



**EPSILON**

# **Data Products**

**Summary Profile Report**

**Cherry Republic Corp Gift Buyers**

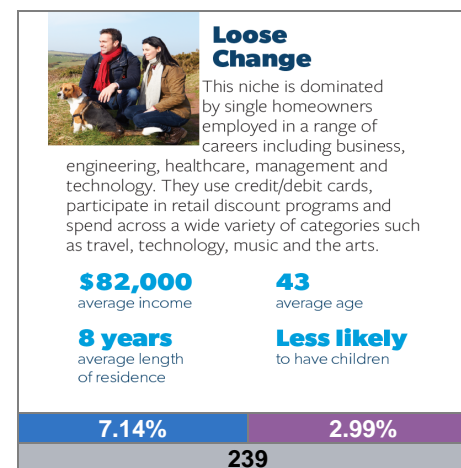
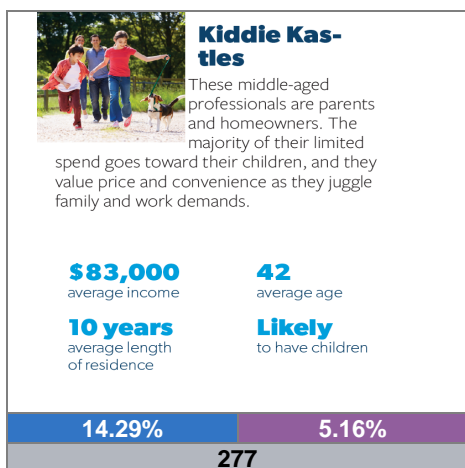
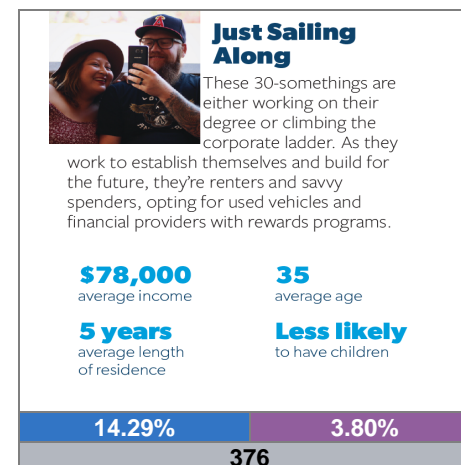
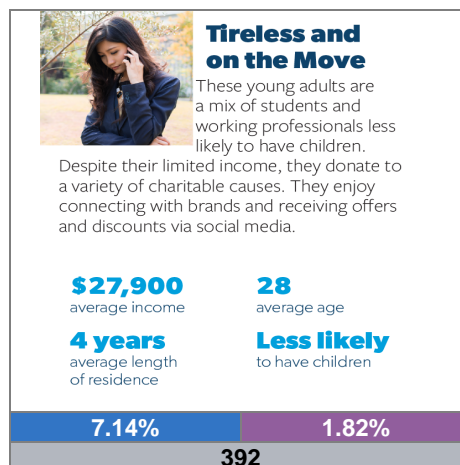
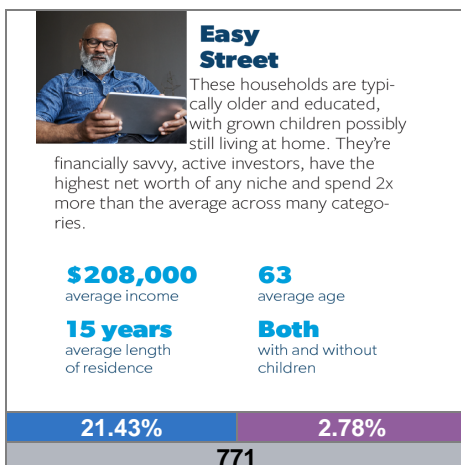
**03/01/2024**

