



Demographic Distribution by Product and Geography

Demographics		WM TTL US-WM TTL				WM TTL US-All Out xWM	
		COMPACT FLOURESCENT BULBS		LIGHT BULBS		COMPACT FLOURESCENT BULBS	
		Sales	% Chg vs YA	Sales	% Chg vs YA	% of Sales	% Chg vs YA
Total Households	All Households	78,596,543	0.6%	290,928,923	12.8%	134,072,426	-17.7%
	0-24.9k	18%	-12.5%	18%	11.7%	13%	-17.5%
	25-49.9k	30%	13.3%	29%	16.5%	23%	-13.0%
	50-99.9k	32%	0.4%	33%	12.3%	34%	-13.7%
	>100k	20%	-2.8%	20%	9.8%	30%	-24.8%
HH Generation	Gen Y born 1976+	24%	8.8%	19%	17.8%	19%	-13.7%
	Gen X born 1965-76	21%	-9.1%	20%	8.8%	21%	-23.5%
	Boomers born 1946-1964	43%	2.3%	46%	14.3%	44%	-17.9%
	Retirees/Seniors born before 1945	13%	-2.2%	15%	8.2%	16%	-12.9%
Race	White	83%	3.8%	84%	14.7%	79%	-17.5%
	Black	10%	-10.0%	9%	10.9%	12%	-3.8%
	Asian	2%	-12.7%	2%	-8.7%	4%	-40.4%
	Other/Unknown	6%	-17.6%	5%	-2.3%	6%	-21.9%
Ethnicity	Non Hispanic/Unkown	91%	0.9%	92%	13.4%	90%	-17.5%
	Acculturated Hispanic	9%	-1.2%	8%	7.3%	9%	-19.2%
HH Size	1 Person HH	21%	9.6%	21%	17.0%	24%	-11.6%
	2 person HH	34%	0.0%	36%	12.0%	35%	-15.5%
	3 Person HH	16%	-15.4%	16%	4.2%	16%	-24.7%
	4 Person HH	15%	-5.9%	14%	10.9%	14%	-25.6%
	5+ Person HH	14%	22.0%	13%	23.6%	11%	-14.3%
HH Lifestage	LS1 - Getting Started (no child, age <45)	13%	-6.5%	11%	12.2%	13%	-6.0%
	LS2 - Young Families (children <13)	17%	13.5%	15%	18.8%	16%	-15.5%
	LS3 - Raising Teens (oldest child 13-17)	16%	-3.9%	15%	10.7%	13%	-29.7%
	LS4 - Established Workers (no child, age 45-)	26%	-1.5%	28%	12.3%	28%	-18.9%
	LS5 - Retired (no child, age 45+, no FT empl)	28%	1.6%	31%	11.8%	31%	-15.9%