Data Products

Summary Profile Report

Cherry Republic New B2C

03/01/2024

Table of contents

A Complete View…… 1

Who They Are…… 2

Where They Live…… 6

Their Financial Strength…… 8

How They Spend Their Time……... 11

Their Recent Events…….. 12

How They Spend Their Money…… 13

1.1.29144.R29001.20240301.OV

EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

A complete view

Niches Highest Index

Home Hoppers

These middle-aged adults typically don't have children—they're highly mobile and usually renters. Concentrated on the West Coast, they're well-educated, career-oriented professionals who contribute to charitable organizations, enjoy traveling and have a variety of cultural interests and hobbies.

$155,100 average income

53 average age

8 years average length of residence

Less likely to have children

8.95%	1.84%
486	

Tireless and on the Move

These young adults are a mix of students and working professionals less likely to have children. Despite their limited income, they donate to a variety of charitable causes. They enjoy connecting with brands and receiving offers and discounts via social media.

$27,900 average income

28 average age

4 years average length of residence

Less likely to have children

5.21%	1.82%
286	

Just Sailing Along

These 30-somethings are either working on their degree or climbing the corporate ladder. As they work to establish themselves and build for the future, they're renters and savvy spenders, opting for used vehicles and financial providers with rewards programs.

$78,000 average income

35 average age

5 years average length of residence

Less likely to have children

8.86%	3.80%
233	

Easy Street

These households are typically older and educated, with grown children possibly still living at home. They're financially savvy, active investors, have the highest net worth of any niche and spend 2x more than the average across many categories.

$208,000 average income

63 average age

15 years average length of residence

Both with and without children

4.93%	2.78%
178	

Chic Society

These households lead high-society lives characterized by high amounts of disposable income and an affinity for travel and luxury. They're typically in their late 50s and don't have children. They own high-end vehicles, are active donors and spend via multiple channels across many categories.

$204,200 average income

58 average age

14 years average length of residence

Less likely to have children

14.43%	8.58%
168	

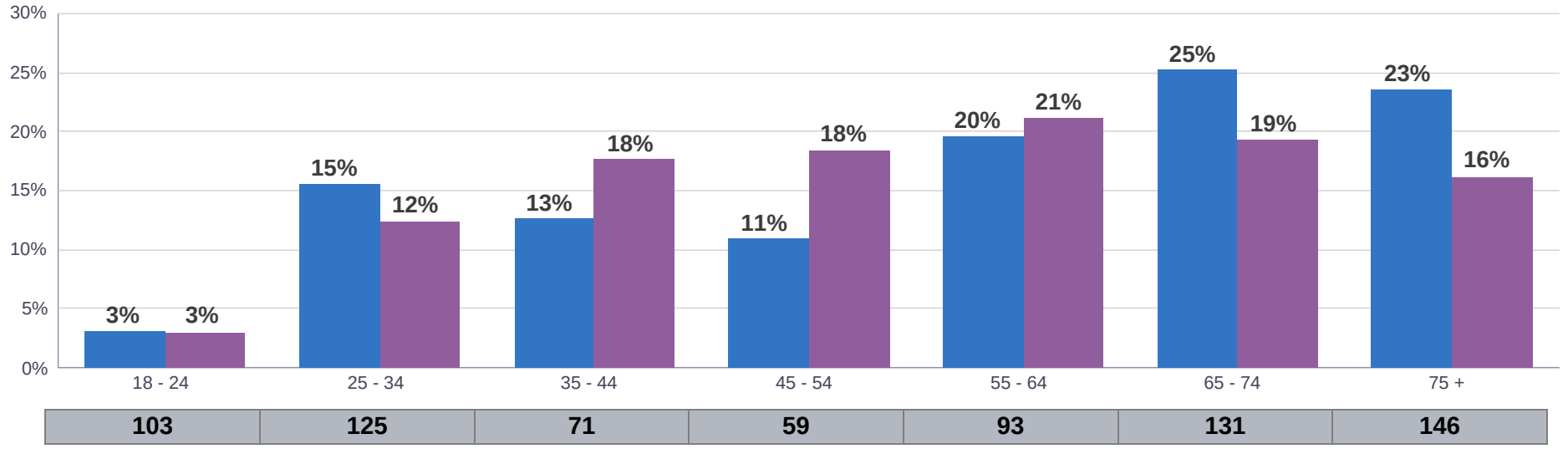
New B2C Customers | Epsilon Universe | Index

EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

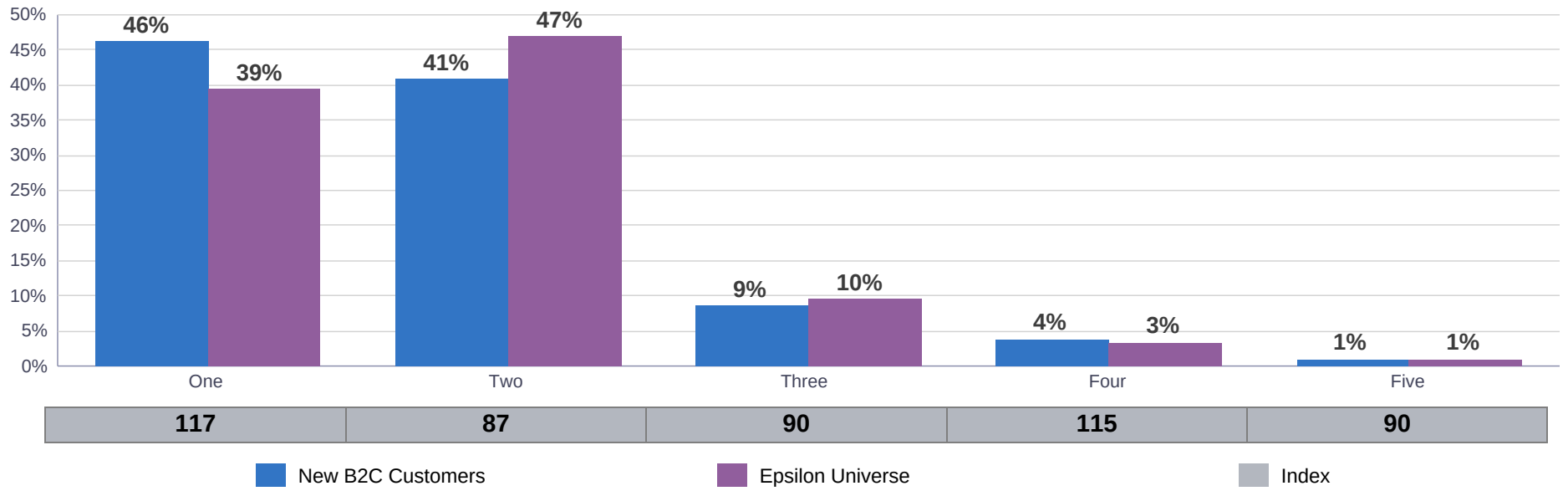
Who they are

Age of Total Adult Population (Individual)



*Element is displayed at the individual level

Number of Adults in Household

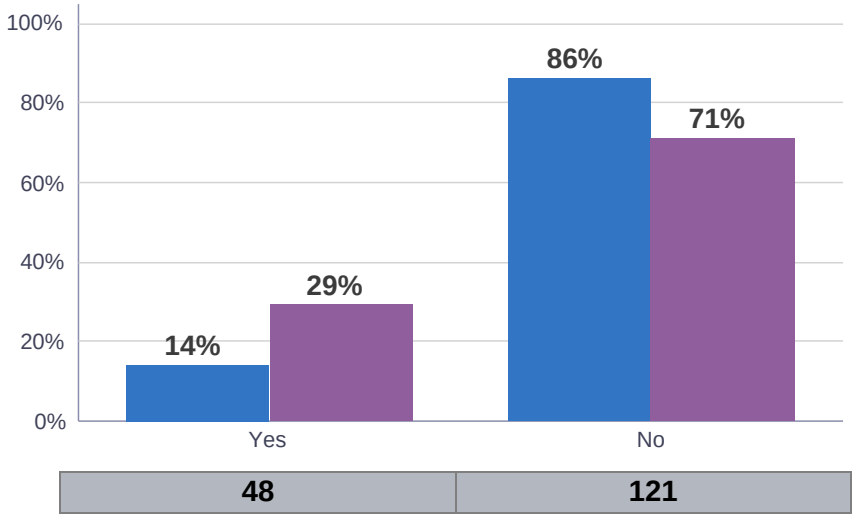


EPSILON

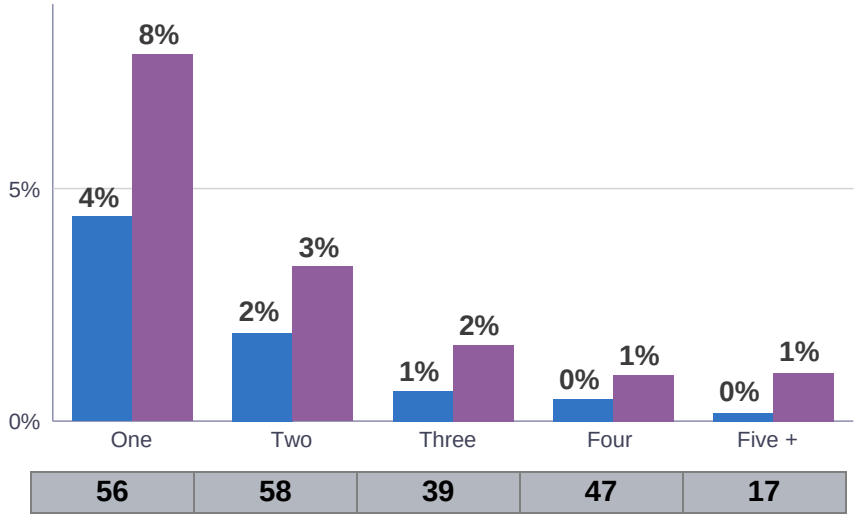
© 2022 Epsilon Data Management, LLC. Private & Confidential.