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# A complete view

## Niches Highest Index



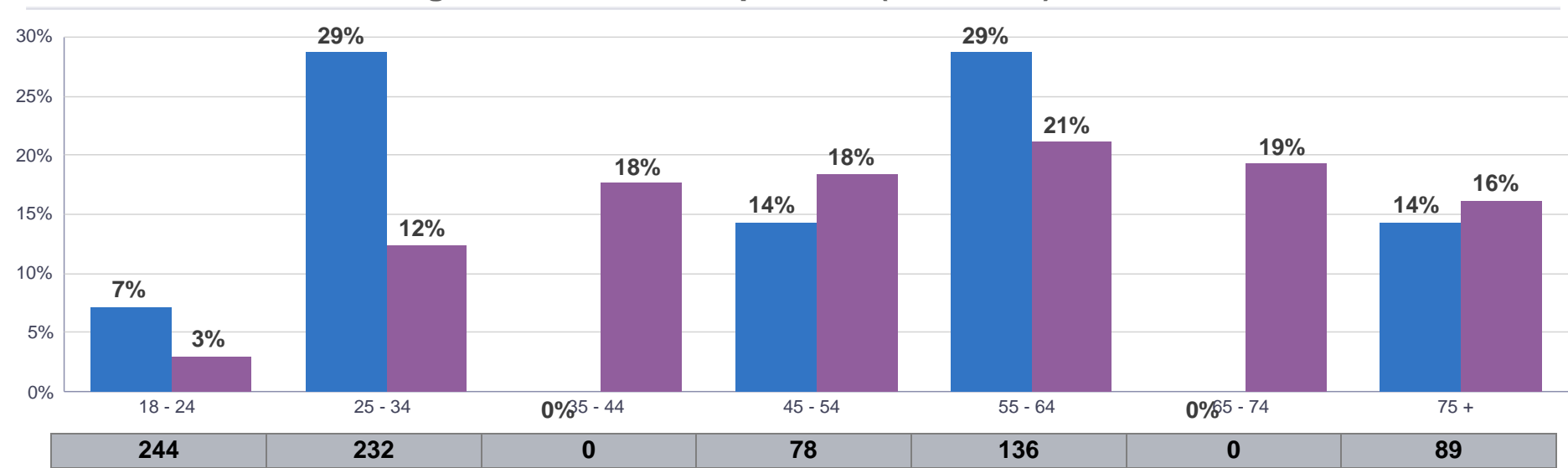
■ Corp Gift Buyers

■ Epsilon Universe

■ Index

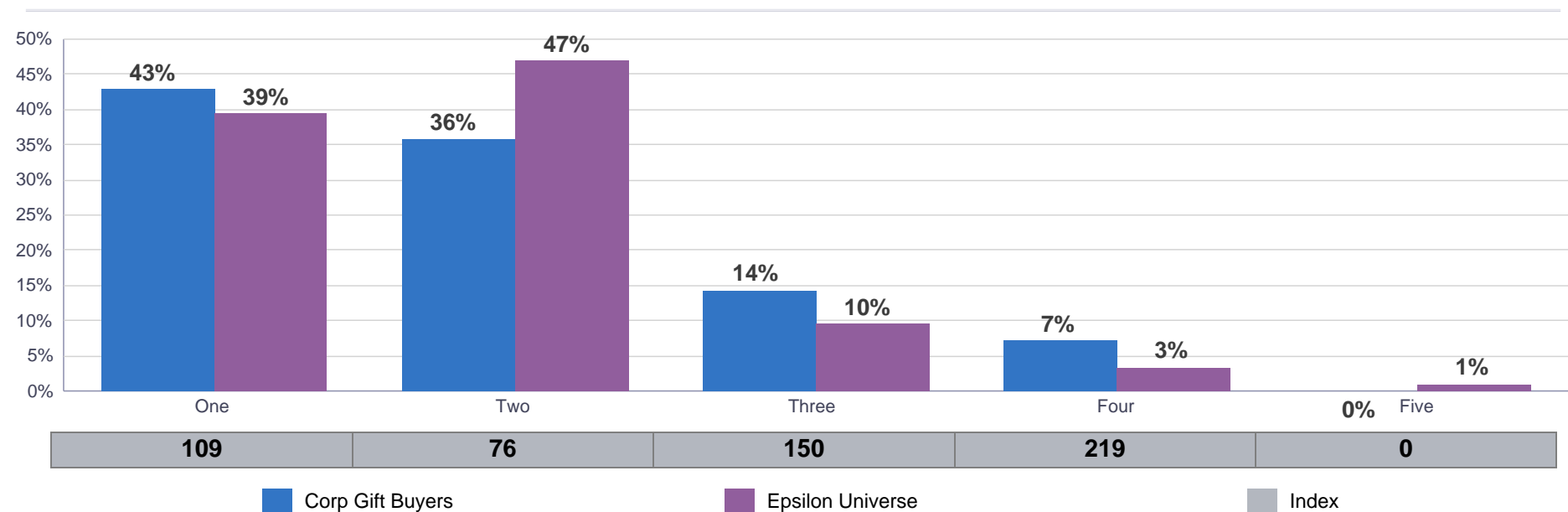
# Who they are

Age of Total Adult Population (Individual)



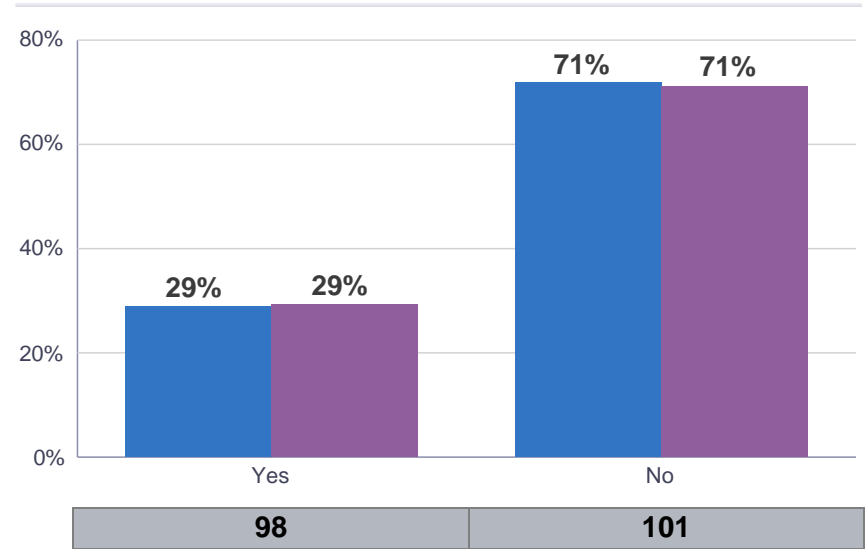
\*Element is displayed at the individual level

