

## Customer Segmentation

	Total	Percent
<b>Total population</b>	29600000	100%
Male	11890000	40%
Female	17410005	59%
Under 5 years	<b>1783395</b>	6%
5 to 9 years	<b>884400</b>	3%
10 to 14 years	<b>3187950</b>	11%
15 to 19 years	<b>2898550</b>	10%
20 to 24 years	<b>1637821</b>	6%
25 to 34 years	<b>7530000</b>	25%
35 to 44 years	<b>4293190</b>	15%
45 to 54 years	<b>728921</b>	2%
55 to 59 years	<b>1127828</b>	4%
60 to 64 years	<b>1737829</b>	6%
65 to 74 years	<b>537829</b>	2%
75 to 84 years	<b>2382720</b>	8%
85 years and over	<b>948242</b>	3%
<b>Total housing units</b>	<b>211,024</b>	<b>100%</b>