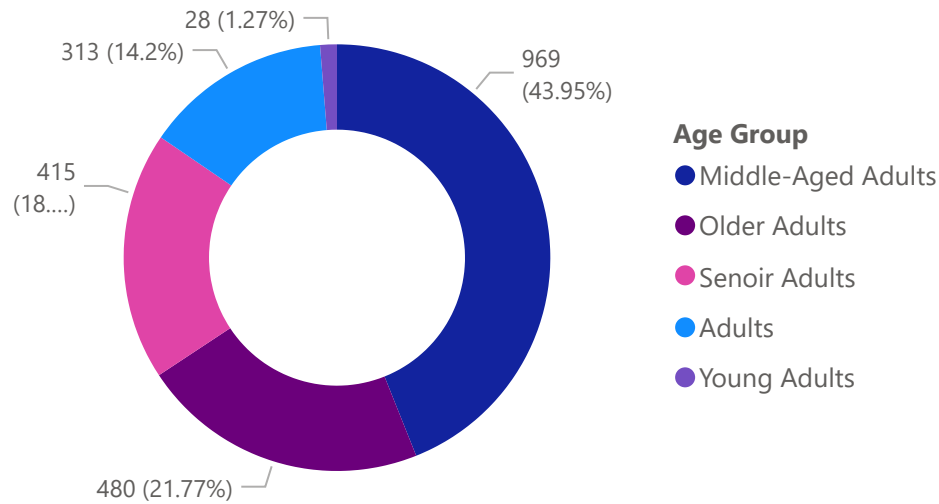
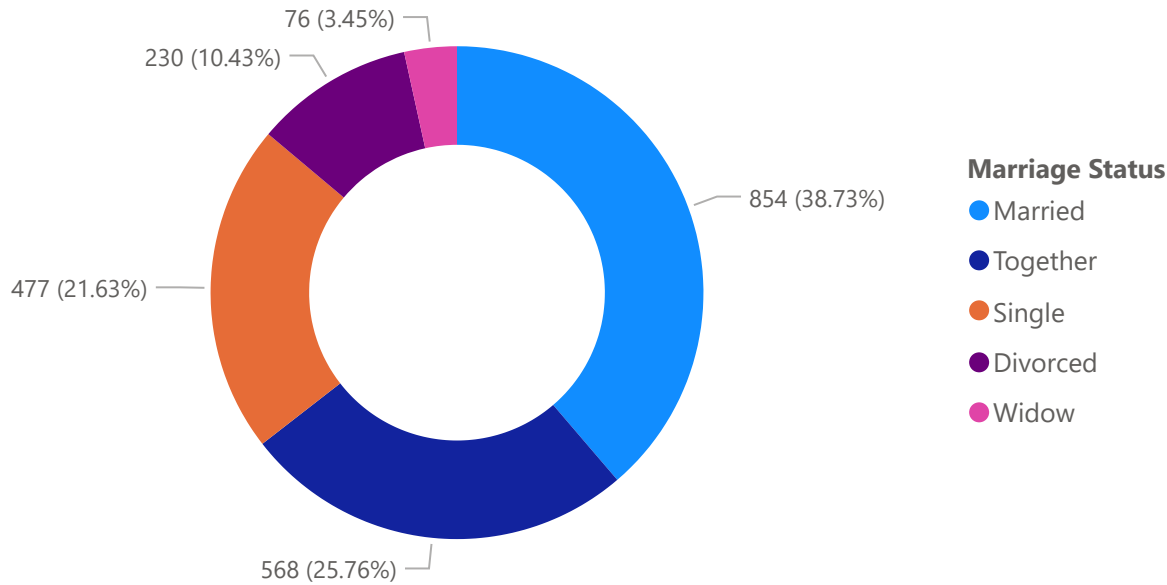