Who they are

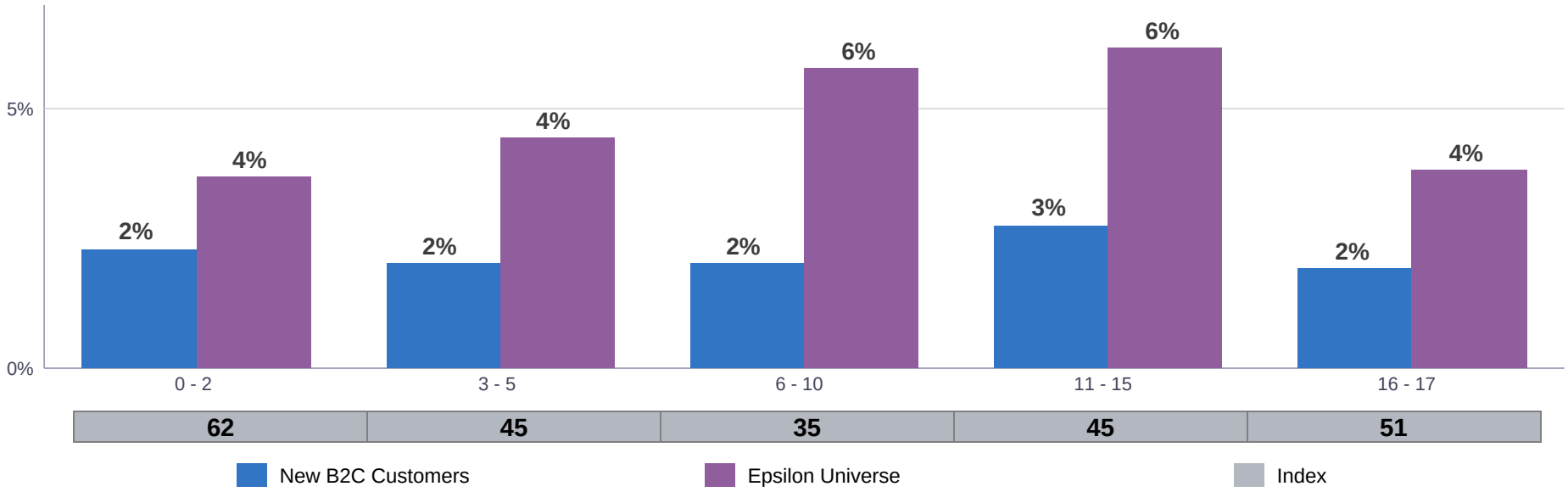
Presence of Children



Number of Children in Household



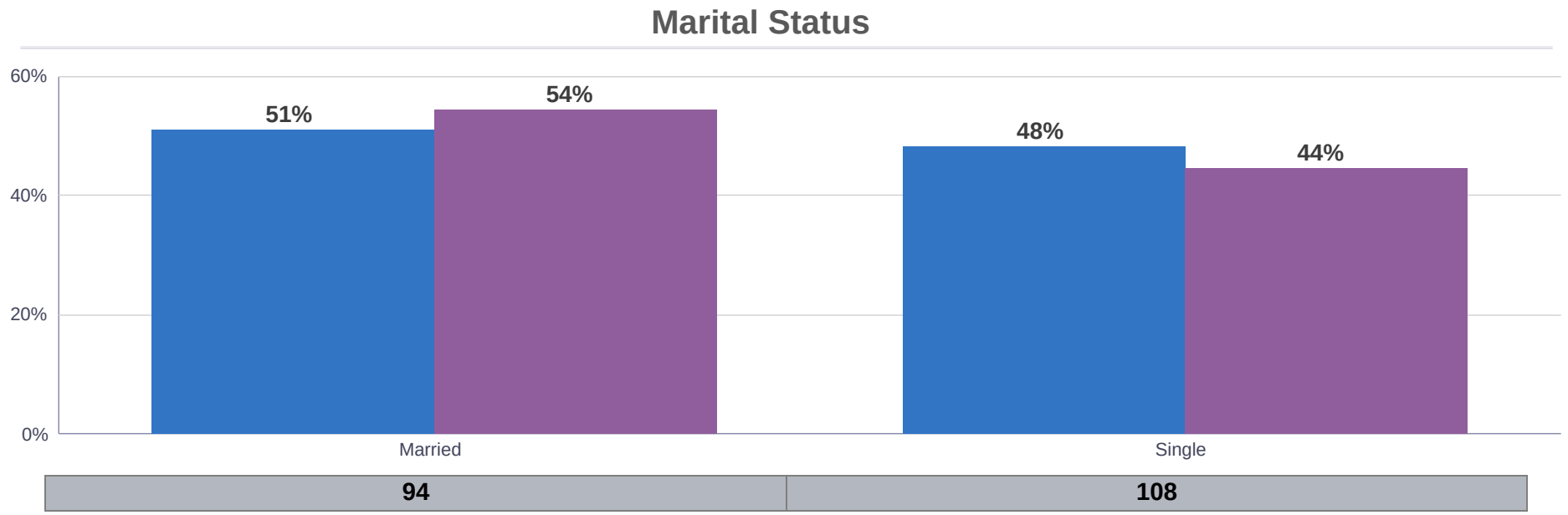
