Unique Loyalty Customers

|  | **Table 1** | | **Table 2** | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **n** | **Overall** N = 1039311 | **n** | **2022** N = 774591 | **2023** N = 875371 | **p-value**2 |
| **Gender** | 103813 |  | 164795 |  |  | 0.056 |
| *Female* |  | 54994 (53.0%) |  | 41481 (53.6%) | 46463 (53.1%) |  |
| *Male* |  | 48819 (47.0%) |  | 35887 (46.4%) | 40964 (46.9%) |  |
| *Missing* |  | 118 |  | 91 | 110 |  |
| **Age (years)** | 103181 |  |  |  |  |  |
| *Mean (SD)* |  | 40.2 (11.7) |  |  |  |  |
| *Median (IQR)* |  | 38.7 (31.1, 47.7) |  |  |  |  |
| *Range* |  | 18.0, 124.0 |  |  |  |  |
| *Missing* |  | 750 |  |  |  |  |
| **Age group (years)** | 103181 |  |  |  |  |  |
| *18-25* |  | 10238 (9.9%) |  |  |  |  |
| *26-35* |  | 30541 (29.6%) |  |  |  |  |
| *36-49* |  | 41489 (40.2%) |  |  |  |  |
| *50 and above* |  | 20913 (20.3%) |  |  |  |  |
| *Missing* |  | 750 |  |  |  |  |
| **Location** | 103931 |  | 164996 |  |  | **<0.001** |
| *Kajiado* |  | 31597 (30.4%) |  | 24233 (31.3%) | 27552 (31.5%) |  |
| *Kirinyaga* |  | 21428 (20.6%) |  | 15225 (19.7%) | 18643 (21.3%) |  |
| *Machakos* |  | 8127 (7.8%) |  | 6885 (8.9%) | 6779 (7.7%) |  |
| *Nairobi* |  | 34670 (33.4%) |  | 24838 (32.1%) | 27649 (31.6%) |  |
| *Nakuru* |  | 8109 (7.8%) |  | 6278 (8.1%) | 6914 (7.9%) |  |
| **Age (years)** |  |  | 163857 |  |  | **0.003** |
| *Mean (SD)* |  |  |  | 40.8 (11.4) | 40.6 (11.7) |  |
| *Median (IQR)* |  |  |  | 39.4 (32.1, 48.0) | 39.1 (31.9, 48.1) |  |
| *Range* |  |  |  | 18.0, 122.7 | 18.0, 124.0 |  |
| *Missing* |  |  |  | 536 | 603 |  |
| **Age group (years)** |  |  | 163857 |  |  | **<0.001** |
| *18-25* |  |  |  | 5709 (7.4%) | 7858 (9.0%) |  |
| *26-35* |  |  |  | 22577 (29.4%) | 24967 (28.7%) |  |
| *36-49* |  |  |  | 32413 (42.1%) | 35412 (40.7%) |  |
| *50 and above* |  |  |  | 16224 (21.1%) | 18697 (21.5%) |  |
| *Missing* |  |  |  | 536 | 603 |  |
| 1n (%); Mean (SD); Median (IQR); Range | | | | | | |
| 2Pearson's Chi-squared test; Wilcoxon rank sum test | | | | | | |