Number of Adults in Household

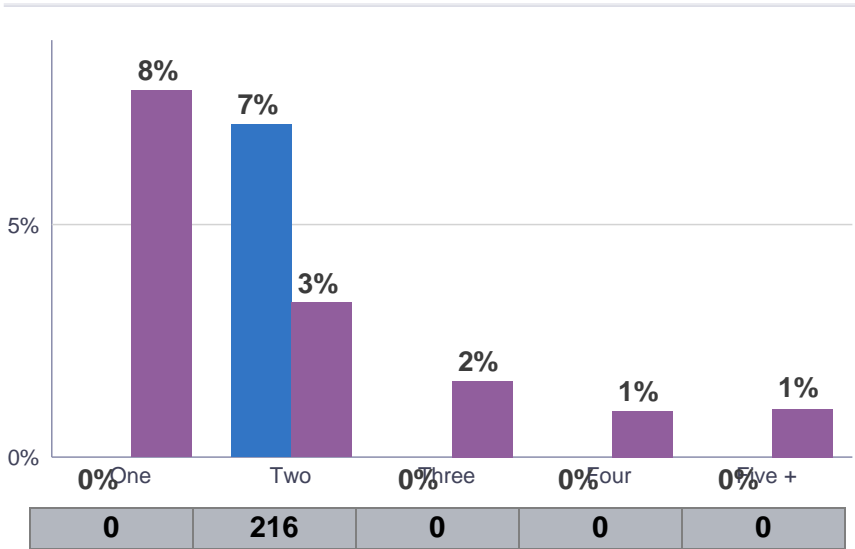


# Who they are

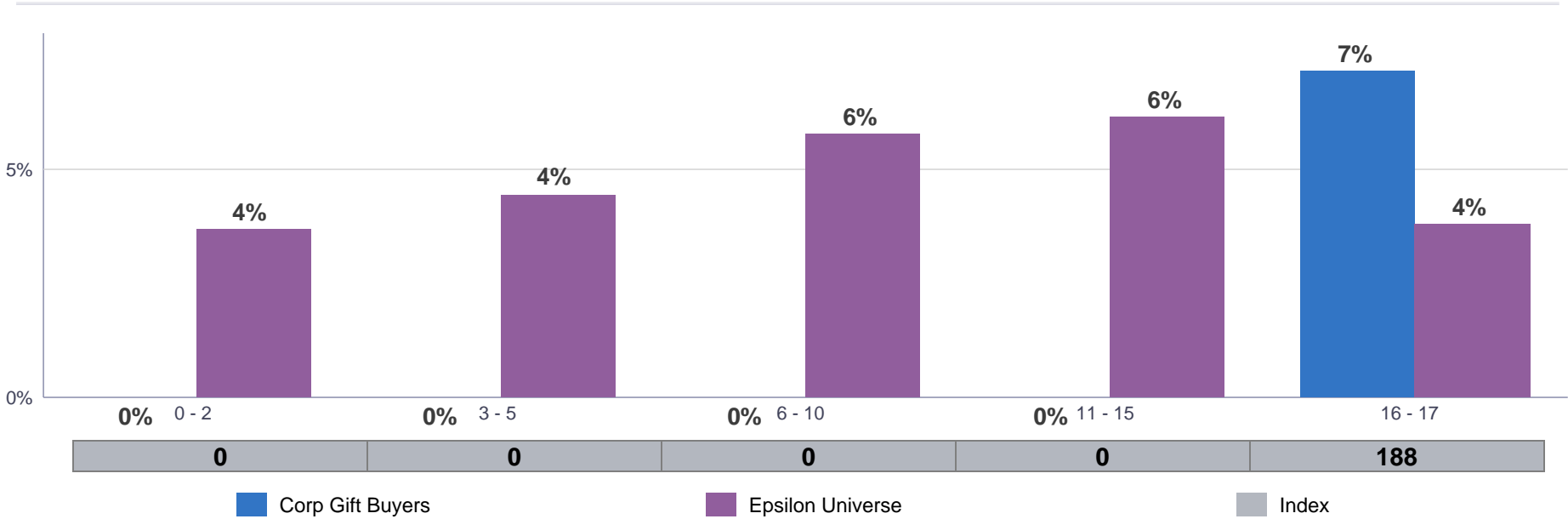
Presence of Children



Number of Children in Household

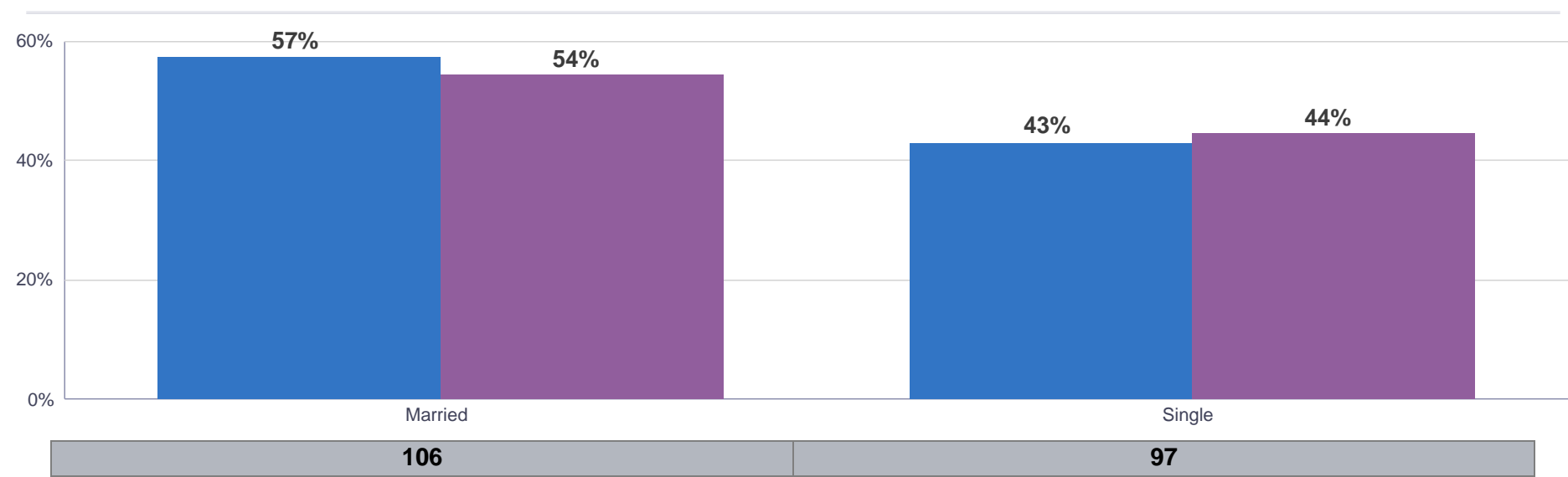