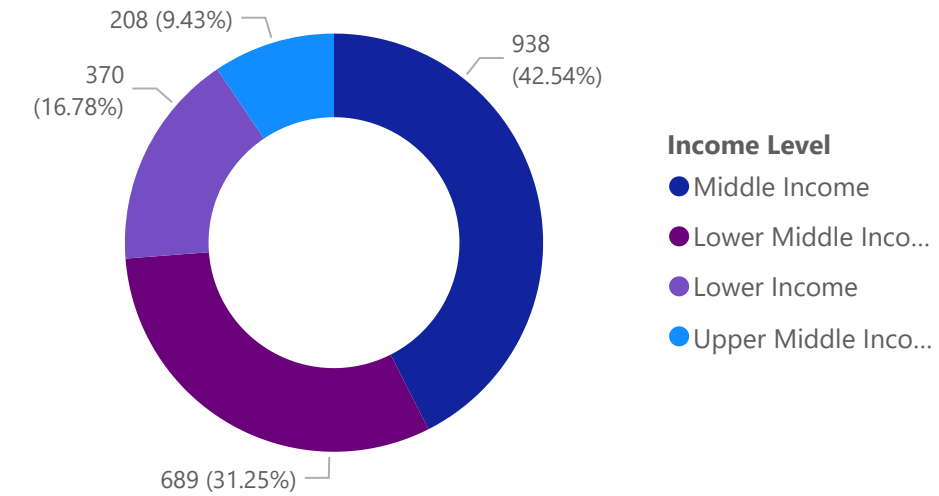
Count of Age Group by Age Group



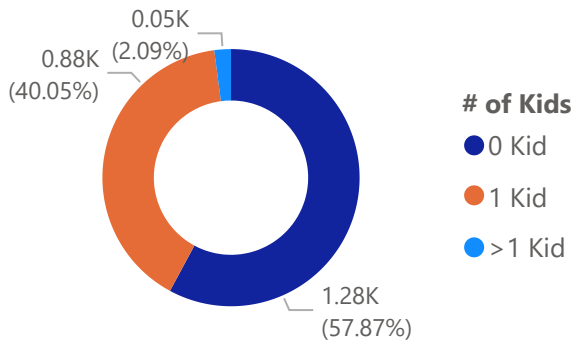
Count of Marriage Status by Marriage Status



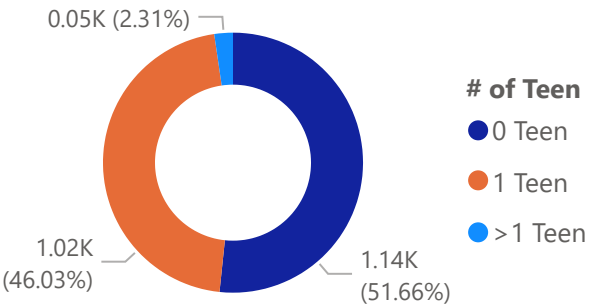
Count of Income Level by Income Level



Count of # of Kids by # of Kids



Count of # of Teen by # of Teen



Recency Level

- High Recency
- Low Recency
- Lower Middle...
- Upper Middl...

Purchase Fre...

- High Frequen...
- Low Frequency
- Lower Middle...
- Upper Middl...

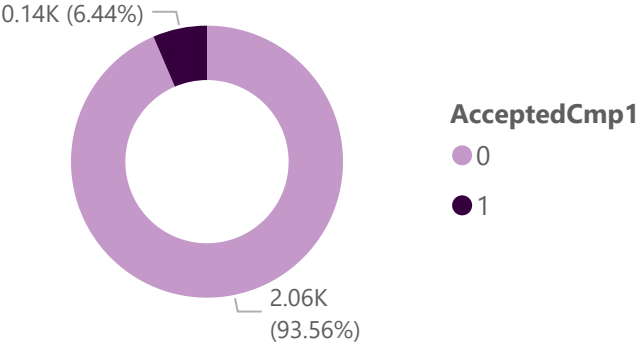
Purchase Am...

- High Amount
- Low Amount
- Lower Middle...
- Middle Amou...
- Upper Middl...