Households by Age of Children

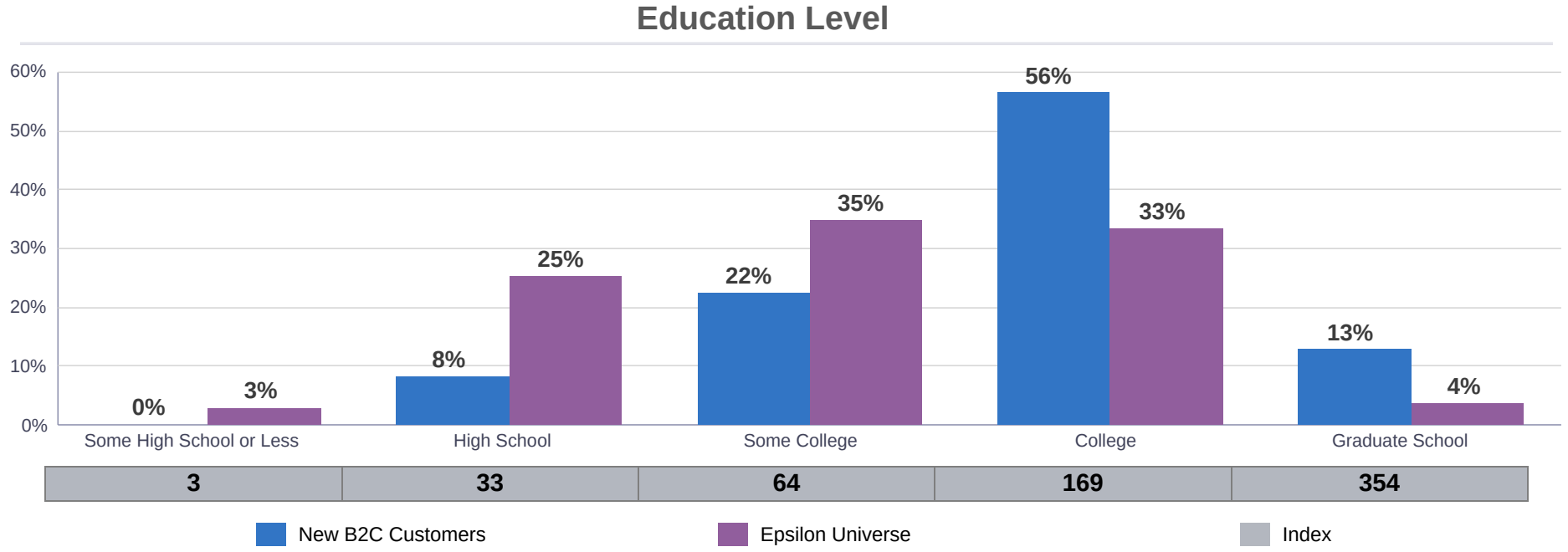


EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

Who they are