Households by Age of Children

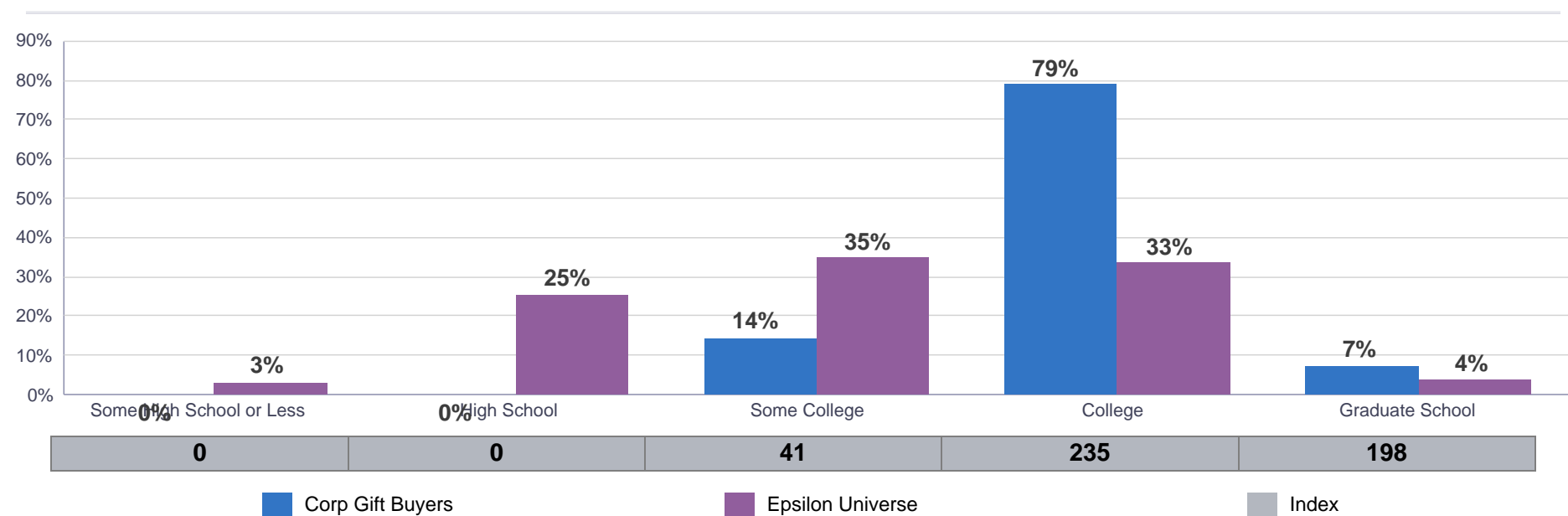


# Who they are

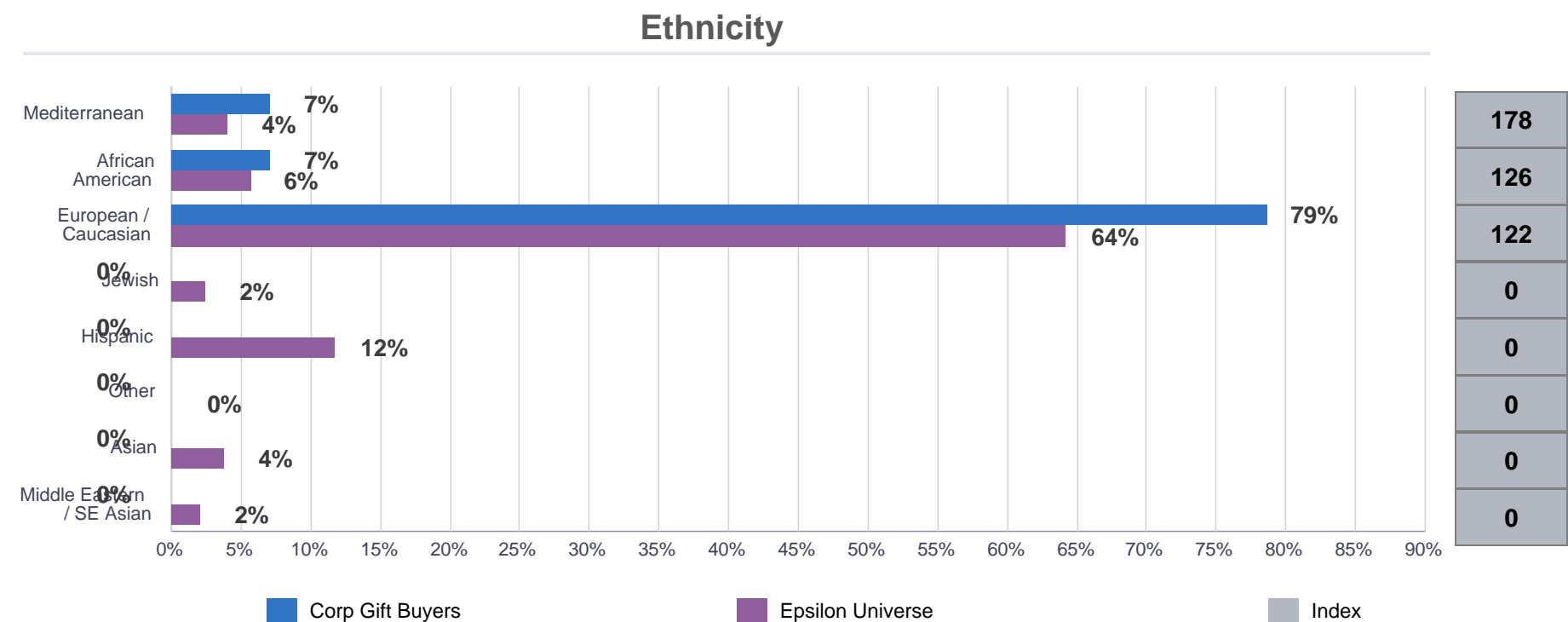
## Marital Status



## Education Level

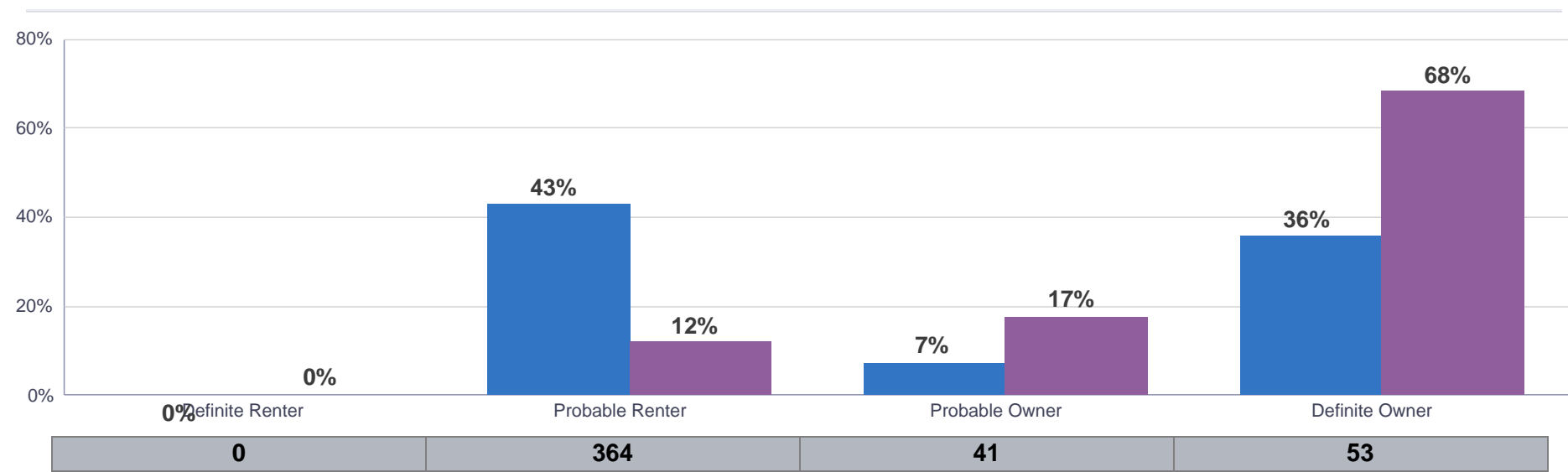