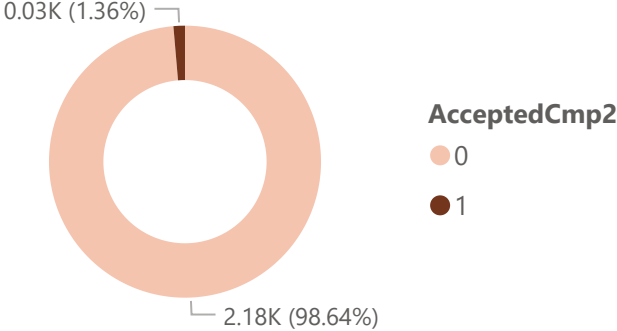
Education Sta...

- 2n_Cycle
- Basic
- Graduation
- Master
- PhD

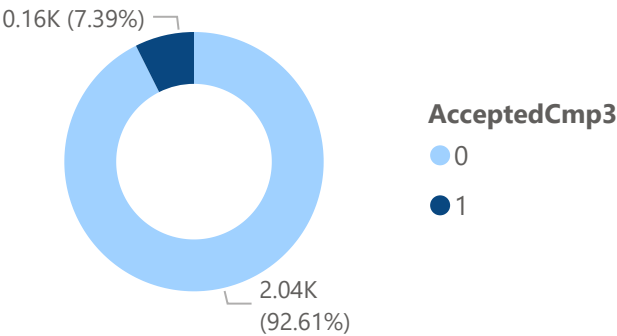
Acceptance of Campaign 1



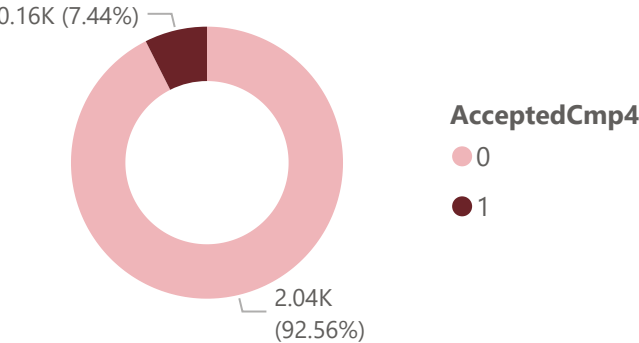
Acceptance of Campaign 2



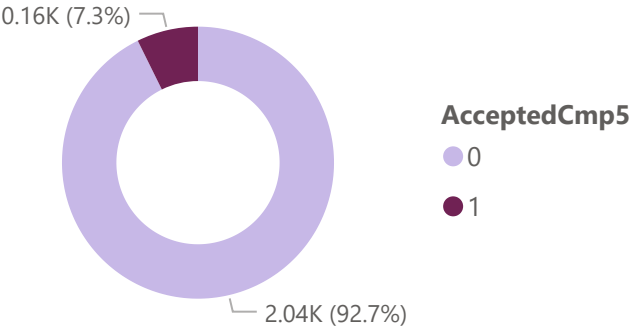
Acceptance of Campaign 3



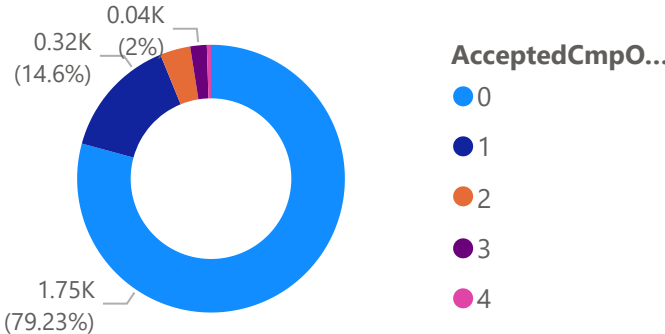
Acceptance of Campaign 4



Acceptance of Campaign 5



Acceptance of Campaign Overall



Income Level

Lower Income

Lower Middle Inco...

Middle Income

Upper Middle Inco...

Age Group

Adults

Middle-Aged Adults

Older Adults

Senoir Adults

Young Adults

Marriage Status

Divorced

Married

Single

Together

Widow

Education Status

2n_Cycle

Basic

Graduation

. . .

