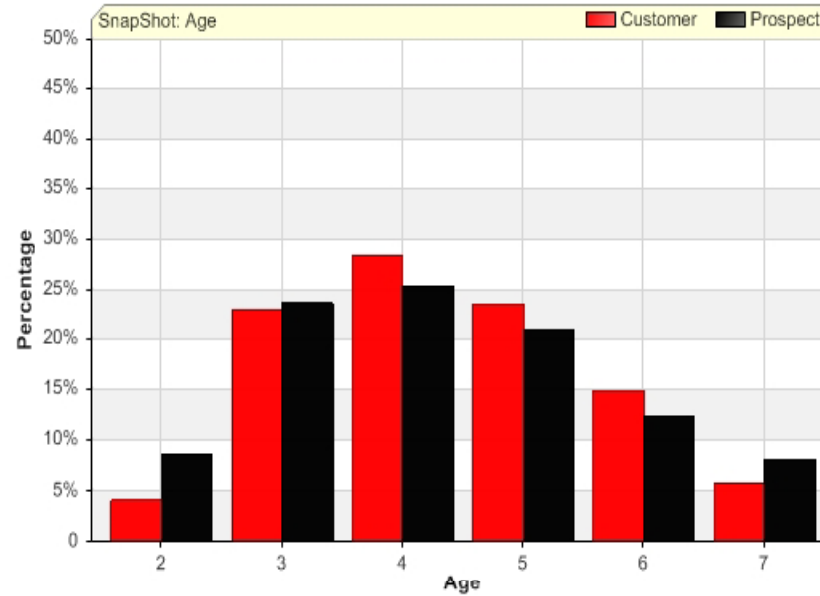


Age



Age	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
4 - 45-54 Years Old	642	28%	2,278,399	25%	112
5 - 55-64 Years Old	531	24%	1,889,464	21%	112
3 - 35-44 Years Old	519	23%	2,126,665	24%	97
6 - 65-74 Years Old	337	15%	1,112,589	12%	120
7 - 75+ Years Old	130	6%	732,676	8%	71
2 - 25-34 Years Old	92	4%	774,615	9%	47