# Who they are

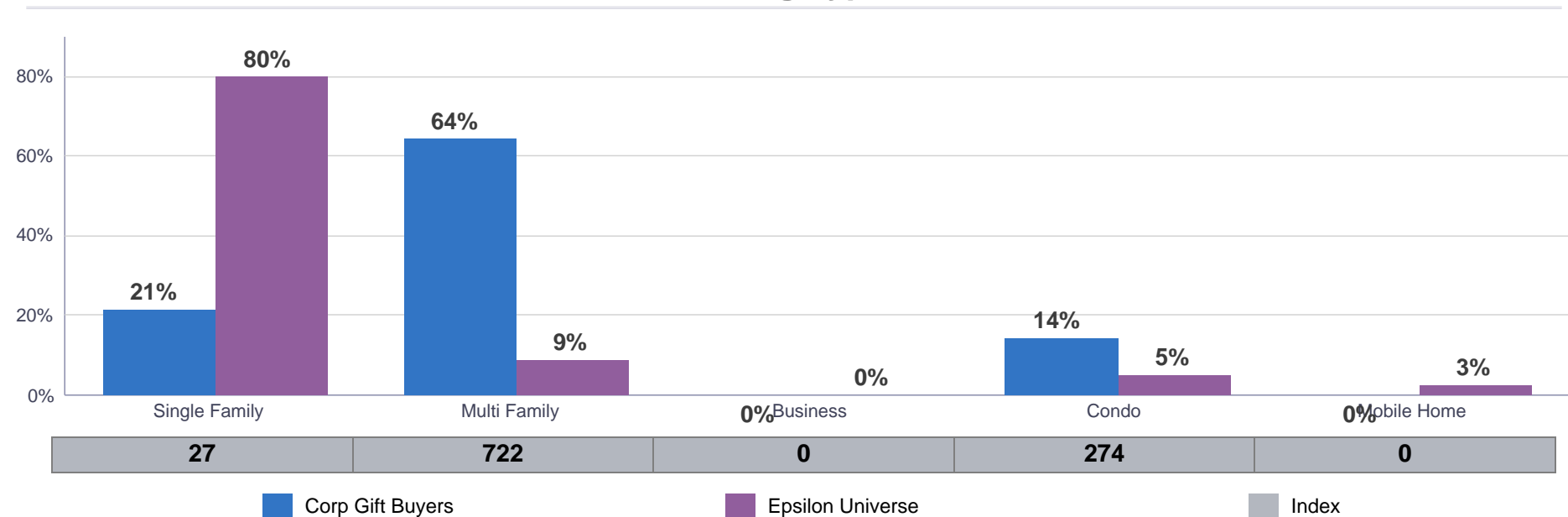


# Where they live

## Homeowner/Renter



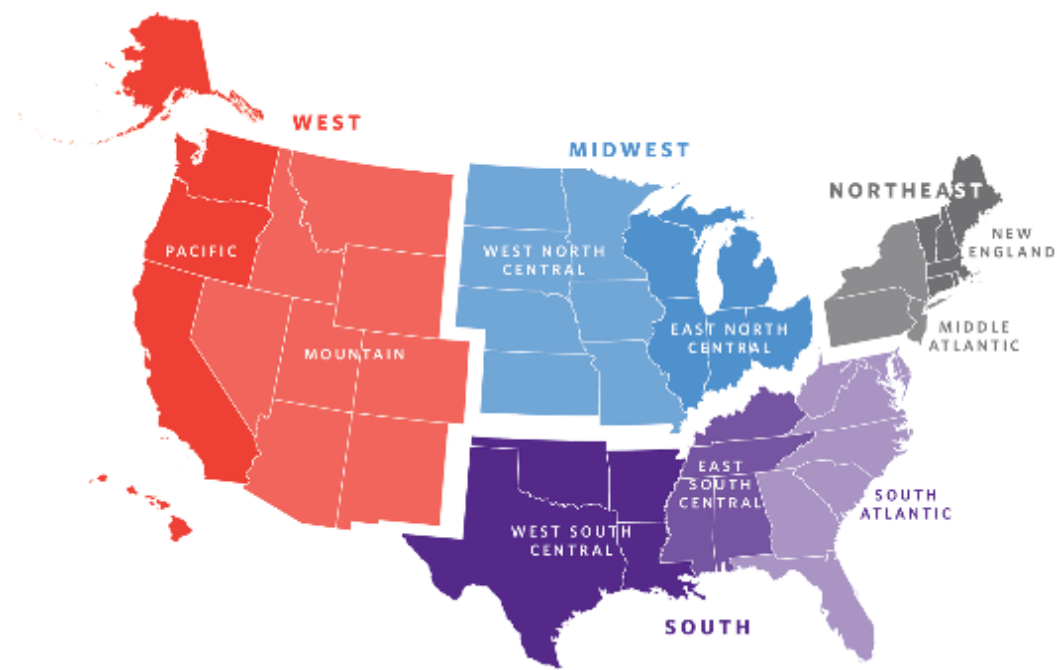
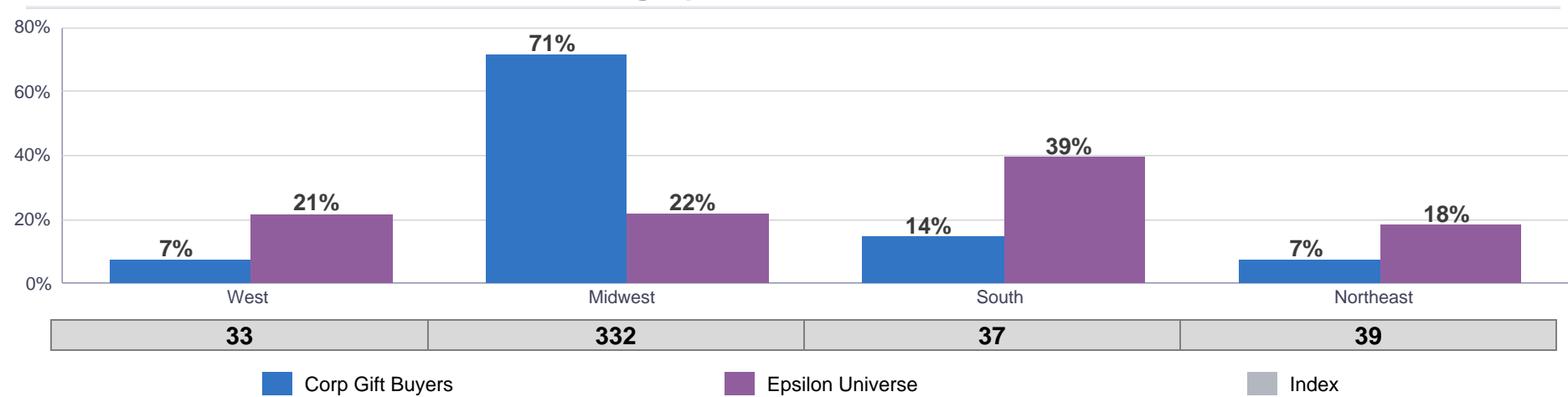
## Dwelling Type