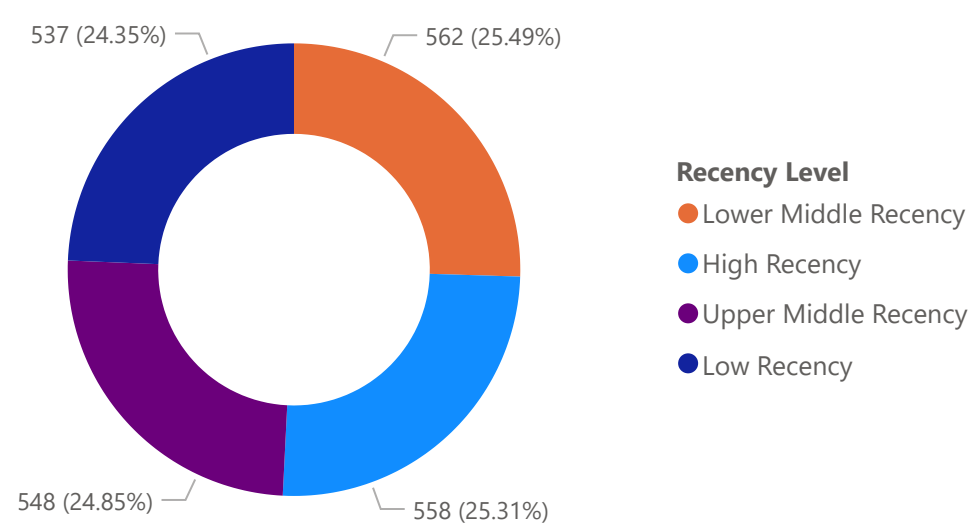
of Kids

>1 Kid

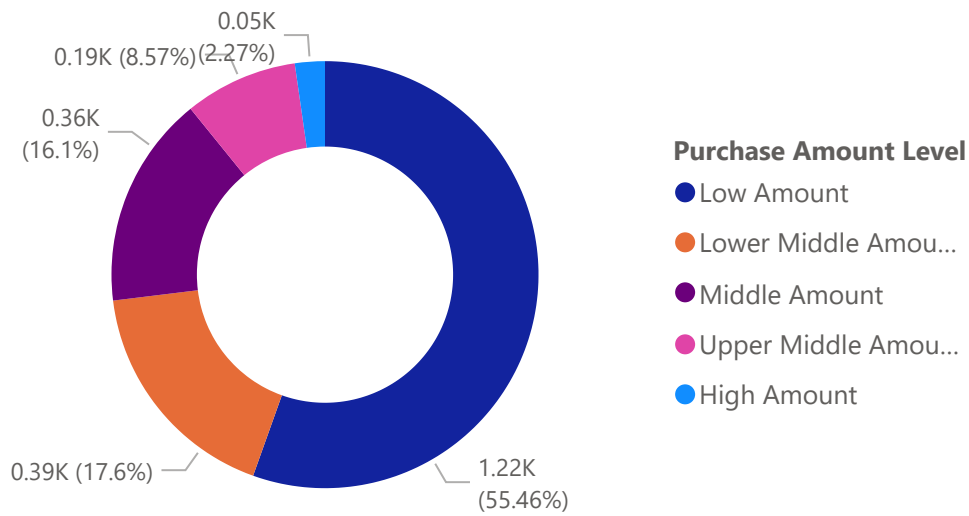
of Teen

>1 Teen

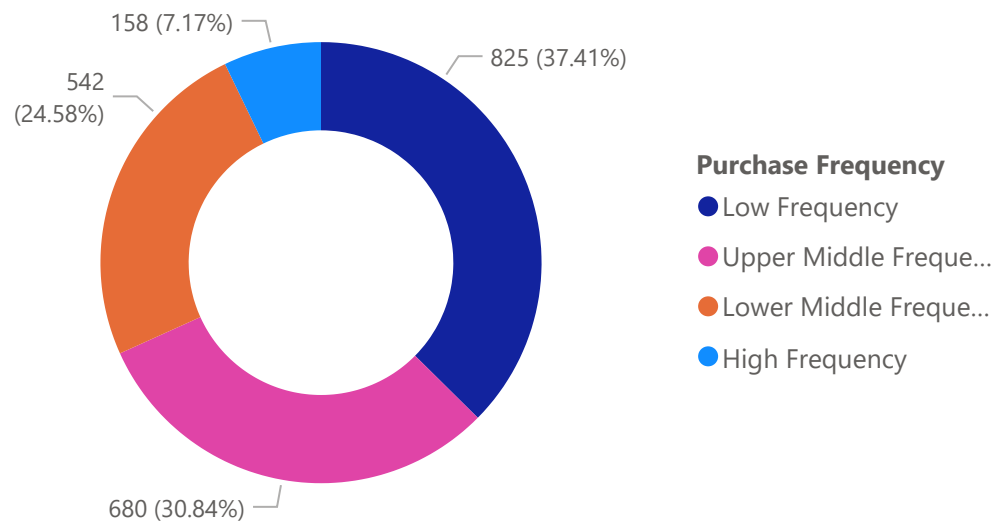
Count of Recency Level by Recency Level



Count of Purchase Amount Level by Purchase Amount Level



Count of Purchase Frequency by Purchase Frequency



Income Level

- ☐ Lower Income
- ☐ Lower Middle Income
- ☐ Middle Income
- ☐ Upper Middle Income

Age Group

- ☐ Adults
- ☐ Middle-Aged Adults
- ☐ Older Adults
- ☐ Senoir Adults
- ☐ Young Adults

Marriage Status

- ☐ Divorced
- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Widow

Education Status

- ☐ 2n_Cycle
- ☐ Basic
- ☐ Graduation
- ☐ ...

