Total Sales per Customer Premium/Lifestage Type 96413.55 91296.65 86338.25 84734.25 78571.7 75242.6 57122.1 54443.85 39052.3 **Total Sales** 33345.7 20607.45 15979.7 156863.75 147582.2 -145168.95 -129717.95 -127833.6 124648.5 123537.55 10760.8 105916.3 Mainstream - MIDAGE SINGLES/COUPLES Mainstream - YOUNG SINGLES/COUPLES Mainstream - OLDER SINGLES/COUPLES Premium – MIDAGE SINGLES/COUPLES Premium - YOUNG SINGLES/COUPLES Premium - OLDER SINGLES/COUPLES Budget – MIDAGE SINGLES/COUPLES Budget – YOUNG SINGLES/COUPLES Budget - OLDER SINGLES/COUPLES Mainstream - YOUNG FAMILIES Mainstream - OLDER FAMILIES Mainstream - NEW FAMILIES Premium - YOUNG FAMILIES Premium - OLDER FAMILIES Budget - YOUNG FAMILIES Budget - OLDER FAMILIES Premium - NEW FAMILIES Budget - NEW FAMILIES Mainstream - RETIREES Premium - RETIREES Budget - RETIREES Premium/Lifestage Type