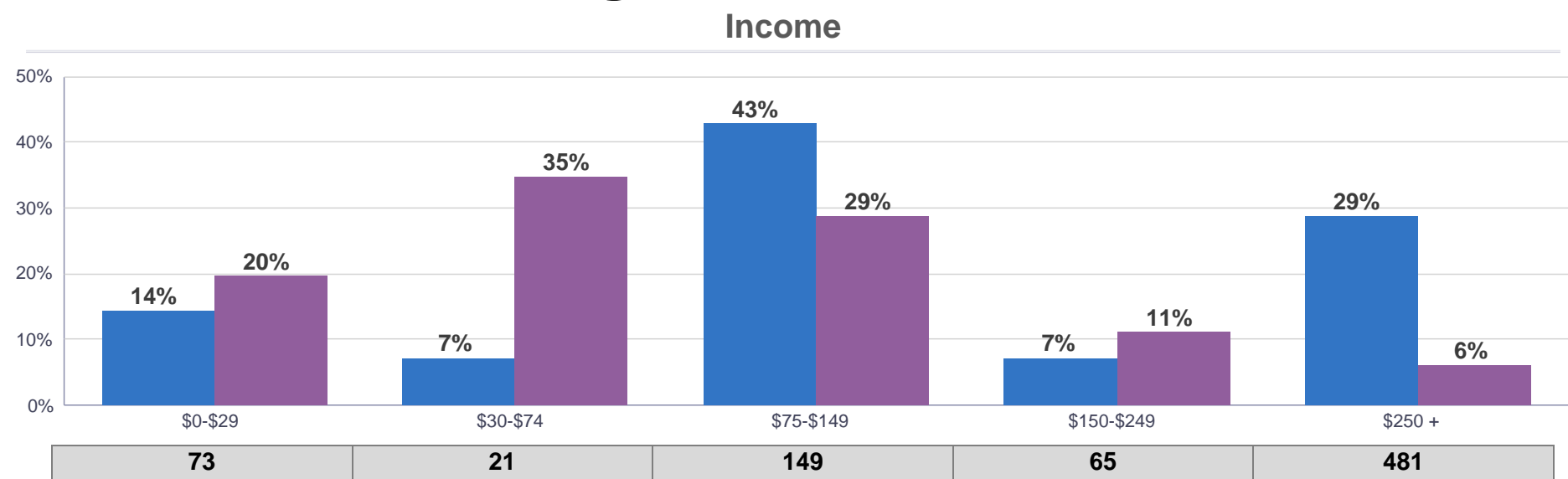


# Where they live

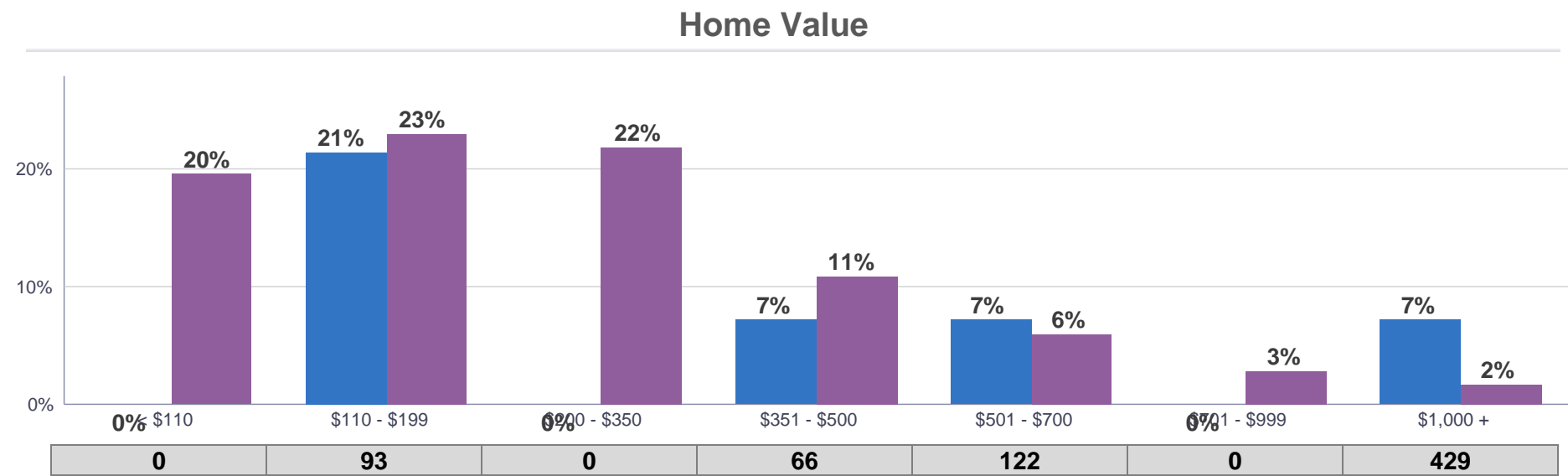
Geographic Distribution



# Their financial strength



\*These numbers are displayed in thousands



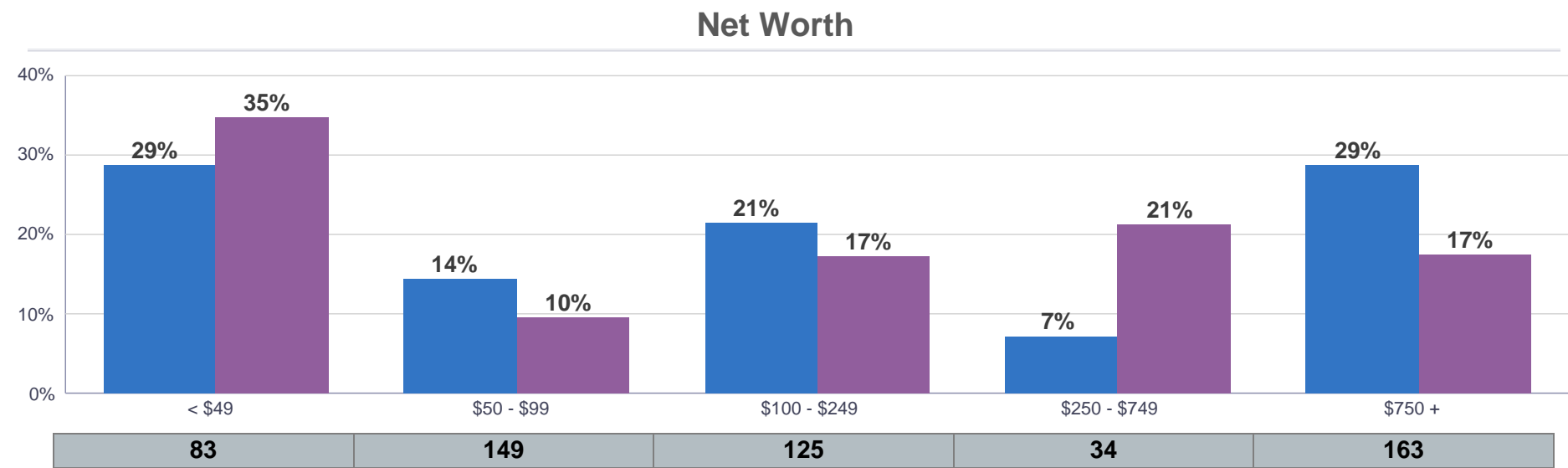
\*These numbers are displayed in thousands