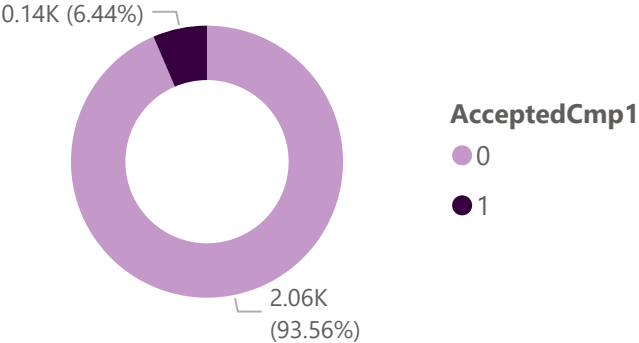
of Kids

- ☐ > 1 Kid

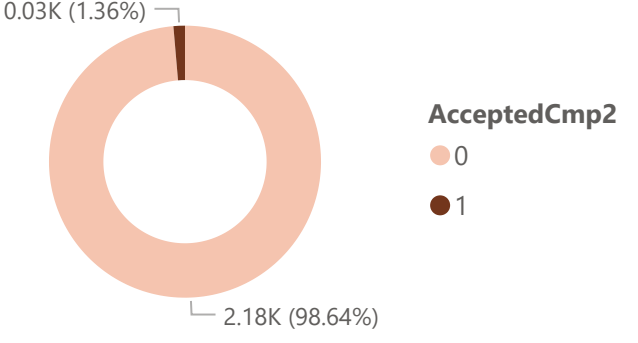
of Teen

- ☐ > 1 Teen

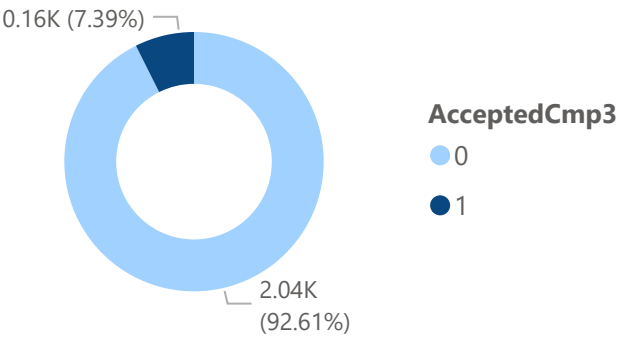
Acceptance of Campaign 1



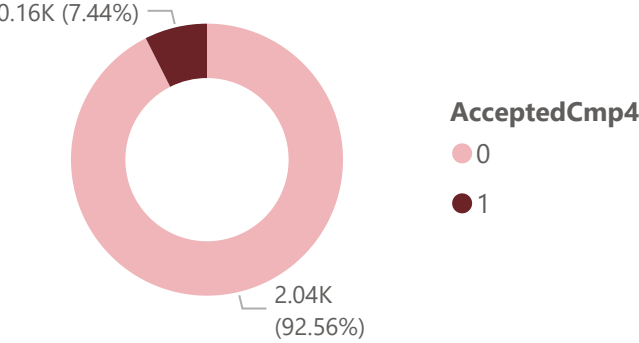
Acceptance of Campaign 2



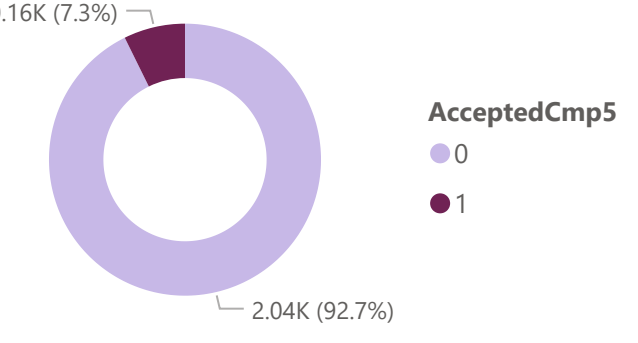
Acceptance of Campaign 3



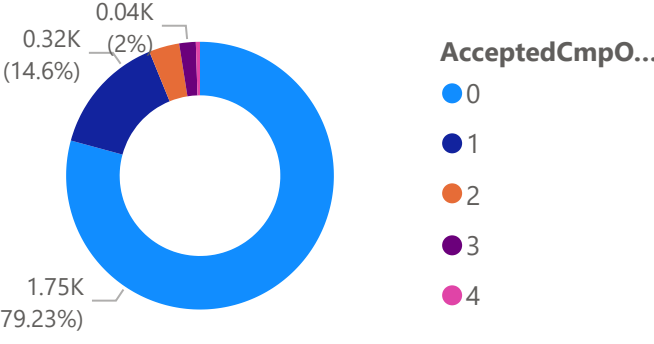
Acceptance of Campaign 4



Acceptance of Campaign 5



Acceptance of Campaign Overall



Income Level

Lower Income

Age Group

Adults

Marriage Status

Divorced

of Kids

> 1 Kid

of Teen

> 1 Teen

Education Status

2n_Cycle

Basic

Recency Level

High Recency

Low Recency

Purchase Frequen...

