

<b>RS - 1</b>						
<b>Recency, Sales Rate (RS)</b>						
<b>Distribution of Customers, by Cell</b>						
	<b>Months Since Last Purchase</b>					
<b>Sales Rate (purchase frequency per period)</b>	<b>1 or less</b>	<b>2</b>	<b>3-4</b>	<b>5-6</b>	<b>More than 6</b>	<b>Total</b>
<b>Less than .33</b>	7.22%	6.19%	4.13%	1.55%	16.51%	35.60%
<b>.33 to .50</b>	4.13%	8.26%	3.10%	1.03%	12.38%	28.90%
<b>.51 to 1</b>	3.10%	4.13%	2.06%	1.03%	7.22%	17.54%
<b>1.01 to 2</b>	3.10%	2.58%	0.83%	0.41%	4.13%	11.04%
<b>2.01 or more</b>	4.13%	1.03%	0.52%	0.21%	1.03%	6.91%
<b>Total</b>	21.67%	22.19%	10.63%	4.23%	41.28%	100.00%