■ Corp Gift Buyers

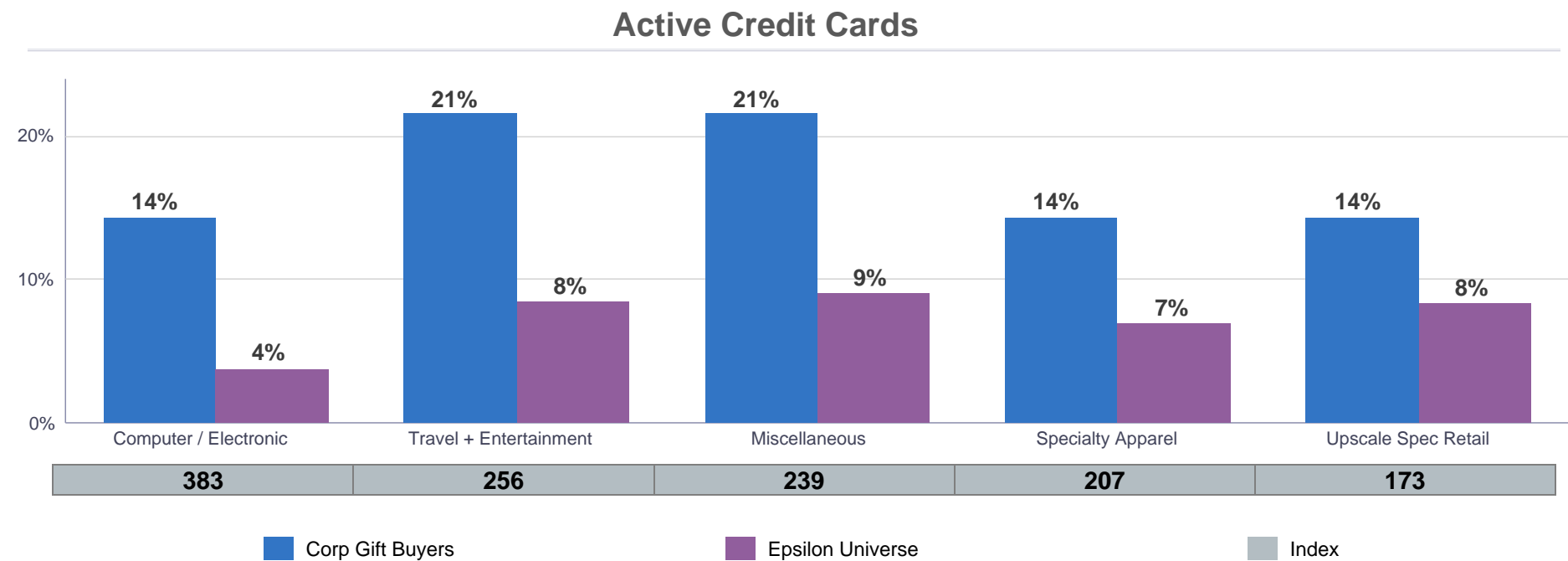
■ Epsilon Universe

■ Index

# Their financial strength

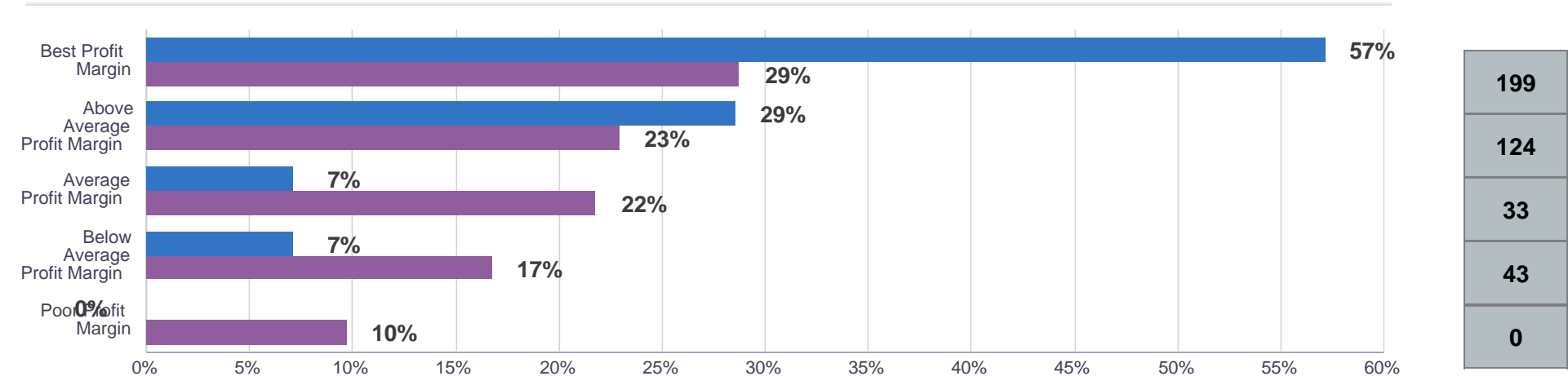


\*These numbers are displayed in thousands

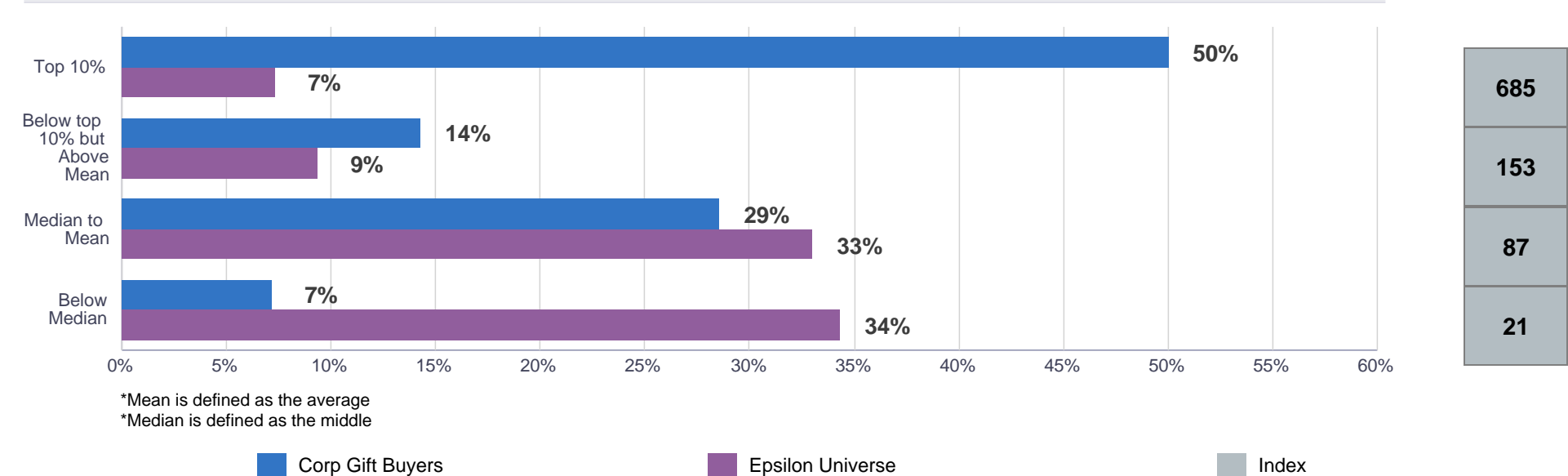


# Their financial strength

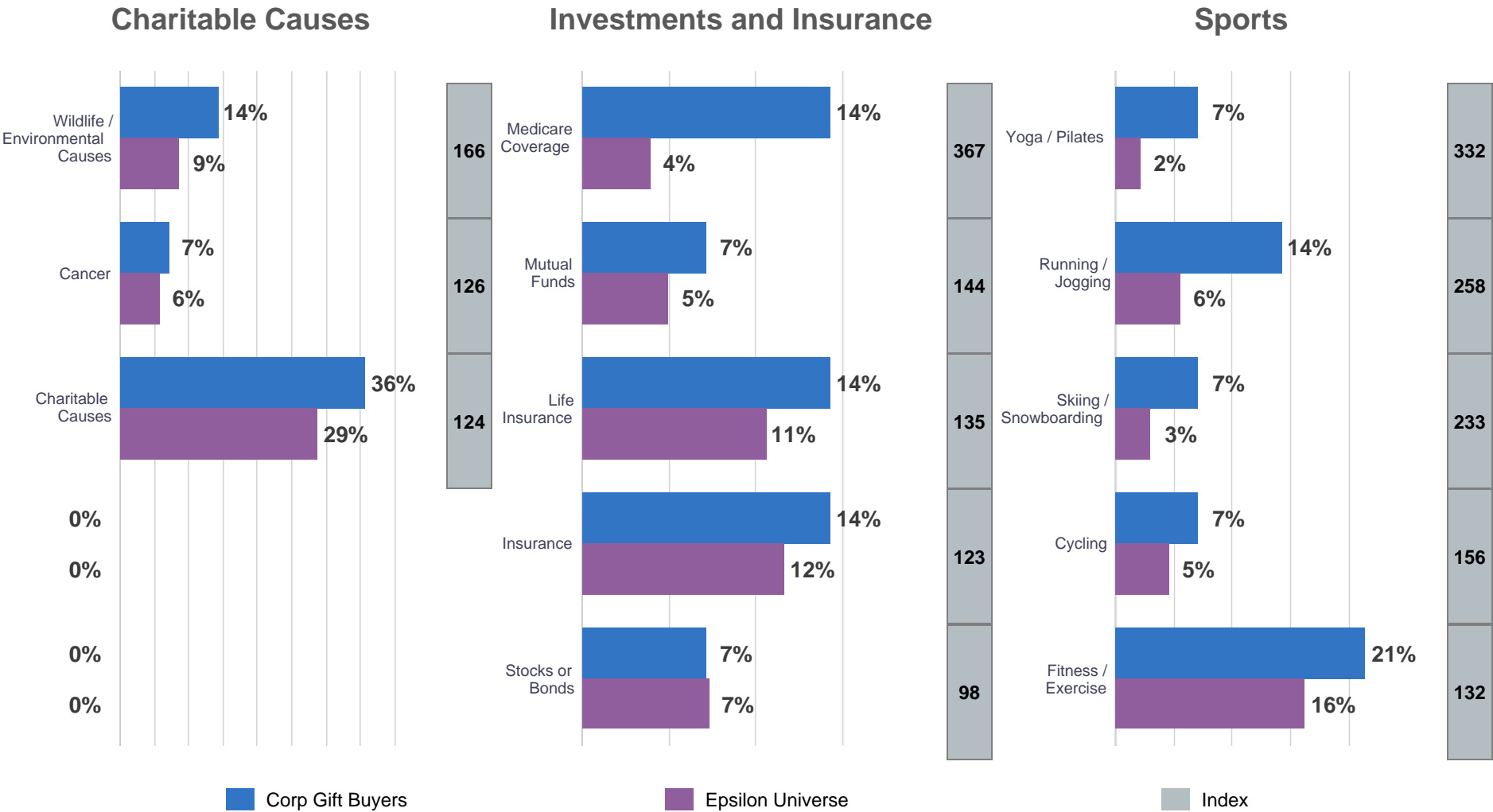
## Value Score



## Discretionary Income

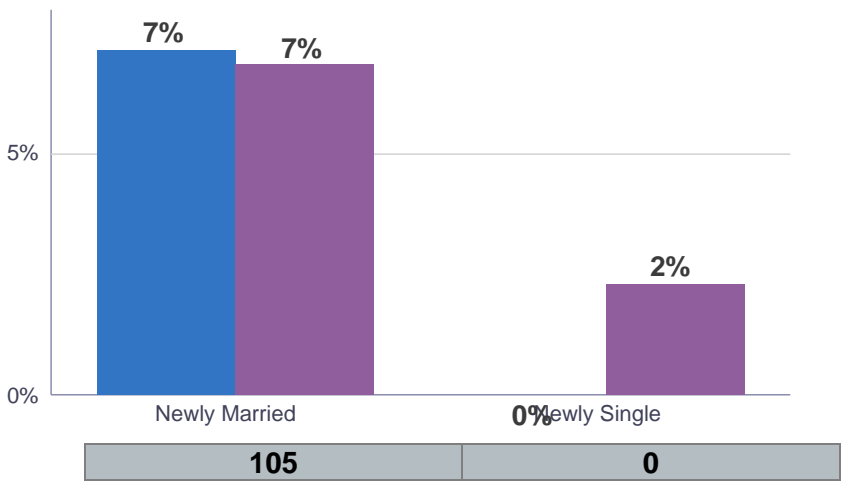


# How they spend their time

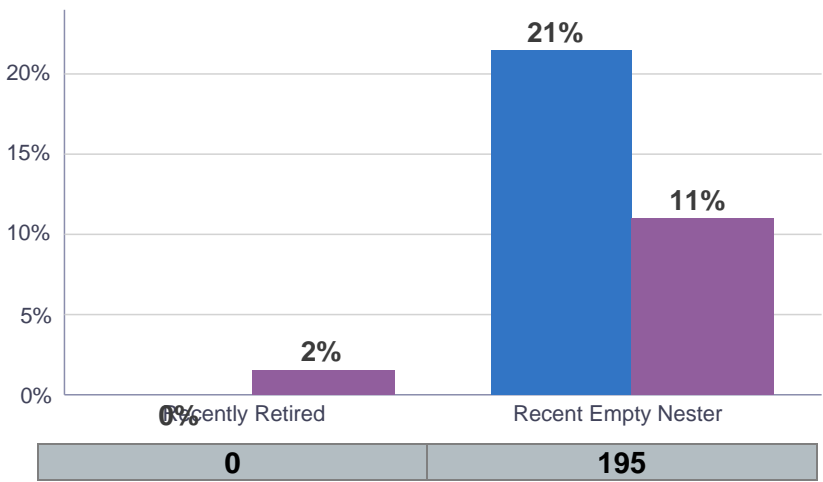


# Their recent events

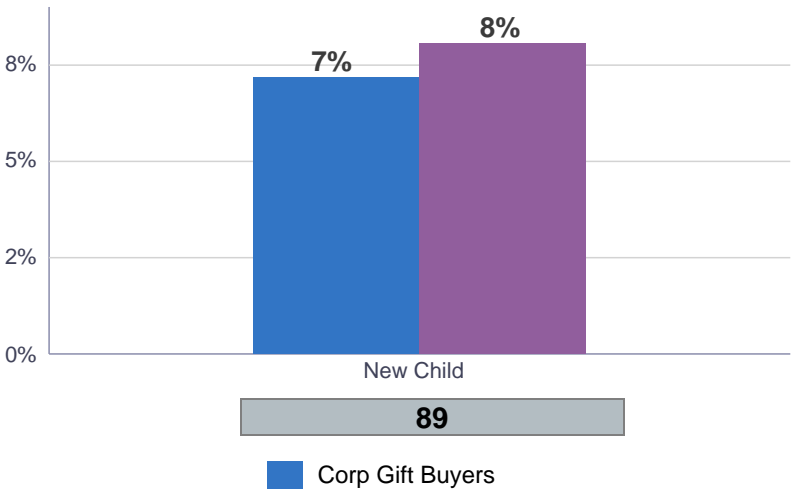