High Frequency

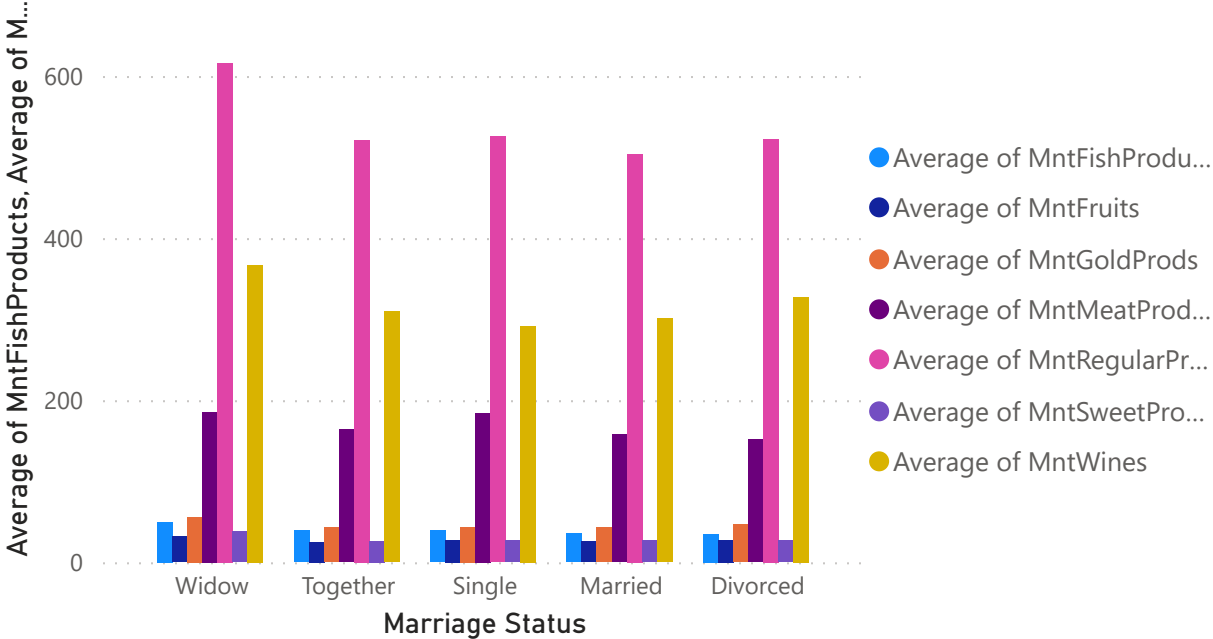
Low Frequency

Purchase Amount ...

