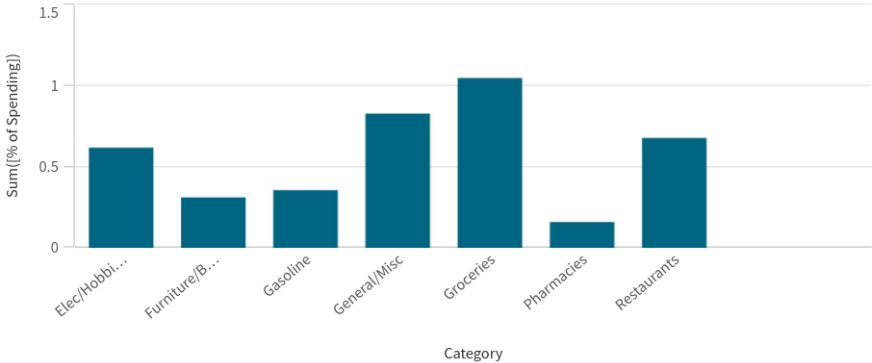


Consumer Spending by Generation

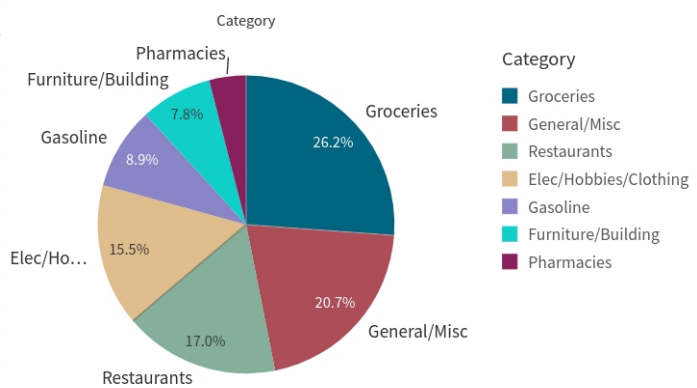
Spending by Generation

Generation	Q	% of Spending	Q	Category	Q
Generation X		0.029		Pharmacies	
Millenials		0.03		Pharmacies	
Baby Boomers		0.037		Pharmacies	
Millenials		0.045		Furniture/Building	
Traditionalists		0.064		Pharmacies	
Traditionalists		0.067		Gasoline	
Generation X		0.073		Furniture/Building	
Baby Boomers		0.085		Gasoline	
Traditionalists		0.094		Furniture/Building	
Generation X		0.097		Gasoline	
Baby Boomers		0.1		Furniture/Building	
Millenials		0.108		Gasoline	
Traditionalists		0.118		Pharmacies	

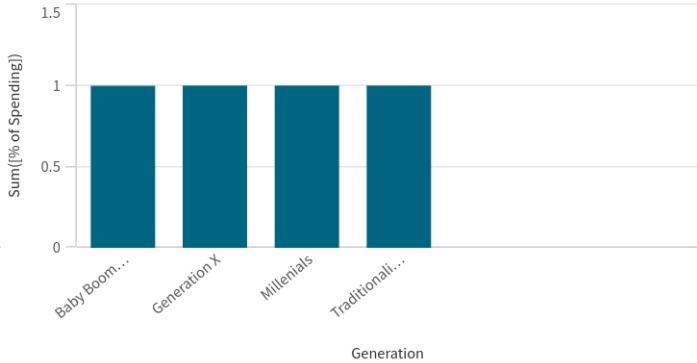
% of Spending by Category



Share of Spending by Category



% of Spending by Generation



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

Maximum Share of Spending

0.3

Share of Spending by Generation