Marital Status



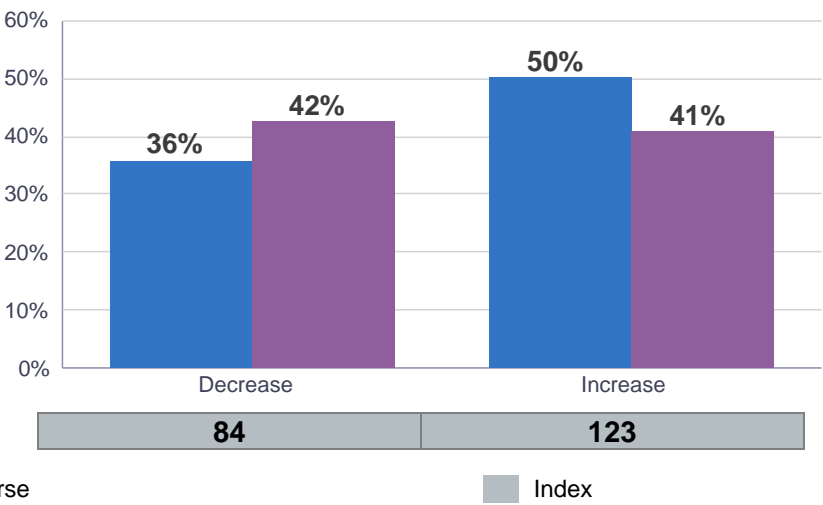
Lifestage



First Child



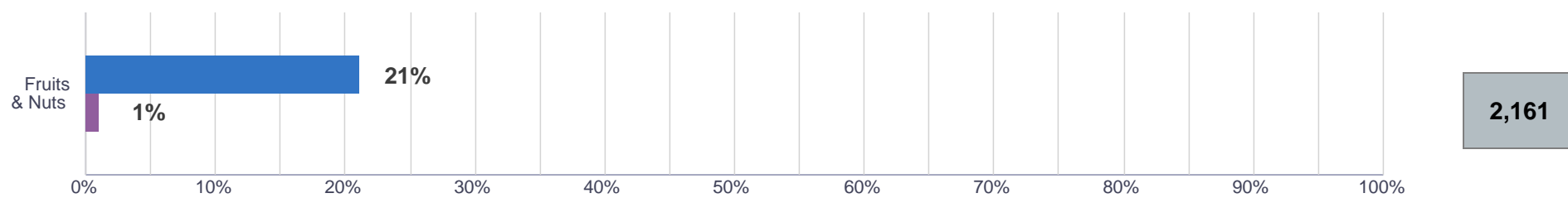
Income



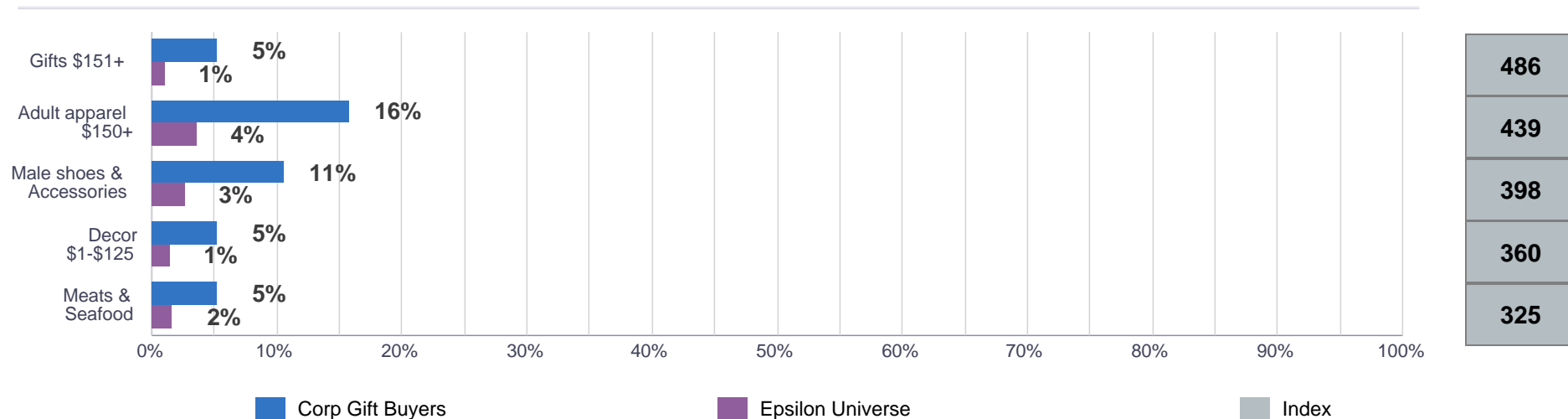
# How they spend their money

	Epsilon		Fruits & Nuts	
0-12 Month Values	Corp Gift Buyers	Epsilon Universe	Corp Gift Buyers	Epsilon Universe
Average Dollars	\$1,331	\$894	\$187	\$136
Average Participants	4	3	1	1
Average Transactions	7	6	2	2

## Fruits & Nuts Comparison



## Merchandise Categories Highest Index



# How they spend their money

