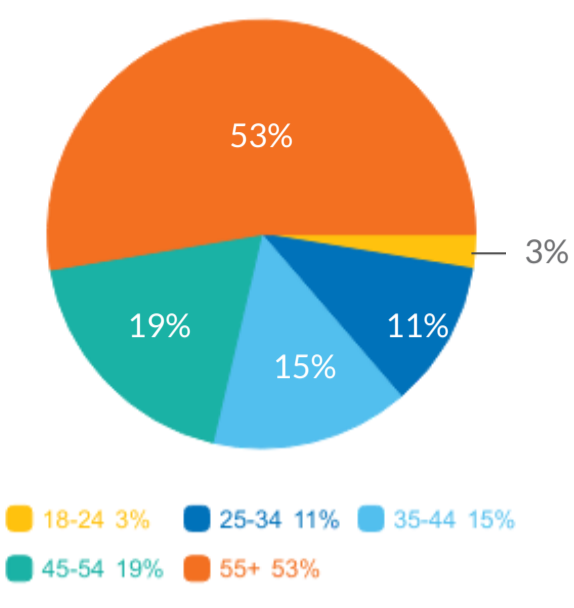
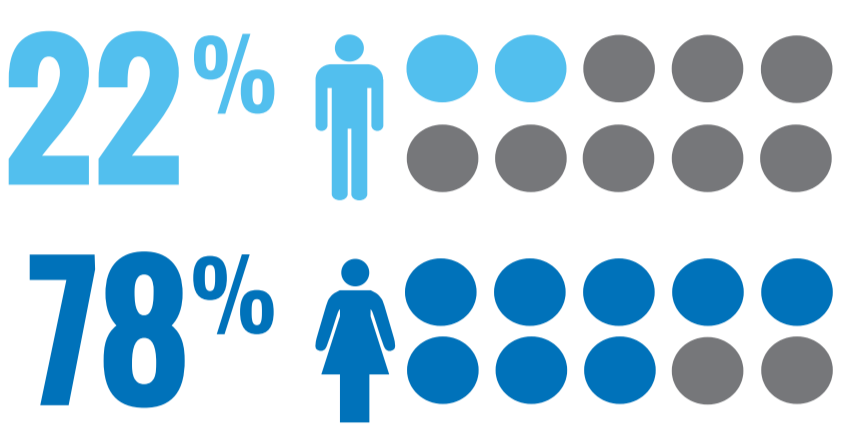


DEMOGRAPHICS REPORT



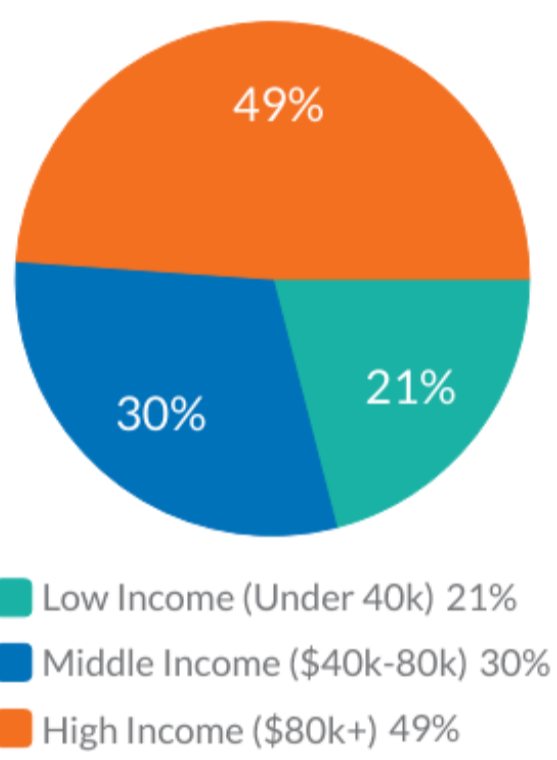
AGE

Savvy Seasoned Shoppers
When it comes to consumers, Freeosk over-indexes with shoppers ages 55+, showing that seasoned shoppers can be tech-savvy.