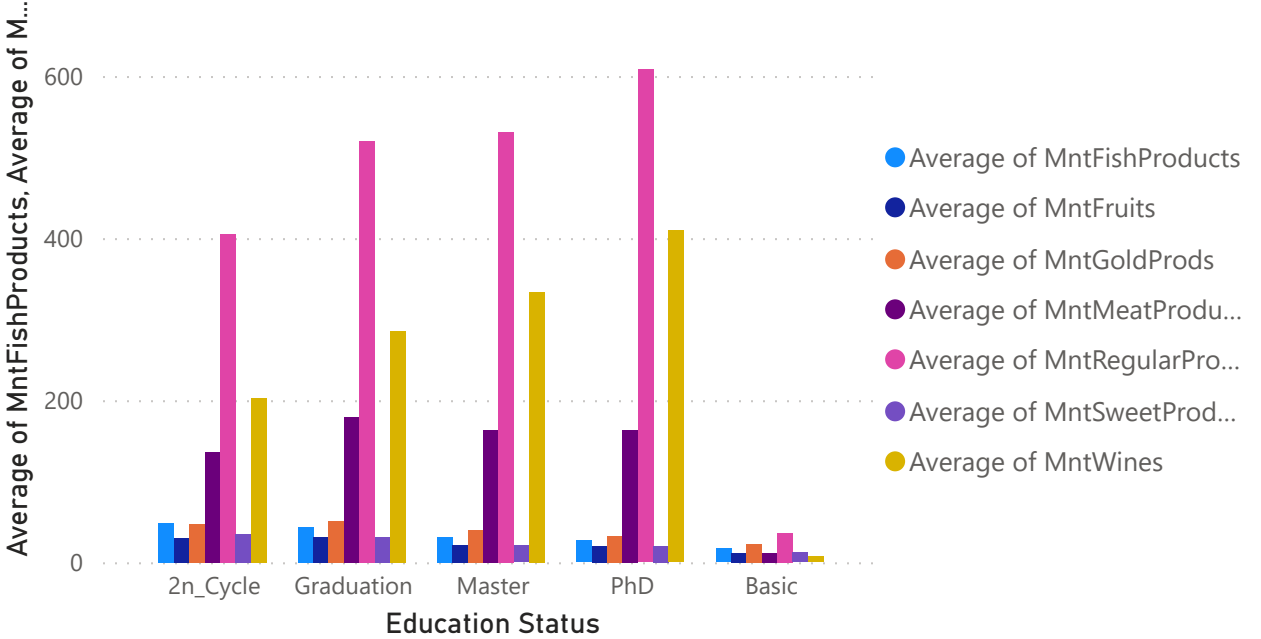
High Amount

Low Amount

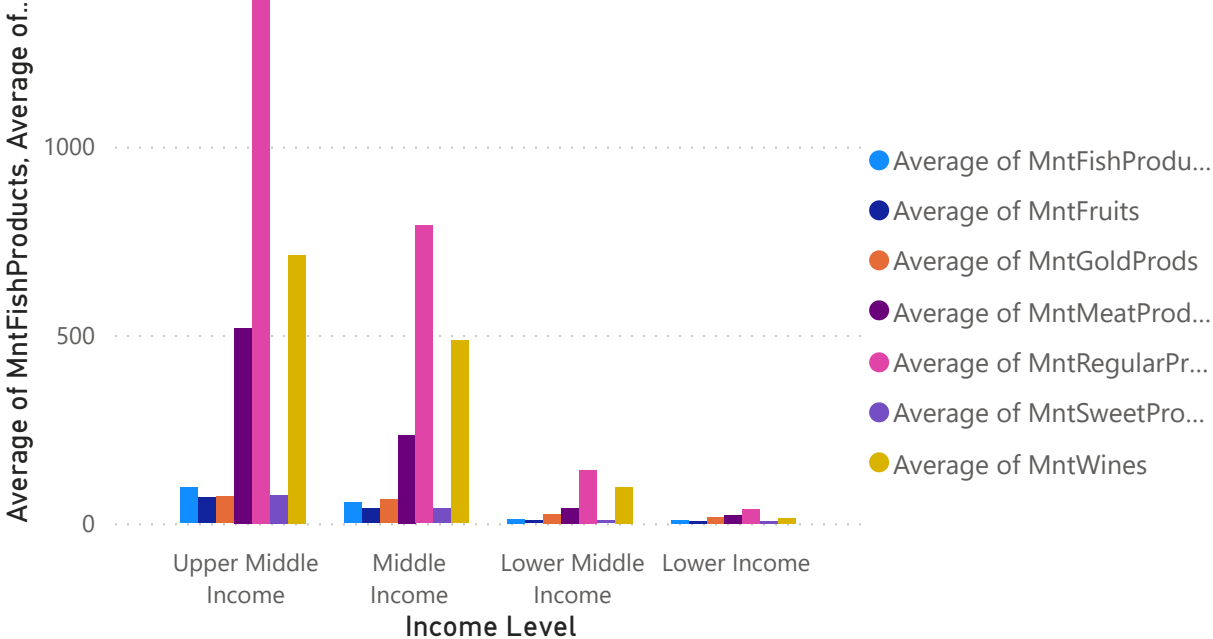
Marriage Status and Products Preference



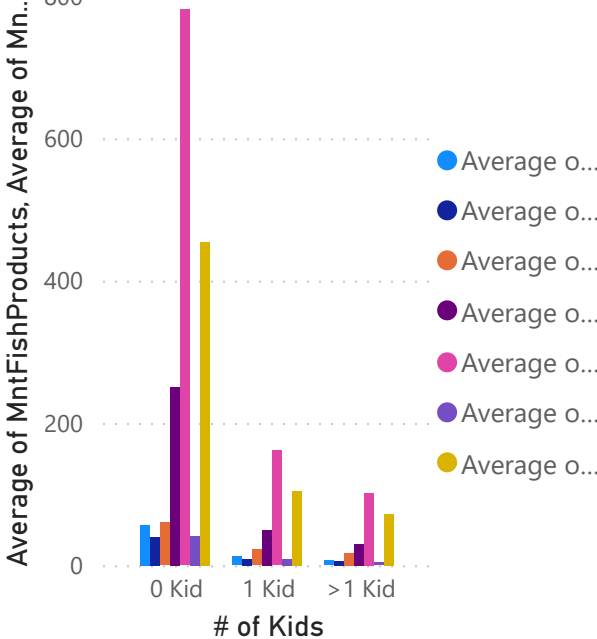
Education Status and Products Preference



Education Status and Products Preference



of Kids and Products Preference



of Teens and Products Preference

