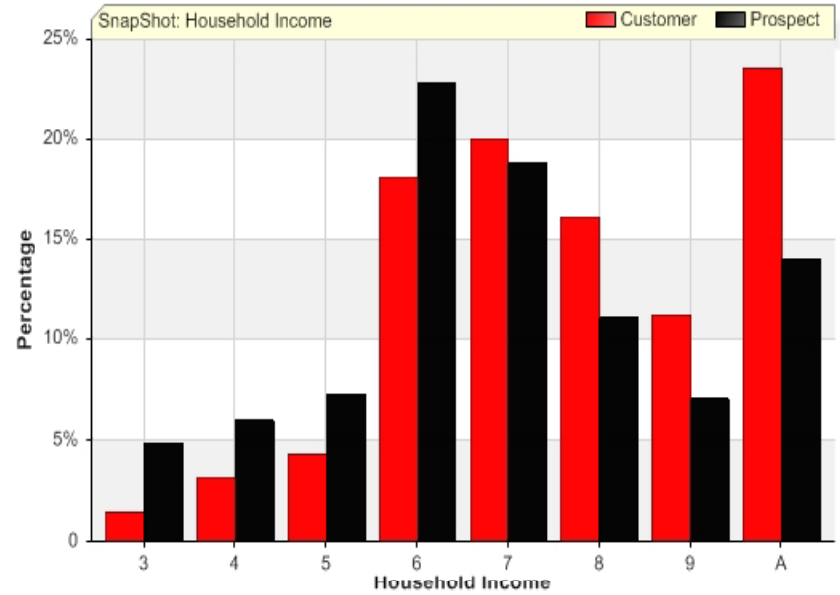


Household Income



Household Income	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
A - 150,000 and over	531	24%	1,259,573	14%	168
7 - 75,000 - 99,999	453	20%	1,694,076	19%	106
6 - 50,000 - 74,999	408	18%	2,050,657	23%	79
8 - 100,000 - 124,999	364	16%	996,983	11%	145
9 - 125,000 - 149,999	254	11%	632,912	7%	160
5 - 40,000 - 49,999	97	4%	653,927	7%	59
4 - 30,000 - 39,999	72	3%	538,995	6%	53
3 - 20,000 - 29,999	33	1%	433,215	5%	30

