45	\$4,571
Books	\$32.80	\$14,352
Digital Book Readers	\$37.82	\$16,549

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	2,380	2,362
Households	917	910
Families	727	n/a
Median Age	42.3	43.4
Median Household	\$54,071	\$59,703

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$558.09	\$511,524
Admission to Movies, Theater, Opera, Ballet	\$39.71	\$36,393
Admission to Sporting	\$40.87	\$37,457
Fees for Participant Sports, excl. Trips	\$65.95	\$60,449
Fees for Recreational Lessons	\$92.53	\$84,814
Membership Fees for Social/Recreation/Civic Clubs	\$150.07	\$137,554
Dating Services	\$0.69	\$637
Rental of Video Cassettes and DVDs	\$15.59	\$14,286
Toys & Games	\$74.02	\$67,845
Toys and Playground Equipment	\$2.41	\$2,209
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.70	\$2,475
Sports, Recreation and Exercise	\$144.77	\$132,692
Exercise Equipment and Gear, Game Tables	\$33.78	\$30,959
Bicycles	\$20.47	\$18,762
Camping Equipment	\$11.55	\$10,583
Hunting and Fishing Equipment	\$60.88	\$55,799
Winter Sports Equipment	\$3.98	\$3,644
Water Sports Equipment	\$3.80	\$3,480
Other Sports Equipment	\$7.89	\$7,227
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.43	\$2,227
Photographic Equipment and Supplies	\$39.81	\$36,493
Film	\$0.98	\$895
Film Processing	\$6.62	\$6,067
Photographic Equipment	\$17.83	\$16,339
Photographer Fees/Other Supplies & Equip Rental/Repair	\$14.40	\$13,201
Reading	\$84.51	\$77,455
Magazine/Newspaper Subscriptions	\$39.20	\$35,931
Magazine/Newspaper Single Copies	\$10.24	\$9,383
Books	\$31.61	\$28,972
Digital Book Readers	\$36.45	\$33,407

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