

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	446	426
Households	207	197
Families	129	n/a
Median Age	50.5	52.5
Median Household	\$48,688	\$54,440

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$490.21	\$101,347
Admission to Movies, Theater, Opera, Ballet	\$36.80	\$7,607
Admission to Sporting	\$36.22	\$7,487
Fees for Participant Sports, excl. Trips	\$57.88	\$11,967
Fees for Recreational Lessons	\$74.51	\$15,404
Membership Fees for Social/Recreation/Civic Clubs	\$138.90	\$28,716
Dating Services	\$0.51	\$106
Rental of Video Cassettes and DVDs	\$12.42	\$2,568
<b>Toys &amp; Games</b>	\$61.92	\$12,801
Toys and Playground Equipment	\$2.12	\$437
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.20	\$455
<b>Sports, Recreation and Exercise</b>	\$118.47	\$24,492
Exercise Equipment and Gear, Game Tables	\$29.68	\$6,135
Bicycles	\$17.45	\$3,608
Camping Equipment	\$8.45	\$1,746
Hunting and Fishing Equipment	\$47.31	\$9,781
Winter Sports Equipment	\$3.42	\$708
Water Sports Equipment	\$3.17	\$655
Other Sports Equipment	\$6.84	\$1,414
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.14	\$443
<b>Photographic Equipment and Supplies</b>	\$35.38	\$7,315
Film	\$0.82	\$170
Film Processing	\$5.83	\$1,205
Photographic Equipment	\$17.01	\$3,517
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.72	\$2,423
<b>Reading</b>	\$75.38	\$15,584
Magazine/Newspaper Subscriptions	\$36.36	\$7,517
Magazine/Newspaper Single Copies	\$9.14	\$1,890
Books	\$26.91	\$5,563
Digital Book Readers	\$29.98	\$6,198

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	588	562
Households	271	259
Families	169	n/a
Median Age	51.0	53.0
Median Household	\$51,348	\$57,346

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$499.98	\$135,465
Admission to Movies, Theater, Opera, Ballet	\$37.62	\$10,193
Admission to Sporting	\$37.11	\$10,054
Fees for Participant Sports, excl. Trips	\$59.09	\$16,009
Fees for Recreational Lessons	\$76.13	\$20,627
Membership Fees for Social/Recreation/Civic Clubs	\$141.71	\$38,395
Dating Services	\$0.53	\$143
Rental of Video Cassettes and DVDs	\$12.60	\$3,413
<b>Toys &amp; Games</b>	\$62.55	\$16,947
Toys and Playground Equipment	\$2.14	\$579
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.23	\$604
<b>Sports, Recreation and Exercise</b>	\$120.04	\$32,524
Exercise Equipment and Gear, Game Tables	\$30.08	\$8,151
Bicycles	\$17.68	\$4,791
Camping Equipment	\$8.61	\$2,334
Hunting and Fishing Equipment	\$47.86	\$12,967
Winter Sports Equipment	\$3.46	\$937
Water Sports Equipment	\$3.21	\$871
Other Sports Equipment	\$6.94	\$1,881
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.18	\$590
<b>Photographic Equipment and Supplies</b>	\$35.76	\$9,689
Film	\$0.84	\$228
Film Processing	\$5.90	\$1,599
Photographic Equipment	\$17.20	\$4,660
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.82	\$3,202
<b>Reading</b>	\$76.73	\$20,789
Magazine/Newspaper Subscriptions	\$36.97	\$10,017
Magazine/Newspaper Single Copies	\$9.29	\$2,518
Books	\$27.43	\$7,432
Digital Book Readers	\$30.42	\$8,243

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

<b>Demographic Summary</b>	<b>2015</b>	<b>2020</b>
Population	846	810
Households	375	359
Families	234	n/a
Median Age	51.1	53.1
Median Household	\$51,736	\$57,769

  

	<b>Average Amount Spent</b>	<b>Total</b>
<b>Entertainment/Recreation Fees and Admissions</b>	\$521.22	\$195,641
Admission to Movies, Theater, Opera, Ballet	\$39.25	\$14,732
Admission to Sporting	\$38.74	\$14,542
Fees for Participant Sports, excl. Trips	\$61.62	\$23,128
Fees for Recreational Lessons	\$79.42	\$29,809
Membership Fees for Social/Recreation/Civic Clubs	\$147.75	\$55,457
Dating Services	\$0.55	\$208
Rental of Video Cassettes and DVDs	\$13.11	\$4,919
<b>Toys &amp; Games</b>	\$64.99	\$24,394
Toys and Playground Equipment	\$2.22	\$834
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.32	\$870
<b>Sports, Recreation and Exercise</b>	\$124.86	\$46,866
Exercise Equipment and Gear, Game Tables	\$31.30	\$11,747
Bicycles	\$18.39	\$6,904
Camping Equipment	\$8.98	\$3,371
Hunting and Fishing Equipment	\$49.75	\$18,675
Winter Sports Equipment	\$3.59	\$1,349
Water Sports Equipment	\$3.34	\$1,255
Other Sports Equipment	\$7.23	\$2,713
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.27	\$850
<b>Photographic Equipment and Supplies</b>	\$37.16	\$13,950
Film	\$0.88	\$329
Film Processing	\$6.14	\$2,303
Photographic Equipment	\$17.88	\$6,711
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.27	\$4,606
<b>Reading</b>	\$79.94	\$30,004
Magazine/Newspaper Subscriptions	\$38.50	\$14,451
Magazine/Newspaper Single Copies	\$9.68	\$3,632
Books	\$28.59	\$10,732
Digital Book Readers	\$31.66	\$11,885

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