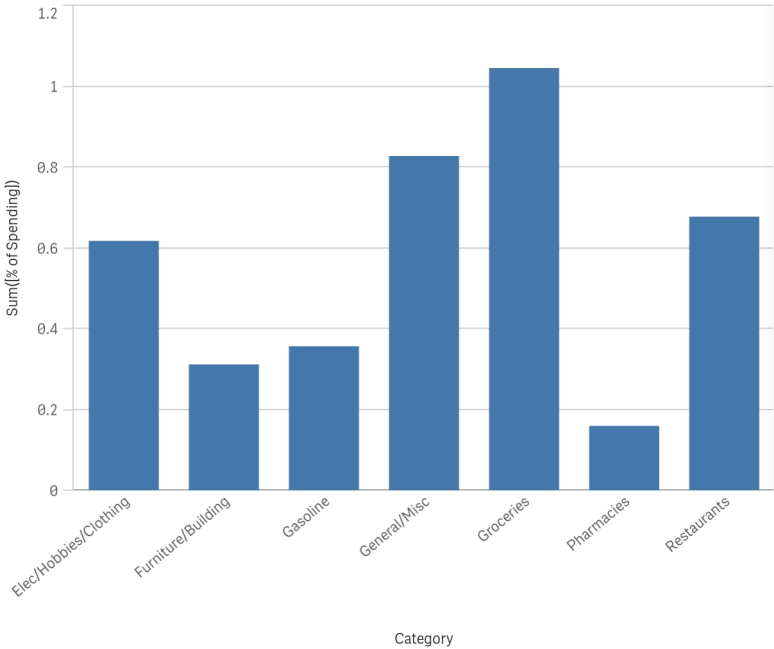


Project 1

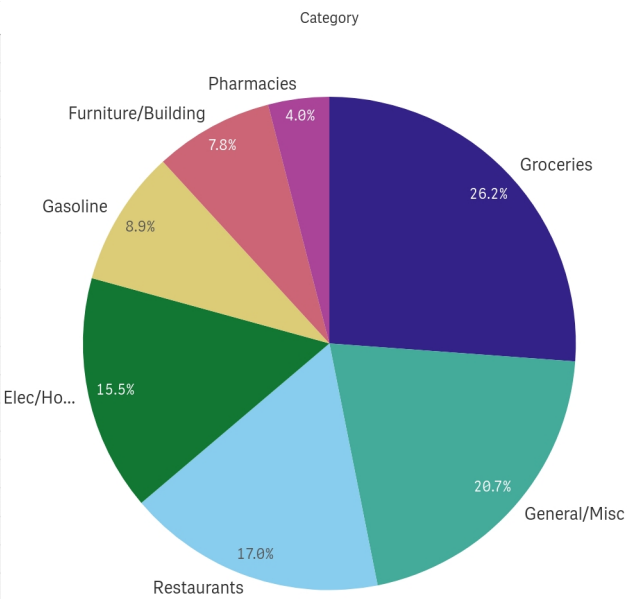
Spending by Generation

Generation	% of Spending	Category
Baby Boomers	0.037	Pharmacies
Baby Boomers	0.085	Gasoline
Baby Boomers	0.1	Furniture/Building
Baby Boomers	0.135	Restaurants
Baby Boomers	0.147	Elec/Hobbies/Clothing
Baby Boomers	0.223	General/Misc
Baby Boomers	0.272	Groceries
Generation X	0.029	Pharmacies
Generation X	0.073	Furniture/Building
Generation X	0.097	Gasoline
Generation X	0.168	Elec/Hobbies/Clothing
Generation X	0.177	Restaurants
Generation X	0.203	General/Misc
Generation X	0.253	Groceries
Millenials	0.03	Pharmacies
Millenials	0.045	Furniture/Building
Millenials	0.108	Gasoline
Millenials	0.177	General/Misc
Millenials	0.185	Elec/Hobbies/Clothing
Millenials	0.217	Groceries
Millenials	0.238	Restaurants
Traditionalists	0.064	Pharmacies

% of Spending by Category



Share of Spending by Category



Category

- Groceries
- General/Misc
- Restaurants
- Elec/Hobbies/Clothing
- Gasoline
- Furniture/Building
- Pharmacies

Generation

Generation	Category
Baby Boomers	Elec/Hobbies/Clothing
Generation X	Furniture/Building
Millenials	Gasoline
Traditionalists	General/Misc
	Groceries
	Pharmacies
	Restaurants

Maximum Share of Spending

0.3

Share of Spending by Generation

