

Demographic Summary	2015	2020
Population	564	789
Households	258	361
Families	175	n/a
Median Age	45.4	46.0
Median Household	\$57,772	\$63,847

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$528.31	\$136,434
Admission to Movies, Theater, Opera, Ballet	\$38.65	\$9,981
Admission to Sporting	\$39.98	\$10,324
Fees for Participant Sports, excl.Trips	\$62.27	\$16,080
Fees for Recreational Lessons	\$86.83	\$22,424
Membership Fees for Social/Recreation/Civic Clubs	\$144.46	\$37,305
Dating Services	\$0.64	\$165
Rental of Video Cassettes and DVDs	\$13.72	\$3,543
Toys & Games	\$65.51	\$16,918
Toys and Playground Equipment	\$2.30	\$593
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.41	\$623
Sports, Recreation and Exercise	\$130.92	\$33,809
Exercise Equipment and Gear, Game Tables	\$31.40	\$8,109
Bicycles	\$19.12	\$4,939
Camping Equipment	\$10.36	\$2,677
Hunting and Fishing Equipment	\$53.19	\$13,736
Winter Sports Equipment	\$3.58	\$926
Water Sports Equipment	\$3.50	\$905
Other Sports Equipment	\$7.42	\$1,916
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.34	\$605
Photographic Equipment and Supplies	\$36.94	\$9,540
Film	\$0.90	\$232
Film Processing	\$5.97	\$1,543
Photographic Equipment	\$17.42	\$4,498
Photographer Fees/Other Supplies & Equip Rental/Repair	\$12.65	\$3,267
Reading	\$78.00	\$20,144
Magazine/Newspaper Subscriptions	\$36.34	\$9,384
Magazine/Newspaper Single Copies	\$9.34	\$2,412
Books	\$29.02	\$7,495
Digital Book Readers	\$32.12	\$8,294

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	1,240	1,734
Households	542	758
Families	366	n/a
Median Age	45.4	46.0
Median Household	\$57,772	\$63,847

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$552.99	\$299,658
Admission to Movies, Theater, Opera, Ballet	\$40.45	\$21,921
Admission to Sporting	\$41.85	\$22,676
Fees for Participant Sports, excl.Trips	\$65.18	\$35,318
Fees for Recreational Lessons	\$90.89	\$49,250
Membership Fees for Social/Recreation/Civic Clubs	\$151.20	\$81,935
Dating Services	\$0.67	\$361
Rental of Video Cassettes and DVDs	\$14.36	\$7,782
Toys & Games	\$68.57	\$37,157
Toys and Playground Equipment	\$2.41	\$1,304
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.52	\$1,368
Sports, Recreation and Exercise	\$137.03	\$74,256
Exercise Equipment and Gear, Game Tables	\$32.87	\$17,811
Bicycles	\$20.02	\$10,848
Camping Equipment	\$10.85	\$5,879
Hunting and Fishing Equipment	\$55.67	\$30,168
Winter Sports Equipment	\$3.75	\$2,033
Water Sports Equipment	\$3.67	\$1,988
Other Sports Equipment	\$7.76	\$4,207
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.45	\$1,329
Photographic Equipment and Supplies	\$38.67	\$20,953
Film	\$0.94	\$510
Film Processing	\$6.25	\$3,388
Photographic Equipment	\$18.23	\$9,880
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.24	\$7,176
Reading	\$81.65	\$44,243
Magazine/Newspaper Subscriptions	\$38.04	\$20,611
Magazine/Newspaper Single Copies	\$9.78	\$5,298
Books	\$30.38	\$16,462
Digital Book Readers	\$33.62	\$18,217

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	1,549	2,165
Households	676	945
Families	457	n/a
Median Age	45.4	46.0
Median Household	\$57,772	\$63,847

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$554.02	\$374,254
Admission to Movies, Theater, Opera, Ballet	\$40.53	\$27,378
Admission to Sporting	\$41.92	\$28,321
Fees for Participant Sports, excl.Trips	\$65.30	\$44,110
Fees for Recreational Lessons	\$91.06	\$61,511
Membership Fees for Social/Recreation/Civic Clubs	\$151.49	\$102,332
Dating Services	\$0.67	\$451
Rental of Video Cassettes and DVDs	\$14.39	\$9,720
Toys & Games	\$68.70	\$46,407
Toys and Playground Equipment	\$2.41	\$1,628
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.53	\$1,709
Sports, Recreation and Exercise	\$137.29	\$92,741
Exercise Equipment and Gear, Game Tables	\$32.93	\$22,244
Bicycles	\$20.06	\$13,548
Camping Equipment	\$10.87	\$7,342
Hunting and Fishing Equipment	\$55.78	\$37,678
Winter Sports Equipment	\$3.76	\$2,539
Water Sports Equipment	\$3.67	\$2,482
Other Sports Equipment	\$7.78	\$5,255
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.46	\$1,660
Photographic Equipment and Supplies	\$38.74	\$26,169
Film	\$0.94	\$637
Film Processing	\$6.26	\$4,231
Photographic Equipment	\$18.27	\$12,339
Photographer Fees/Other Supplies & Equip Rental/Repair	\$13.27	\$8,962
Reading	\$81.80	\$55,256
Magazine/Newspaper Subscriptions	\$38.11	\$25,742
Magazine/Newspaper Single Copies	\$9.80	\$6,617
Books	\$30.44	\$20,560
Digital Book Readers	\$33.68	\$22,752

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