

First & Last Purchase All

First Purchase	Customers	Onetimers	%	Twotimers	%	Buyers	%	Onetimers' Avg. Sales	Twotimers' Avg. Sales	Buyers' Avg. Sales	No Purchase
Unknown	1,139	1,139	100.0%	-	0.0%	-	0.0%	\$ -	\$ -	\$ -	-
Before 2005	22,274	7,653	34.4%	3,804	17.1%	10,817	48.6%	\$ 54.34	\$ 58.16	\$ 64.31	-
2005	18,048	7,756	43.0%	3,188	17.7%	7,104	39.4%	\$ 53.94	\$ 59.88	\$ 65.44	-
2006	16,867	7,745	45.9%	3,002	17.8%	6,120	36.3%	\$ 52.51	\$ 61.56	\$ 68.45	-
2007	11,107	5,167	46.5%	2,080	18.7%	3,860	34.8%	\$ 56.75	\$ 68.86	\$ 72.40	-
2008	13,938	6,758	48.5%	2,499	17.9%	4,681	33.6%	\$ 61.65	\$ 69.41	\$ 70.75	-
2009	11,168	5,344	47.9%	2,122	19.0%	3,702	33.1%	\$ 68.89	\$ 70.93	\$ 70.33	-
2010	9,041	4,704	52.0%	1,885	20.8%	2,452	27.1%	\$ 67.77	\$ 70.31	\$ 71.99	-
2011	-	-	0.0%	-	0.0%	-	0.0%	\$ -	\$ -	\$ -	-
	103,582	46,266	44.7%	18,580	17.9%	38,736	37.4%	\$ 57.01	\$ 64.41	\$ 67.82	-
Last Purchase	Customers	Onetimers	%	Twotimers	%	Buyers	%	Onetimers' Avg. Sales	Twotimers' Avg. Sales	Buyers' Avg. Sales	No Purchase
Unknown	1,139	-	0.0%	-	0.0%	-	0.0%	\$ -	\$ -	\$ -	-
Before 2005	11,199	7,653	68.3%	2,135	19.1%	1,411	12.6%	\$ 54.34	\$ 59.57	\$ 66.70	-
2005	14,398	7,756	53.9%	2,426	16.8%	4,216	29.3%	\$ 53.94	\$ 49.18	\$ 27.01	-
2006	14,621	7,745	53.0%	3,278	22.4%	3,598	24.6%	\$ 52.51	\$ 59.09	\$ 65.06	-
2007	15,203	5,167	34.0%	2,971	19.5%	7,065	46.5%	\$ 56.75	\$ 67.09	\$ 54.95	-
2008	16,061	6,758	42.1%	2,651	16.5%	6,652	41.4%	\$ 61.65	\$ 69.11	\$ 80.62	-
2009	15,443	5,344	34.6%	2,625	17.0%	7,474	48.4%	\$ 68.89	\$ 73.82	\$ 77.72	-
2010	15,518	4,704	30.3%	2,494	16.1%	8,320	53.6%	\$ 67.77	\$ 72.24	\$ 81.67	-
2011	-	-	0.0%	-	0.0%	-	0.0%	\$ -	\$ -	\$ -	-
	103,582	45,127	43.6%	18,580	17.9%	38,736	37.4%	\$ 57.01	\$ 64.41	\$ 67.82	-

Customer Analysis

Year	New Customers	Acquisition Rate	Last Purchase Customers	Attrition	Active Customer Carryover	Customer Base %	Retention Rate
Unknown	1,139	N/A	N/A	N/A	N/A	N/A	N/A
Before 2004	22,274	N/A	11,199	50.3%	11,075	49.7%	49.7%
2005	18,048	81.0%	14,398	49.4%	14,725	36.5%	50.6%
2006	16,867	93.5%	14,621	46.3%	16,971	29.7%	53.7%
2007	11,107	65.9%	15,203	54.1%	12,875	18.9%	45.9%
2008	13,938	125.5%	16,061	59.9%	10,752	13.1%	40.1%
2009	11,168	80.1%	15,443	70.5%	6,477	6.9%	29.5%
2010	9,041	81.0%	15,518	100.0%	-	0.0%	0.0%
2011	-	0.0%	-	0.0%	-	0.0%	0.0%
	103,582						