

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 1 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Demographic	2015	2020
Population	446	426
Households	207	197
Families	129	n/a
Median Age	50.5	52.5
Median Household Income	\$48,688	\$54,440
	Average Amount Spent	Total
Apparel and Services	\$1,475.53	\$305,053
Men's	\$297.73	\$61,553
Women's	\$521.14	\$107,742
Children's	\$125.55	\$25,956
Footwear	\$298.62	\$61,738
Watches & Jewelry	\$67.21	\$13,895
Apparel Products and Services	\$119.49	\$24,703
Computer		
Computers and Hardware for Home Use	\$128.63	\$26,592
Portable Memory	\$3.83	\$791
Computer Software and Accessories	\$25.24	\$5,218
Entertainment & Recreation	\$2,083.80	\$430,808
Fees and Admissions	\$490.21	\$101,347
Membership Fees for Clubs	\$138.90	\$28,716
Fees for Participant Sports, excl. Trips	\$57.88	\$11,967
Admission to Movie/Theatre/Opera/Ballet	\$36.80	\$7,607
Admission to Sporting Events, excl. Trips	\$36.22	\$7,487
Fees for Recreational Lessons	\$74.51	\$15,404
Dating Services	\$0.51	\$106
TV/Video/Audio	\$898.15	\$185,684
Cable and Satellite Television Services	\$680.44	\$140,676
Televisions	\$83.08	\$17,176
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.57	\$1,359
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.70	\$2,832
Video Game Hardware/Accessories	\$28.57	\$5,906
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.34	\$2,345
Rental of Video Cassettes and DVDs	\$12.42	\$2,568
Installation of Televisions	n/a	n/a
Audio	\$52.66	\$10,886
Rental and Repair of TV/Radio/Sound Equipment	\$1.53	\$317
Pets	\$541.59	\$111,968
Toys and Games	\$66.23	\$13,693
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$118.47	\$24,492
Photo Equipment and Supplies	\$35.38	\$7,315
Reading	\$75.38	\$15,584
Catered Affairs	n/a	n/a

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

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 1 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Goods and Services	Average Amount Spent	Total
Food	\$6,778.10	\$1,401,317
Food At Home	\$4,260.45	\$880,812
Bakery and Cereal Products	\$575.32	\$118,943
Meats, Poultry, Fish, and Eggs	\$928.39	\$191,937
Dairy Products	\$444.23	\$91,841
Fruits and Vegetables	\$811.93	\$167,859
Snacks and Other Food At Home	\$2,018.55	\$417,318
Food Away from Home	\$2,517.66	\$520,505
Alcoholic Beverages	\$459.23	\$94,943
Nonalcoholic Beverages at Home	\$412.99	\$85,382
Health		
Nonprescription Drugs	\$66.96	\$13,844
Prescription Drugs	\$115.17	\$23,810
Eyeglasses and Contact Lenses	\$49.30	\$10,192
Home		
Utilities, Fuel and Public Services	\$3,693.08	\$763,513
Household Furnishings and Equipment		
Household Textiles	\$97.07	\$20,069
Furniture	\$366.61	\$75,793
Rugs	\$22.21	\$4,592
Major Appliances	\$167.40	\$34,609
Housewares	\$55.99	\$11,576
Small Appliances	\$36.40	\$7,525
Luggage	\$6.08	\$1,257
Telephones and Accessories	\$63.92	\$13,214
Household Operations		
Lawn and Garden	\$201.93	\$41,746
Moving/Storage/Freight Express	\$47.26	\$9,771
Housekeeping Supplies	\$696.79	\$144,056
Insurance		
Vehicle Insurance	\$871.49	\$180,172
Life/Other Insurance	\$321.76	\$66,522
Health Insurance	\$2,330.95	\$481,905
Personal Care Products	\$357.85	\$73,982
School Books and Supplies	\$57.38	\$11,863
Smoking Products	\$353.78	\$73,142
Transportation		
Vehicle Purchases (Net Outlay)	\$3,009.74	\$622,239
Gasoline and Motor Oil	\$2,552.16	\$527,639
Vehicle Maintenance and Repairs	\$831.67	\$171,942
Travel		
Airline Fares	\$327.06	\$67,617
Lodging on Trips	\$322.87	\$66,751
Auto/Truck/Van Rental on Trips	\$16.35	\$3,380
Food and Drink on Trips	\$225.44	\$46,608

