



Customer Demographics

88% of our customers are female

Source: Annual Survey

Shopper age breakdown

INCOME RANGES	2024 RESPONSES	2023
Prefer not to answer	3.98%	3.81%
Under 18	0.34%	0.12%
18-24	2.72%	2.66%
25-34	5.97%	6.5%
35-44	11.85%	13.25%
45-54	16.85%	18.06%
55-64	28.17%	28.46%
65-74	23.70%	22.5%
75 or Older	6.41%	4.63%

There weren't significant changes in age groups. Slightly higher shift in 65+ and saw small growth under 25.

Shopper Household Income

INCOME RANGES	2024 RESPONSES	2023
Under \$15,000	6.61%	7.96%
Between \$15,000 and \$24,999	8.74%	8.83%
Between \$25,000 and \$34,999	7.97%	10.16%
Between \$35,000 and \$44,999	8.26%	7.86%
Between \$45,000 and \$54,999	6.90%	6.99%
Between \$55,000 and \$64,999	6.36%	7.68%
Between \$65,000 and \$74,999	5.73%	6.32%
Between \$75,000 and \$99,999	9.28%	15.97%
Between \$100,000 and 199,999	9.47%	2023 income was grouped at \$75k+
\$200,000+	1.26%	
Prefer not to answer	29.43%	28.22%

To better understand household income levels, we broke out the higher HH income more than in prior years.

The \$75k+ had the most growth at 20.01% up from 15.97% the prior year.