

**Demographics**

The majority of the \$20 or more purchasers are under 50 years old:

Among consumers shown monthly fee for each pay service of....

<u>Age</u>	<u>\$8</u>	<u>\$12</u>	<u>\$16</u>
18-34	46%	42%	52%
35-49	33	33	27
50-64	14	18	16
65 and over	7	7	5

While they are higher in income than average, some are in lower income categories:

Among consumers shown monthly fee for each pay service of....

<u>Income</u>	<u>\$8</u>	<u>\$12</u>	<u>\$16</u>
\$19,999 or less	32%	24%	31%
\$20,000 - \$34,999	31	41	35
\$35,000 and over	35	31	31
Not answered	2	4	3

Many are white collar workers:

Among consumers shown monthly fee for each pay service of....

<u>Occupation</u>	<u>\$8</u>	<u>\$12</u>	<u>\$16</u>
Blue collar	23%	22%	20%
White collar	33	38	43
Professional	25	18	18
Retired	10	12	10
Not answered	9	10	9