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

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 2 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Demographic	2015	2020
Population	588	562
Households	271	259
Families	169	n/a
Median Age	51.0	53.0
Median Household Income	\$51,348	\$57,346
	Average Amount Spent	Total
Apparel and Services	\$1,492.76	\$404,453
Men's	\$299.60	\$81,174
Women's	\$530.18	\$143,648
Children's	\$126.40	\$34,247
Footwear	\$301.28	\$81,630
Watches & Jewelry	\$68.41	\$18,535
Apparel Products and Services	\$120.94	\$32,767
Computer		
Computers and Hardware for Home Use	\$130.73	\$35,419
Portable Memory	\$3.88	\$1,053
Computer Software and Accessories	\$25.69	\$6,961
Entertainment & Recreation	\$2,113.12	\$572,533
Fees and Admissions	\$499.98	\$135,465
Membership Fees for Clubs	\$141.71	\$38,395
Fees for Participant Sports, excl. Trips	\$59.09	\$16,009
Admission to Movie/Theatre/Opera/Ballet	\$37.62	\$10,193
Admission to Sporting Events, excl. Trips	\$37.11	\$10,054
Fees for Recreational Lessons	\$76.13	\$20,627
Dating Services	\$0.53	\$143
TV/Video/Audio	\$908.70	\$246,206
Cable and Satellite Television Services	\$687.93	\$186,391
Televisions	\$84.20	\$22,815
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.62	\$1,793
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$13.88	\$3,761
Video Game Hardware/Accessories	\$28.87	\$7,822
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.50	\$3,115
Rental of Video Cassettes and DVDs	\$12.60	\$3,413
Installation of Televisions	n/a	n/a
Audio	\$53.61	\$14,526
Rental and Repair of TV/Radio/Sound Equipment	\$1.57	\$424
Pets	\$548.63	\$148,648
Toys and Games	\$66.91	\$18,130
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$120.04	\$32,524
Photo Equipment and Supplies	\$35.76	\$9,689
Reading	\$76.73	\$20,789
Catered Affairs	n/a	n/a

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

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 2 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Goods and Services	Average Amount Spent	Total
Food	\$6,859.24	\$1,858,460
Food At Home	\$4,305.65	\$1,166,584
Bakery and Cereal Products	\$581.48	\$157,549
Meats, Poultry, Fish, and Eggs	\$937.91	\$254,119
Dairy Products	\$449.09	\$121,677
Fruits and Vegetables	\$820.50	\$222,309
Snacks and Other Food At Home	\$2,039.71	\$552,644
Food Away from Home	\$2,553.59	\$691,876
Alcoholic Beverages	\$466.86	\$126,491
Nonalcoholic Beverages at Home	\$417.42	\$113,098
Health		
Nonprescription Drugs	\$67.76	\$18,360
Prescription Drugs	\$116.23	\$31,492
Eyeglasses and Contact Lenses	\$50.30	\$13,627
Home		
Utilities, Fuel and Public Services	\$3,734.28	\$1,011,776
Household Furnishings and Equipment		
Household Textiles	\$98.61	\$26,717
Furniture	\$372.70	\$100,980
Rugs	\$22.44	\$6,081
Major Appliances	\$170.54	\$46,206
Housewares	\$56.70	\$15,362
Small Appliances	\$36.83	\$9,979
Luggage	\$6.21	\$1,682
Telephones and Accessories	\$64.46	\$17,465
Household Operations		
Lawn and Garden	\$205.05	\$55,557
Moving/Storage/Freight Express	\$47.65	\$12,910
Housekeeping Supplies	\$705.26	\$191,084
Insurance		
Vehicle Insurance	\$882.26	\$239,042
Life/Other Insurance	\$326.60	\$88,490
Health Insurance	\$2,360.87	\$639,659
Personal Care Products	\$362.10	\$98,107
School Books and Supplies	\$57.90	\$15,687
Smoking Products	\$355.74	\$96,385
Transportation		
Vehicle Purchases (Net Outlay)	\$3,058.20	\$828,596
Gasoline and Motor Oil	\$2,580.78	\$699,244
Vehicle Maintenance and Repairs	\$842.29	\$228,212
Travel		
Airline Fares	\$333.09	\$90,248
Lodging on Trips	\$329.41	\$89,252
Auto/Truck/Van Rental on Trips	\$16.69	\$4,522
Food and Drink on Trips	\$230.06	\$62,332

