Unique Loyalty Customers

|  | **Table 1** | | **Table 2** | | | | **Table 3** | | | | | | **Table 4** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **n** | **Overall** N = 1039311 | **n** | **Female** N = 549941 | **Male** N = 488191 | **p-value**2 | **n** | **18-25** N = 102381 | **26-35** N = 305411 | **36-49** N = 414891 | **50 and above** N = 209131 | **p-value**3 | **n** | **Kajiado** N = 315971 | **Kirinyaga** N = 214281 | **Machakos** N = 81271 | **Nairobi** N = 346701 | **Nakuru** N = 81091 | **p-value**3 |
| **Gender** | 103813 |  |  |  |  |  | 103066 |  |  |  |  | **<0.001** | 103813 |  |  |  |  |  | **<0.001** |
| *Female* |  | 54994 (53.0%) |  |  |  |  |  | 5535 (54.1%) | 16157 (53.0%) | 22638 (54.6%) | 10278 (49.2%) |  |  | 16459 (52.2%) | 11987 (56.0%) | 4051 (49.8%) | 18181 (52.5%) | 4316 (53.4%) |  |
| *Male* |  | 48819 (47.0%) |  |  |  |  |  | 4693 (45.9%) | 14339 (47.0%) | 18810 (45.4%) | 10616 (50.8%) |  |  | 15081 (47.8%) | 9423 (44.0%) | 4076 (50.2%) | 16470 (47.5%) | 3769 (46.6%) |  |
| *Missing* |  | 118 |  |  |  |  |  | 10 | 45 | 41 | 19 |  |  | 57 | 18 | 0 | 19 | 24 |  |
| **Age (years)** | 103181 |  | 103066 |  |  | **<0.001** | 103181 |  |  |  |  | **<0.001** | 103181 |  |  |  |  |  | **<0.001** |
| *Mean (SD)* |  | 40.2 (11.7) |  | 39.8 (11.3) | 40.6 (12.0) |  |  | 23.3 (1.6) | 31.0 (2.9) | 42.2 (4.0) | 57.9 (6.7) |  |  | 39.0 (11.1) | 39.0 (12.1) | 43.9 (13.0) | 41.7 (11.1) | 38.0 (11.7) |  |
| *Median (IQR)* |  | 38.7 (31.1, 47.7) |  | 38.3 (31.1, 47.0) | 39.0 (31.0, 48.4) |  |  | 23.0 (22.6, 24.8) | 31.0 (28.5, 33.7) | 42.0 (38.5, 45.2) | 56.0 (53.0, 61.4) |  |  | 37.0 (30.6, 45.5) | 37.3 (29.2, 47.0) | 42.8 (33.8, 52.8) | 41.8 (33.4, 49.0) | 35.8 (29.0, 45.0) |  |
| *Range* |  | 18.0, 124.0 |  | 18.0, 123.0 | 18.0, 122.0 |  |  | 18.0, 26.0 | 26.0, 36.0 | 36.0, 50.0 | 50.0, 124.0 |  |  | 18.0, 122.1 | 18.0, 124.0 | 18.9, 101.4 | 18.0, 123.0 | 18.0, 93.7 |  |
| *Missing* |  | 750 |  | 386 | 361 |  |  |  |  |  |  |  |  | 93 | 65 | 7 | 578 | 7 |  |
| **Age group (years)** | 103181 |  | 103066 |  |  | **<0.001** |  |  |  |  |  |  | 103181 |  |  |  |  |  | **<0.001** |
| *18-25* |  | 10238 (9.9%) |  | 5535 (10.1%) | 4693 (9.7%) |  |  |  |  |  |  |  |  | 3064 (9.7%) | 3296 (15.4%) | 507 (6.2%) | 2326 (6.8%) | 1045 (12.9%) |  |
| *26-35* |  | 30541 (29.6%) |  | 16157 (29.6%) | 14339 (29.6%) |  |  |  |  |  |  |  |  | 10444 (33.2%) | 6403 (30.0%) | 2038 (25.1%) | 8620 (25.3%) | 3036 (37.5%) |  |
| *36-49* |  | 41489 (40.2%) |  | 22638 (41.5%) | 18810 (38.8%) |  |  |  |  |  |  |  |  | 12929 (41.0%) | 7525 (35.2%) | 3033 (37.4%) | 15327 (45.0%) | 2675 (33.0%) |  |
| *50 and above* |  | 20913 (20.3%) |  | 10278 (18.8%) | 10616 (21.9%) |  |  |  |  |  |  |  |  | 5067 (16.1%) | 4139 (19.4%) | 2542 (31.3%) | 7819 (22.9%) | 1346 (16.6%) |  |
| *Missing* |  | 750 |  | 386 | 361 |  |  |  |  |  |  |  |  | 93 | 65 | 7 | 578 | 7 |  |
| **Location** | 103931 |  | 103813 |  |  | **<0.001** | 103181 |  |  |  |  | **<0.001** |  |  |  |  |  |  |  |
| *Kajiado* |  | 31597 (30.4%) |  | 16459 (29.9%) | 15081 (30.9%) |  |  | 3064 (29.9%) | 10444 (34.2%) | 12929 (31.2%) | 5067 (24.2%) |  |  |  |  |  |  |  |  |
| *Kirinyaga* |  | 21428 (20.6%) |  | 11987 (21.8%) | 9423 (19.3%) |  |  | 3296 (32.2%) | 6403 (21.0%) | 7525 (18.1%) | 4139 (19.8%) |  |  |  |  |  |  |  |  |
| *Machakos* |  | 8127 (7.8%) |  | 4051 (7.4%) | 4076 (8.3%) |  |  | 507 (5.0%) | 2038 (6.7%) | 3033 (7.3%) | 2542 (12.2%) |  |  |  |  |  |  |  |  |
| *Nairobi* |  | 34670 (33.4%) |  | 18181 (33.1%) | 16470 (33.7%) |  |  | 2326 (22.7%) | 8620 (28.2%) | 15327 (36.9%) | 7819 (37.4%) |  |  |  |  |  |  |  |  |
| *Nakuru* |  | 8109 (7.8%) |  | 4316 (7.8%) | 3769 (7.7%) |  |  | 1045 (10.2%) | 3036 (9.9%) | 2675 (6.4%) | 1346 (6.4%) |  |  |  |  |  |  |  |  |
| 1n (%); Mean (SD); Median (IQR); Range | | | | | | | | | | | | | | | | | | | |
| 2Wilcoxon rank sum test; Pearson's Chi-squared test | | | | | | | | | | | | | | | | | | | |
| 3Pearson's Chi-squared test; Kruskal-Wallis rank sum test | | | | | | | | | | | | | | | | | | | |