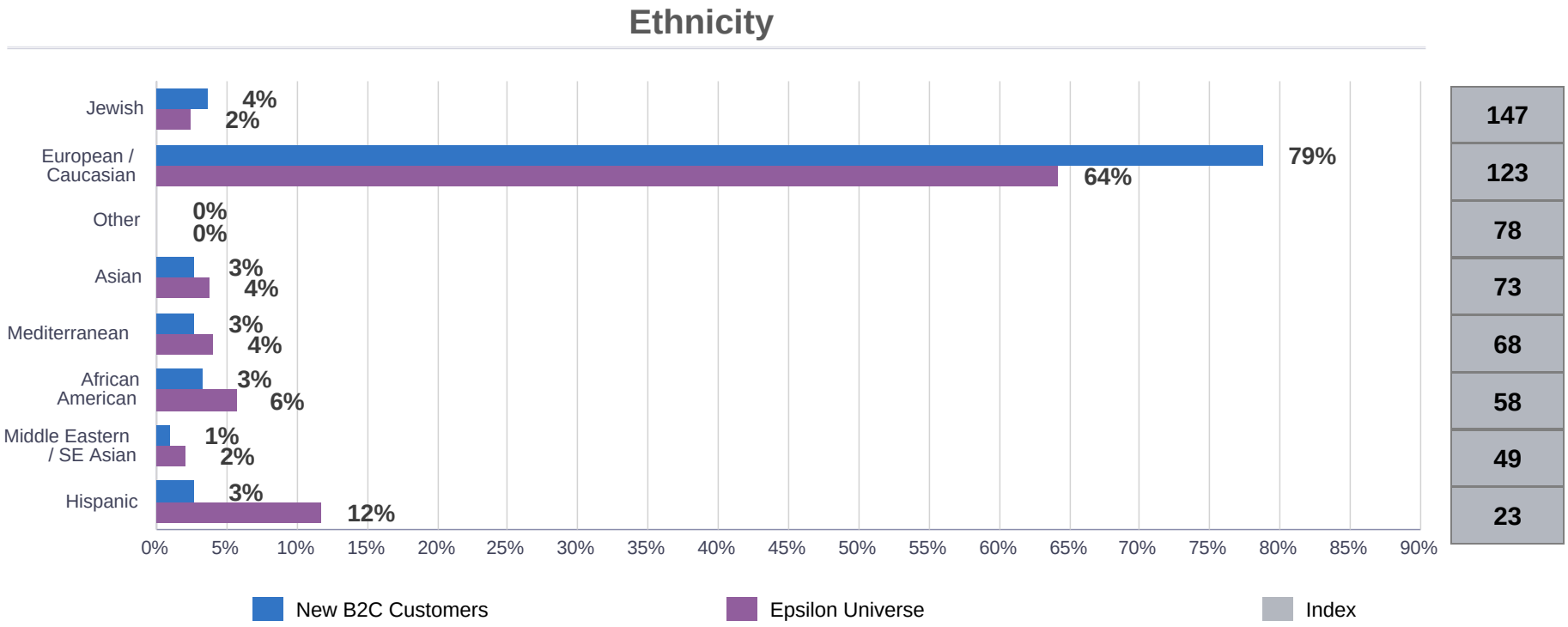




EPSILON

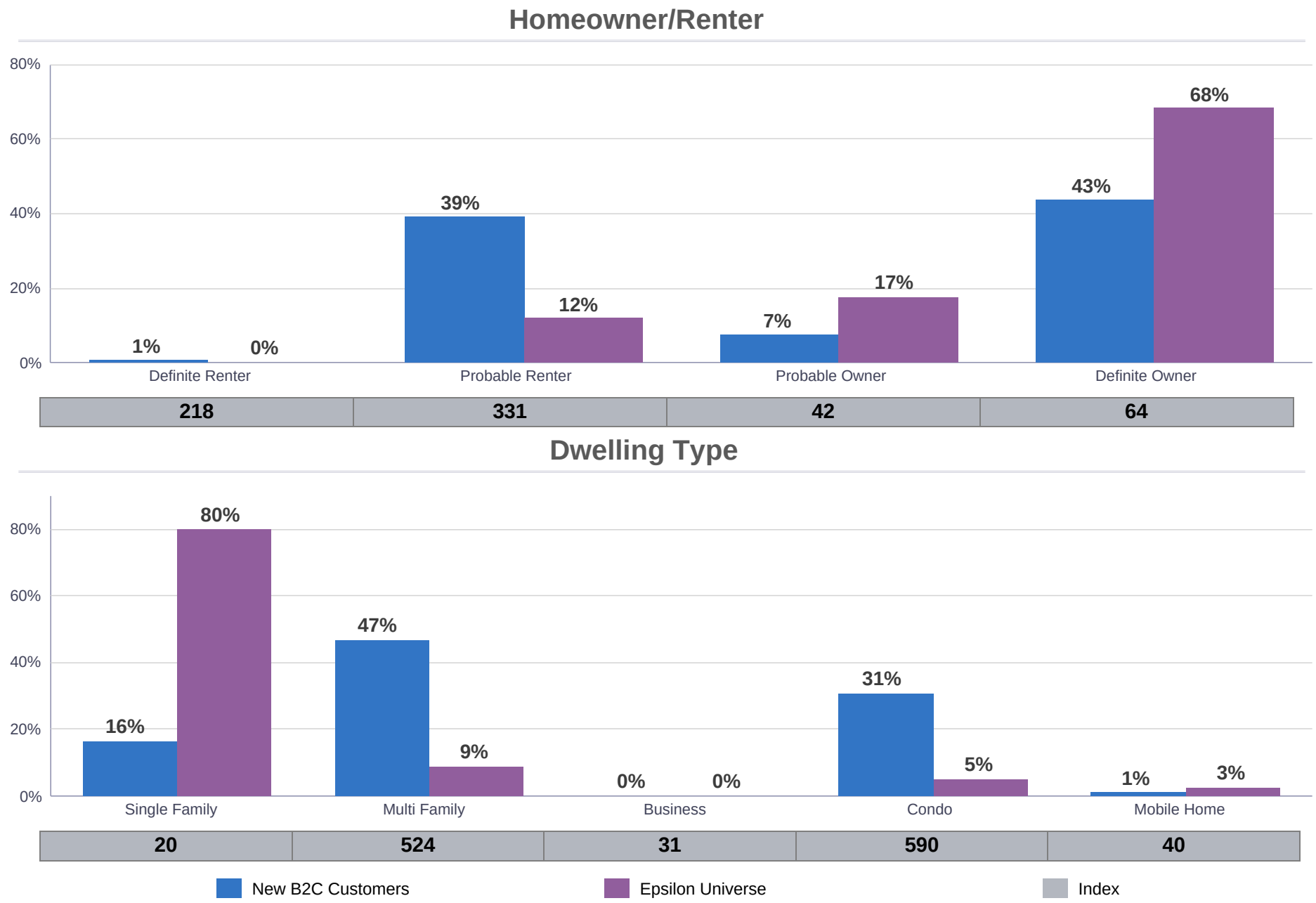
© 2022 Epsilon Data Management, LLC. Private & Confidential.