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

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 3 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Demographic	2015	2020
Population	846	810
Households	375	359
Families	234	n/a
Median Age	51.1	53.1
Median Household Income	\$51,736	\$57,769
	Average Amount Spent	Total
Apparel and Services	\$1,551.85	\$582,494
Men's	\$310.88	\$116,691
Women's	\$552.23	\$207,280
Children's	\$131.18	\$49,239
Footwear	\$312.91	\$117,453
Watches & Jewelry	\$71.27	\$26,751
Apparel Products and Services	\$125.74	\$47,199
Computer		
Computers and Hardware for Home Use	\$136.12	\$51,092
Portable Memory	\$4.04	\$1,517
Computer Software and Accessories	\$26.76	\$10,046
Entertainment & Recreation	\$2,198.55	\$825,233
Fees and Admissions	\$521.22	\$195,641
Membership Fees for Clubs	\$147.75	\$55,457
Fees for Participant Sports, excl. Trips	\$61.62	\$23,128
Admission to Movie/Theatre/Opera/Ballet	\$39.25	\$14,732
Admission to Sporting Events, excl. Trips	\$38.74	\$14,542
Fees for Recreational Lessons	\$79.42	\$29,809
Dating Services	\$0.55	\$208
TV/Video/Audio	\$944.70	\$354,596
Cable and Satellite Television Services	\$715.00	\$268,379
Televisions	\$87.59	\$32,878
Satellite Dishes	n/a	n/a
VCRs, Video Cameras, and DVD Players	\$6.87	\$2,577
Miscellaneous Video Equipment	n/a	n/a
Video Cassettes and DVDs	\$14.44	\$5,421
Video Game Hardware/Accessories	\$30.00	\$11,261
Video Game Software	n/a	n/a
Streaming/Downloaded Video	\$11.96	\$4,489
Rental of Video Cassettes and DVDs	\$13.11	\$4,919
Installation of Televisions	n/a	n/a
Audio	\$55.86	\$20,967
Rental and Repair of TV/Radio/Sound Equipment	\$1.63	\$613
Pets	\$570.61	\$214,181
Toys and Games	\$69.53	\$26,098
Recreational Vehicles and Fees	n/a	n/a
Sports/Recreation/Exercise Equipment	\$124.86	\$46,866
Photo Equipment and Supplies	\$37.16	\$13,950
Reading	\$79.94	\$30,004
Catered Affairs	n/a	n/a

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

WESTPORT LIBRARY: 6 Harris Ln, Westport, 12993
Ring 3 mile radius, 44.182012, -73.434293

Spending Patterns Data Resource Manual

Goods and Services	Average Amount Spent	Total
Food	\$7,131.46	\$2,676,821
Food At Home	\$4,474.44	\$1,679,500
Bakery and Cereal Products	\$604.30	\$226,827
Meats, Poultry, Fish, and Eggs	\$974.56	\$365,804
Dairy Products	\$466.75	\$175,196
Fruits and Vegetables	\$852.66	\$320,048
Snacks and Other Food At Home	\$2,119.58	\$795,592
Food Away from Home	\$2,657.01	\$997,321
Alcoholic Beverages	\$486.15	\$182,478
Nonalcoholic Beverages at Home	\$433.81	\$162,831
Health		
Nonprescription Drugs	\$70.45	\$26,443
Prescription Drugs	\$120.73	\$45,317
Eyeglasses and Contact Lenses	\$52.44	\$19,683
Home		
Utilities, Fuel and Public Services	\$3,881.40	\$1,456,900
Household Furnishings and Equipment		
Household Textiles	\$102.66	\$38,533
Furniture	\$388.10	\$145,676
Rugs	\$23.32	\$8,754
Major Appliances	\$177.71	\$66,704
Housewares	\$58.96	\$22,131
Small Appliances	\$38.29	\$14,373
Luggage	\$6.47	\$2,430
Telephones and Accessories	\$66.94	\$25,126
Household Operations		
Lawn and Garden	\$213.44	\$80,116
Moving/Storage/Freight Express	\$49.48	\$18,571
Housekeeping Supplies	\$733.29	\$275,243
Insurance		
Vehicle Insurance	\$917.40	\$344,349
Life/Other Insurance	\$339.92	\$127,589
Health Insurance	\$2,455.28	\$921,599
Personal Care Products	\$376.45	\$141,304
School Books and Supplies	\$60.13	\$22,571
Smoking Products	\$369.04	\$138,521
Transportation		
Vehicle Purchases (Net Outlay)	\$3,184.03	\$1,195,138
Gasoline and Motor Oil	\$2,682.51	\$1,006,892
Vehicle Maintenance and Repairs	\$875.95	\$328,793
Travel		
Airline Fares	\$347.07	\$130,273
Lodging on Trips	\$343.45	\$128,914
Auto/Truck/Van Rental on Trips	\$17.40	\$6,532
Food and Drink on Trips	\$239.87	\$90,038

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