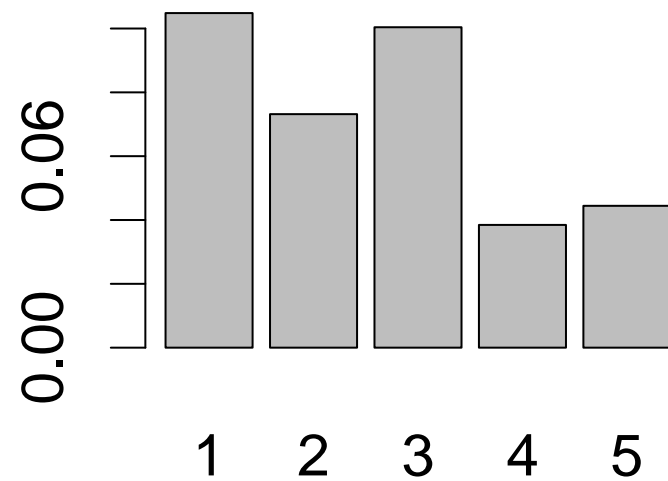
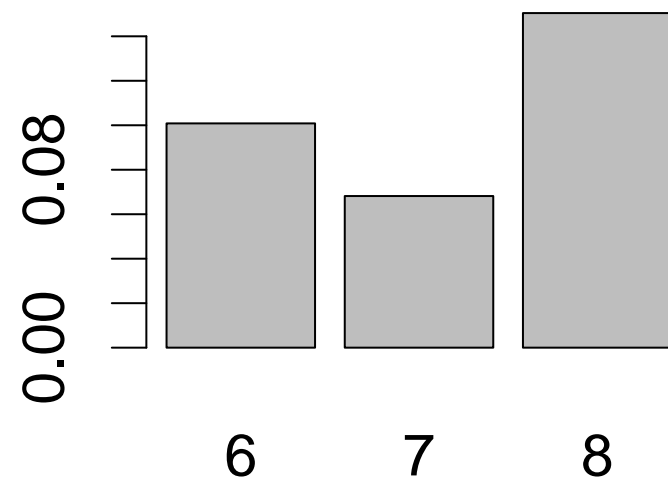


Purchase frequency of subgroups in each of customer main type groups

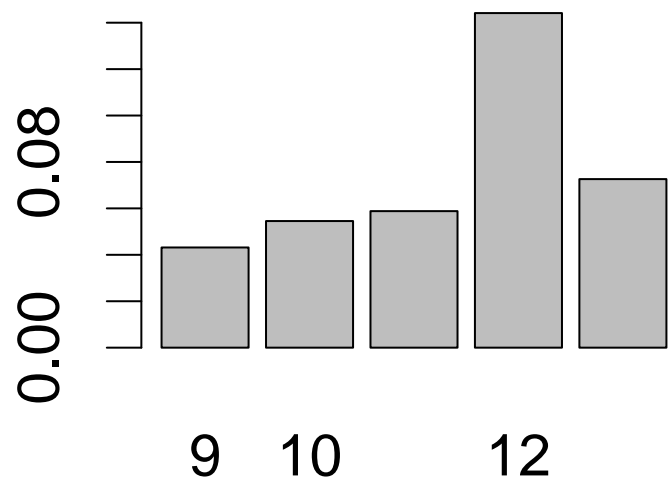
Successful hedonists (1)



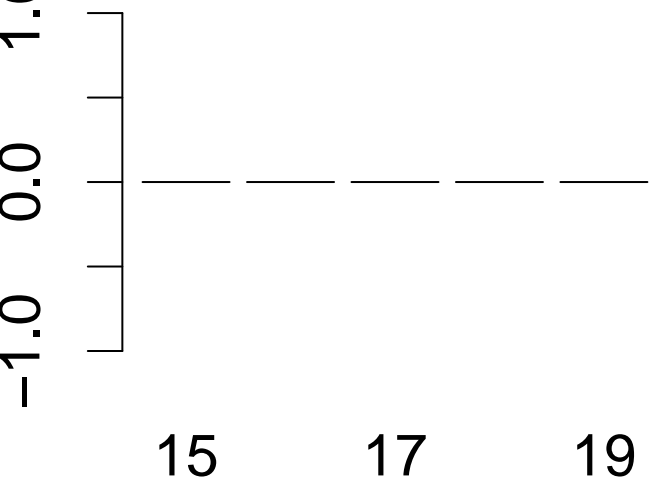
Driven growers (2)



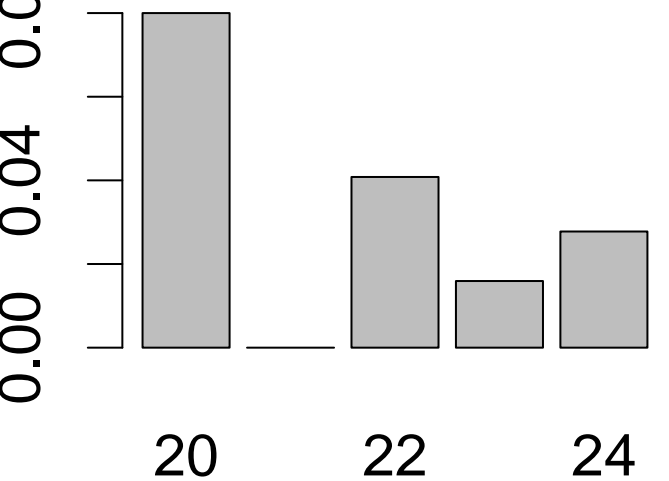
Average family (3)