Who they are



© 2022 Epsilon Data Management, LLC. Private & Confidential.

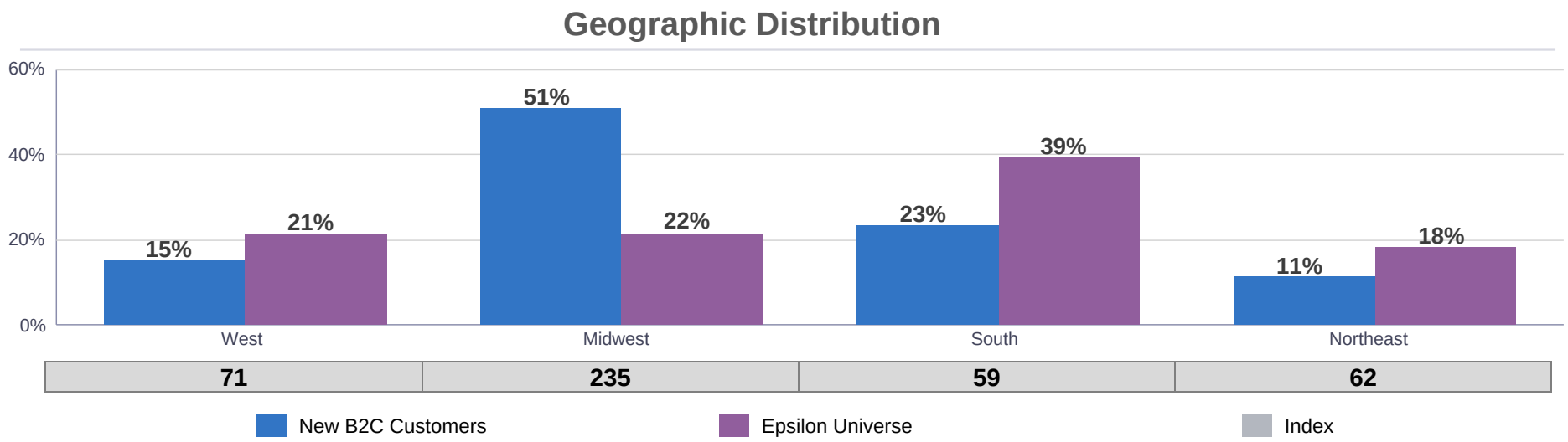
Where they live

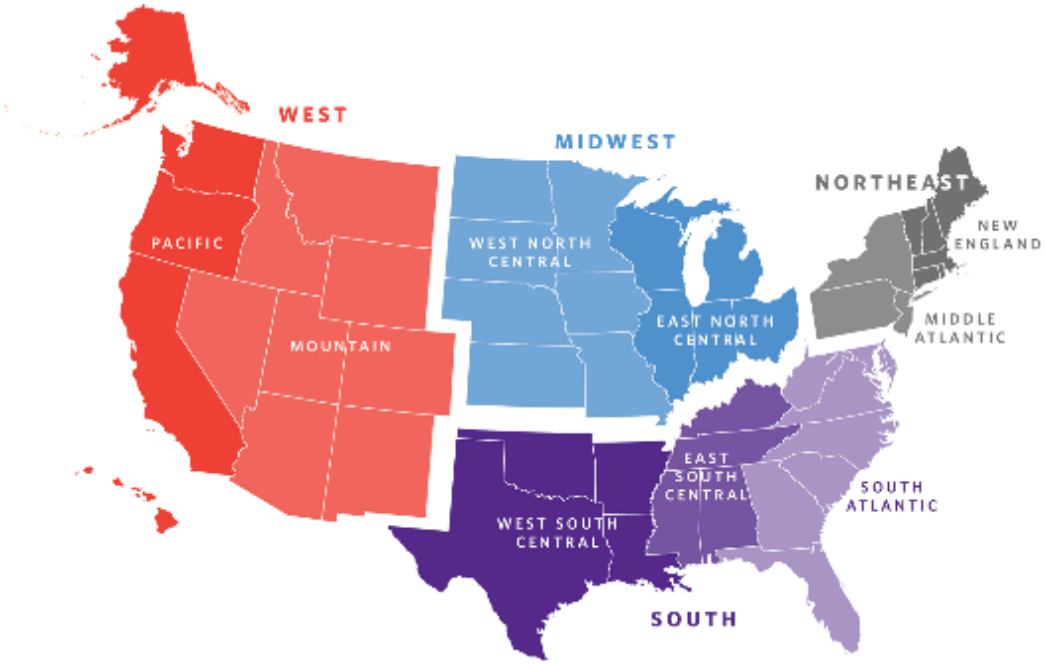


EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

Where they live



