

Demographic Summary	2015	2020
Population	610	597
Households	269	263
Families	186	n/a
Median Age	49.7	51.0
Median Household	\$42,766	\$48,205

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$465.64	\$125,061
Admission to Movies, Theater, Opera, Ballet	\$34.19	\$9,182
Admission to Sporting	\$32.23	\$8,657
Fees for Participant Sports, excl. Trips	\$55.87	\$15,005
Fees for Recreational Lessons	\$69.54	\$18,677
Membership Fees for Social/Recreation/Civic Clubs	\$130.03	\$34,924
Dating Services	\$0.64	\$172
Rental of Video Cassettes and DVDs	\$13.12	\$3,525
Toys & Games	\$62.29	\$16,731
Toys and Playground Equipment	\$2.44	\$656
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.17	\$584
Sports, Recreation and Exercise	\$111.79	\$30,024
Exercise Equipment and Gear, Game Tables	\$27.92	\$7,498
Bicycles	\$17.62	\$4,732
Camping Equipment	\$8.05	\$2,162
Hunting and Fishing Equipment	\$43.07	\$11,567
Winter Sports Equipment	\$3.23	\$868
Water Sports Equipment	\$2.78	\$747
Other Sports Equipment	\$7.20	\$1,934
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.92	\$515
Photographic Equipment and Supplies	\$33.82	\$9,084
Film	\$0.84	\$225
Film Processing	\$5.72	\$1,537
Photographic Equipment	\$15.12	\$4,060
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.14	\$3,260
Reading	\$76.57	\$20,565
Magazine/Newspaper Subscriptions	\$36.84	\$9,894
Magazine/Newspaper Single Copies	\$9.56	\$2,568
Books	\$27.09	\$7,275
Digital Book Readers	\$30.83	\$8,279

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	941	921
Households	412	403
Families	286	n/a
Median Age	50.0	51.2
Median Household	\$42,560	\$48,088

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$468.40	\$193,159
Admission to Movies, Theater, Opera, Ballet	\$34.39	\$14,181
Admission to Sporting	\$32.42	\$13,369
Fees for Participant Sports, excl. Trips	\$56.18	\$23,166
Fees for Recreational Lessons	\$69.96	\$28,849
Membership Fees for Social/Recreation/Civic Clubs	\$130.79	\$53,936
Dating Services	\$0.65	\$266
Rental of Video Cassettes and DVDs	\$13.20	\$5,442
Toys & Games	\$62.65	\$25,833
Toys and Playground Equipment	\$2.46	\$1,015
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.18	\$901
Sports, Recreation and Exercise	\$112.46	\$46,374
Exercise Equipment and Gear, Game Tables	\$28.07	\$11,577
Bicycles	\$17.72	\$7,307
Camping Equipment	\$8.09	\$3,335
Hunting and Fishing Equipment	\$43.36	\$17,880
Winter Sports Equipment	\$3.26	\$1,343
Water Sports Equipment	\$2.79	\$1,152
Other Sports Equipment	\$7.23	\$2,983
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.93	\$795
Photographic Equipment and Supplies	\$34.01	\$14,025
Film	\$0.84	\$347
Film Processing	\$5.76	\$2,374
Photographic Equipment	\$15.19	\$6,264
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.21	\$5,037
Reading	\$76.96	\$31,735
Magazine/Newspaper Subscriptions	\$37.01	\$15,262
Magazine/Newspaper Single Copies	\$9.61	\$3,963
Books	\$27.24	\$11,233
Digital Book Readers	\$31.00	\$12,783

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	1,407	1,378
Households	620	606
Families	428	n/a
Median Age	50.1	51.3
Median Household	\$42,476	\$48,040

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$463.88	\$287,485
Admission to Movies, Theater, Opera, Ballet	\$34.07	\$21,113
Admission to Sporting	\$32.13	\$19,912
Fees for Participant Sports, excl. Trips	\$55.75	\$34,553
Fees for Recreational Lessons	\$69.25	\$42,919
Membership Fees for Social/Recreation/Civic Clubs	\$129.59	\$80,312
Dating Services	\$0.63	\$393
Rental of Video Cassettes and DVDs	\$13.10	\$8,116
Toys & Games	\$62.14	\$38,511
Toys and Playground Equipment	\$2.41	\$1,491
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.18	\$1,349
Sports, Recreation and Exercise	\$111.36	\$69,016
Exercise Equipment and Gear, Game Tables	\$27.85	\$17,259
Bicycles	\$17.58	\$10,893
Camping Equipment	\$8.08	\$5,005
Hunting and Fishing Equipment	\$42.74	\$26,490
Winter Sports Equipment	\$3.20	\$1,982
Water Sports Equipment	\$2.79	\$1,727
Other Sports Equipment	\$7.22	\$4,476
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.91	\$1,184
Photographic Equipment and Supplies	\$33.75	\$20,916
Film	\$0.84	\$521
Film Processing	\$5.70	\$3,532
Photographic Equipment	\$15.13	\$9,378
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.07	\$7,482
Reading	\$76.58	\$47,462
Magazine/Newspaper Subscriptions	\$36.91	\$22,872
Magazine/Newspaper Single Copies	\$9.57	\$5,934
Books	\$27.02	\$16,748
Digital Book Readers	\$30.76	\$19,061

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