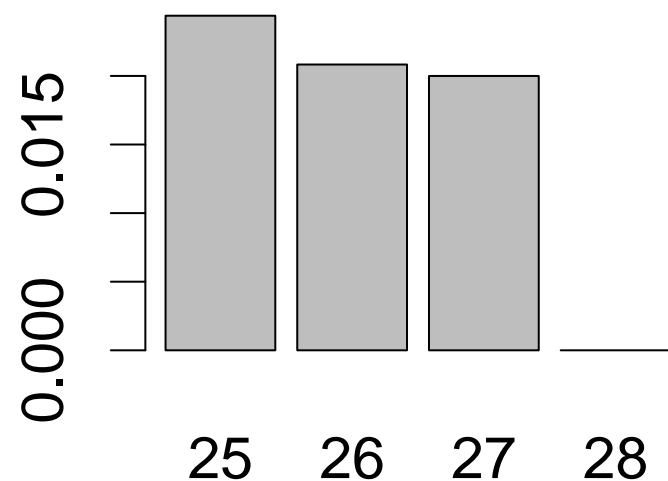
Career loners (4)



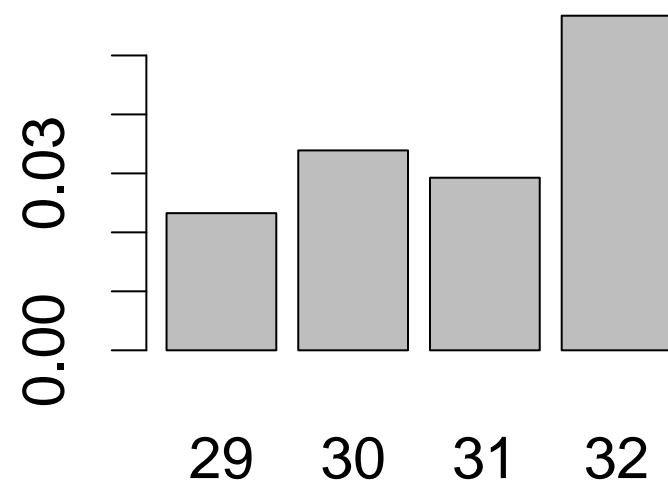
Living well (5)



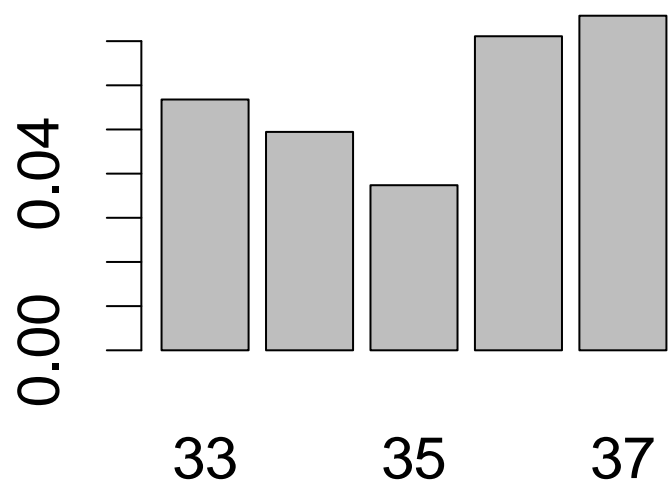
Cruising seniors (6)



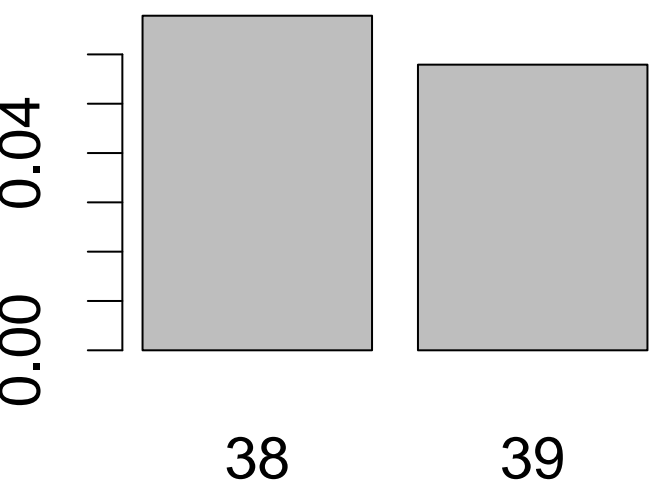
Retired and religious (7)



Family with grown ups (8)



Convervative families (9)



Farmers (10)