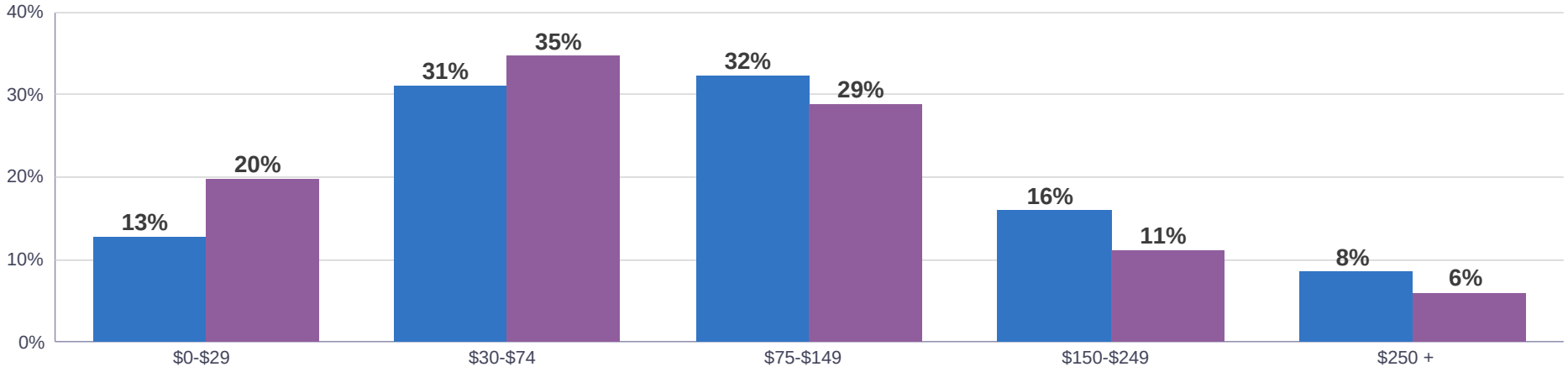


EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

Their financial strength

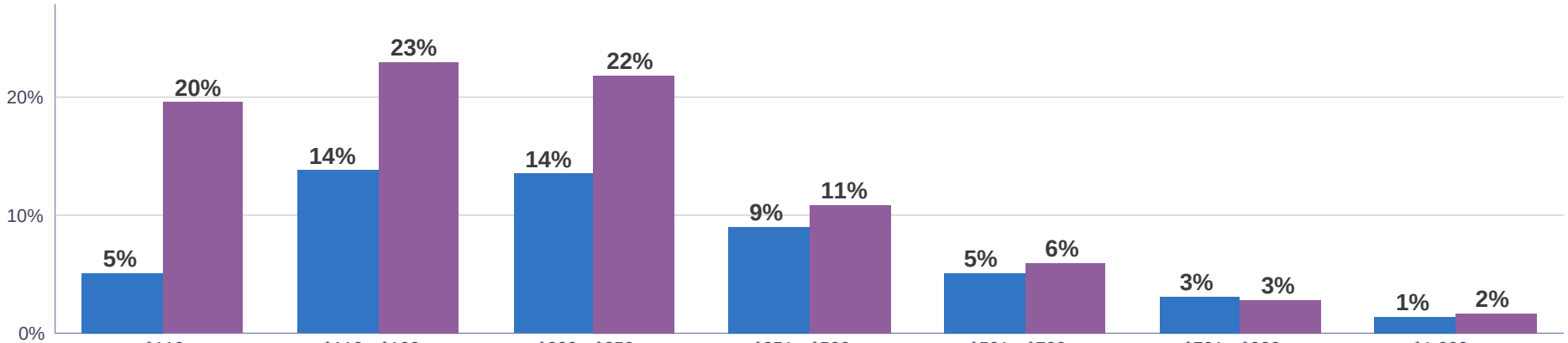
Income



64	89	112	144	141

*These numbers are displayed in thousands

Home Value



26	60	62	83	86	113	82

