

Military Market at a Glance

The U.S. Military market is a diverse, young, family-oriented community with considerable buying power.

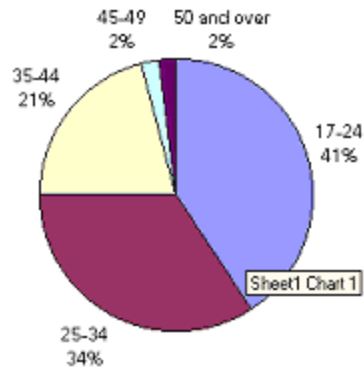
The military market includes more the 7 million people.

Active Duty Personnel*	1,419,860
Civilian Employees	674,438
Dependents	1,972,360
Reservists	1,276,843
Retirees & Families**	<u>1,959,387</u>
Total	7,302,888

*Includes Coast Guard personnel **Includes families receiving benefits
Sources: Washington Headquarters Services. Active Duty Military Strength Report for December 31, 2001, DoD Selected Manpower Statistics 2000

The military is a young market. Seventy-five percent of active duty personnel and 70 percent of spouses are 34 or younger.

Age of Active Duty Personnel



Source: DoD Selected Manpower Statistics 2000

Total military pay equals more than \$80 billion.

Segment	Estimated Annual Pay
Active Duty	\$51.2 billion
Civilian Personnel	\$28.8 billion
Reserve	<u>\$1.2 billion</u>
Total	\$81.2 billion

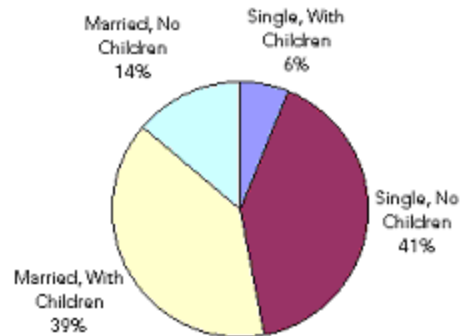
- Roughly half of military spouses are employed contributing another estimated \$10.7 billion in pay.
- Military personnel also receive considerable tax benefits and several allowances not included above.

Sources: Military Monthly Basic Pay Table January 1, 2002, DoD 2000 Demographics Profile of the Military Community, Washington Headquarter Services Monthly Report of Federal Civilian Employment, U.S Coast Guard Fact File, U.S. Census Bureau Money Income in the U.S. 2000

Notes: Active Duty personnel includes the U.S. Coast Guard. Active Duty pay based on average pay per grade and number of members per grade and also includes BAH and BAS allowances. The Reserve figure includes training pay only. Spouse pay based on U.S. female median income.

The military market is a family oriented community. Fifty-three percent of active duty personnel are married, and 49 percent have children.

Marital/Family Status of Active Duty Personnel



Source: DoD 2000 Demographics Profile of the Military Community