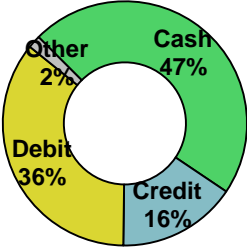
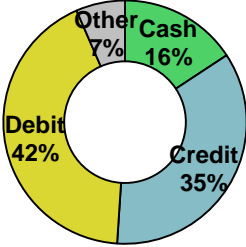
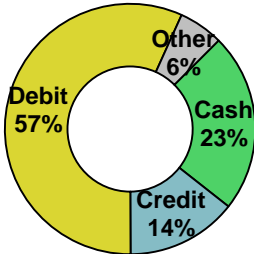


Appendix

	Always Spends Cash	Never Spends Cash
Always Holds Cash	<p><u>Cash Lovers</u></p> <p>Population Segment: 10% Average age: 49 Median income: \$25,000 - \$49,999 Average cash holding: \$84.89</p> <p>Payment Instrument Preferences:</p> 	<p><u>Just-in-Case Holders</u></p> <p>Population Segment: 15% Average age: 52 Median income: \$25,000 - \$49,999 Average cash holding: \$73.21</p> <p>Payment Instrument Preferences:</p> 
	<p><u>Limited Choice Spenders</u></p> <p>Population Segment: 0.1% Average age: 30 years old Median income: \$25,000 - \$49,999 Average cash holding: \$0</p> <p>Payment Instrument Preferences: N/A*</p> <p>*Not available due to small data sample size</p>	<p><u>Cash-Averse</u></p> <p>Population Segment: 9% Average age: 35 years old Median income: \$25,000 - \$49,999 Average cash holding: \$0</p> <p>Payment Instrument Preferences:</p> 
Never Holds Cash		

Per Day	General Population	Cash Lovers	Just-in-Case Holders	Cash-Averse	Limited Choice Spenders
Average Number of Purchases	5	9	3	3	5
Average Purchase Value	\$78.66	\$48.22	\$61.37	\$29.89	\$4.10
Average Number of Cash Purchases	3	7	0	0	5
Average Cash Purchase Value	\$20.61	\$15.93	\$10.85	\$3.96	\$4.10