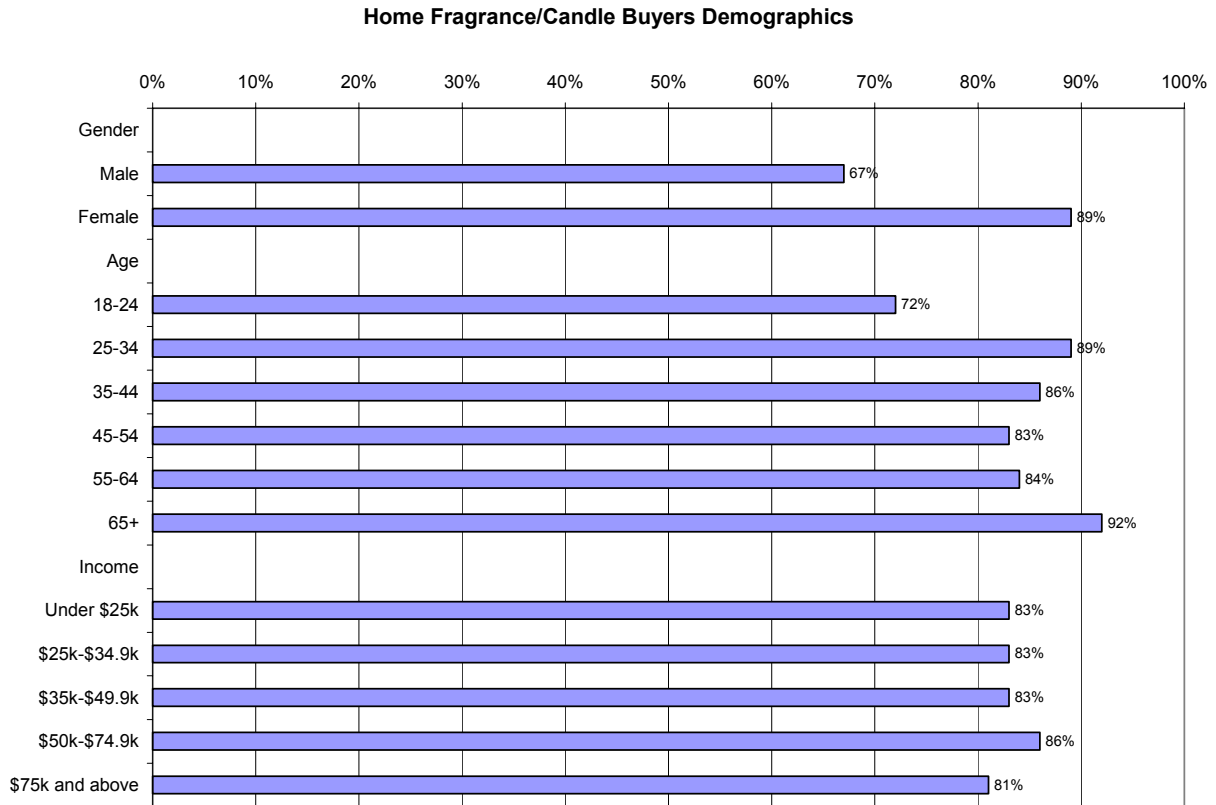


**DEMOGRAPHICS OF HOME FRAGRANCES CONSUMERS –
MARRIED WOMEN OF ALL AGES AND ALL INCOME LEVELS**



With purchase incidence of 80 percent among the adult population, the demographics of the home fragrance buyers were destined to be pretty broad. With the exception of being a female-skewing market, where 89 percent of women made home fragrance purchases as compared with 67 percent of men, the market generally covered all age ranges and income levels. And even while the market had a higher representation of women purchasers, the fact is the majority of men in the U.S. also bought home fragrance products in the past year, so the market is in reality gender neutral. The profile of the type of consumer least likely to buy home fragrance products was a man aged 18-24 years old. Besides that group, most everybody else bought in the category.