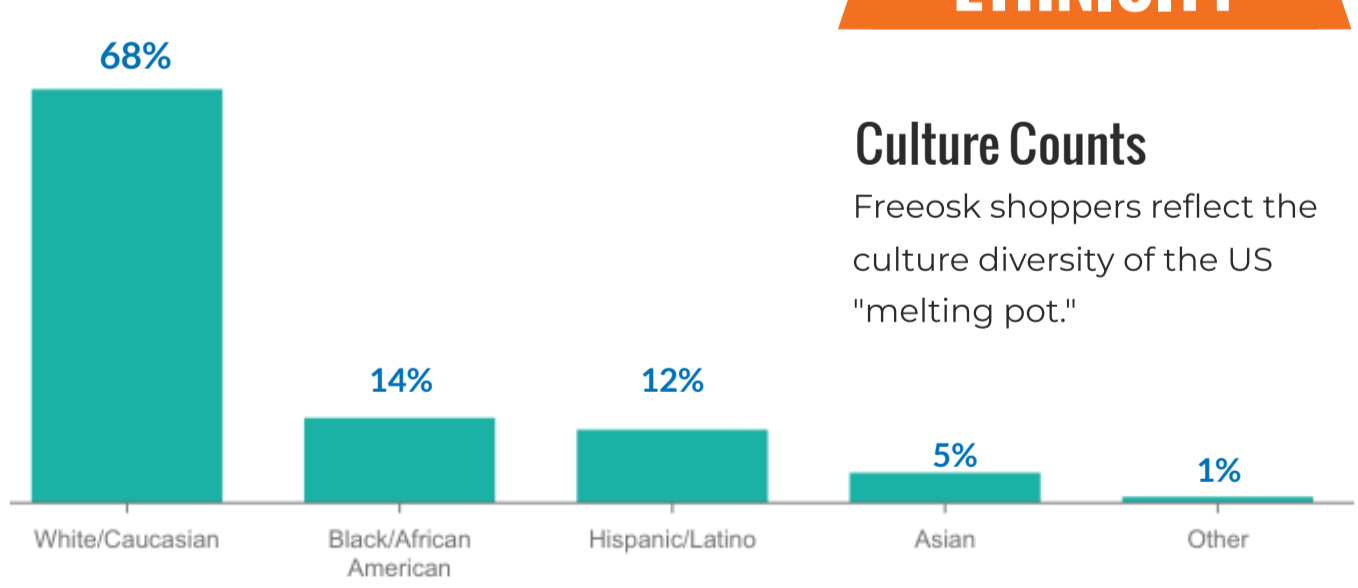
GENDER

Who Run the World? Girls.
Over 3/4 of Freeosk Shoppers identify as women, with over 30% of them having children.



INCOME

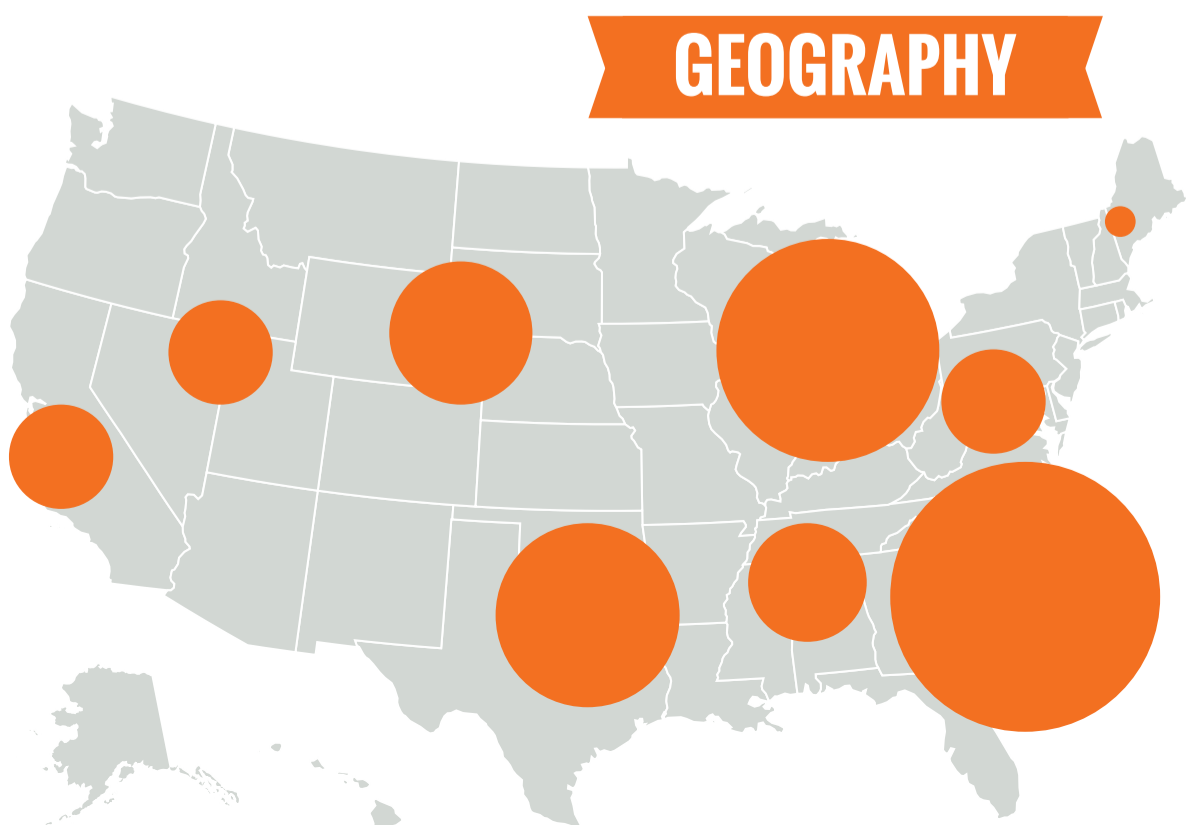
All in a Day's Work
1 in 2 Freeosk users identify as high-income earners. (There's no wonder our Shoppers tend to be big spenders.)



ETHNICITY

Culture Counts
Freeosk shoppers reflect the culture diversity of the US "melting pot."

Let's Map it Out
Take a look at the markets where our shoppers reside.*



GEOGRAPHY

*Based on Sam's Club markets.