104.41 88.04% 17.00K 1.77M **Total Customers Total Spend** Average Spend Overall Completion Rate 18-25 26-35 36-45 46-55 56-65 66-75 16-85 Ner 86 **Income Distribution** Membership Distribution (Quarter) Age Distribution **Gender Distribution** 39.38K (11.58%)Gender Other 172.16K 128.58K (50.62%)(37.8%)0K 0K 75K 100 50 0.0M 0.1M Qtr 2 Qtr 1 Qtr 3 Qtr 4 Age Income Quarter Age Group Distribution **Income Group Distribution** Membership Distribution (Year) Membership Distribution (Month) 31K January of Age Group 24K February 60K 47K 26K March 26K April 25K 22K June **Con** Count 27K July 33K August 0K 0K 60-75X 15-90K 90-105K Over 105K 18-25 26-35 36-45 46-55 56-65 66-15 16-85 over 86 September 31K 0K 0K 20K 40K 2014 2016 2018 Count of Membership Age Group Year Income Group