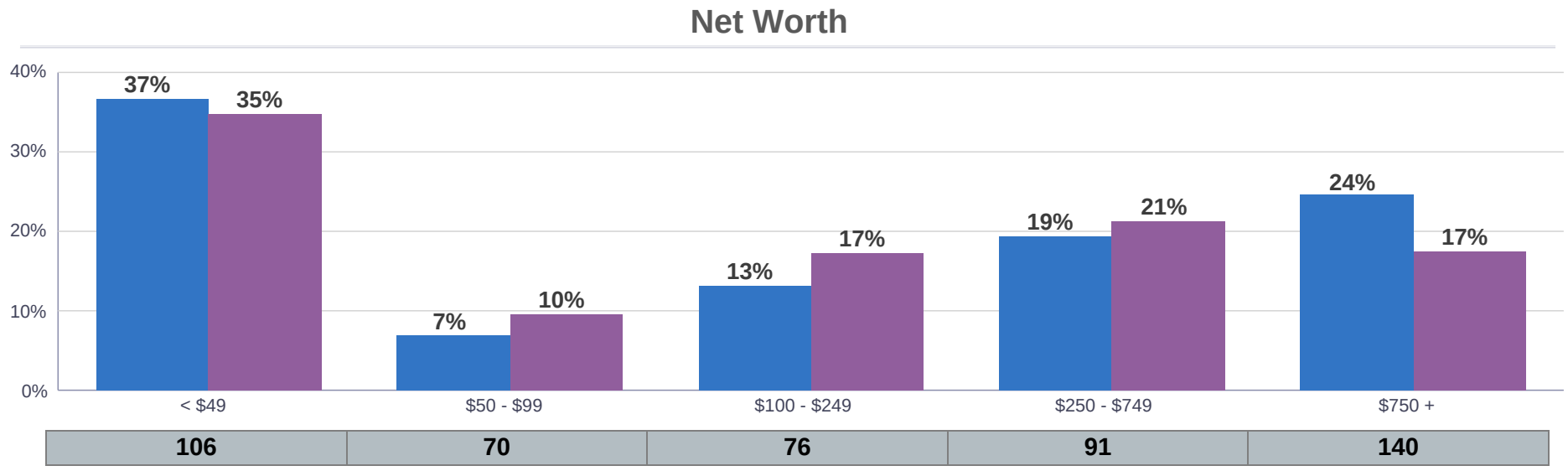
*These numbers are displayed in thousands

New B2C Customers Epsilon Universe Index

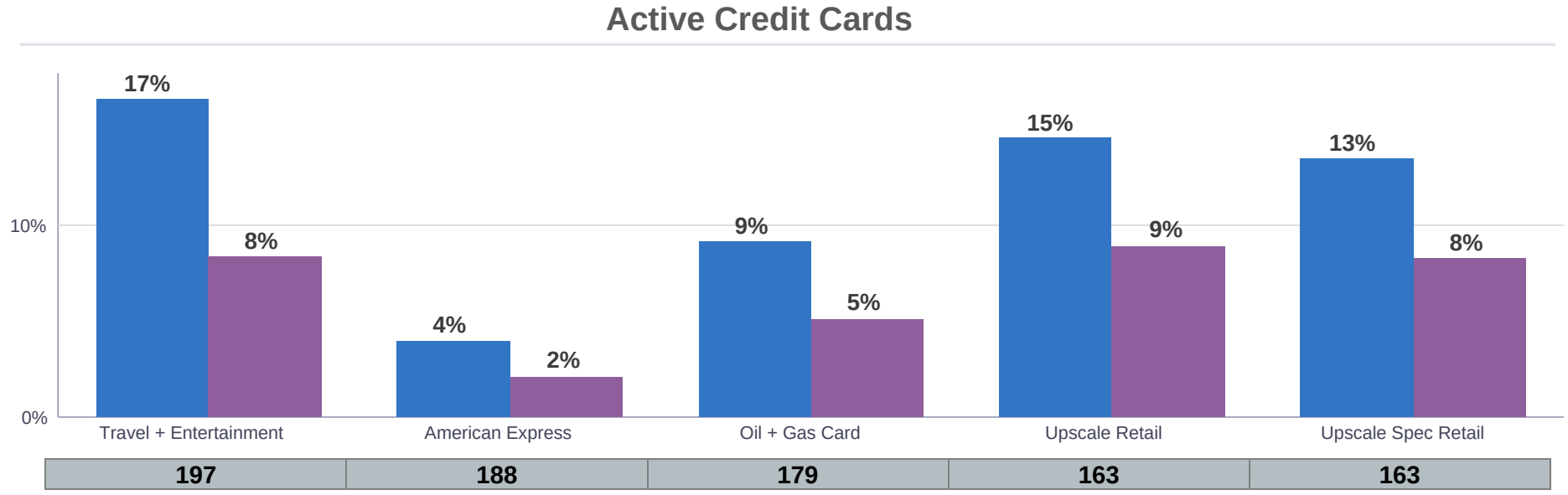
EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

Their financial strength



*These numbers are displayed in thousands

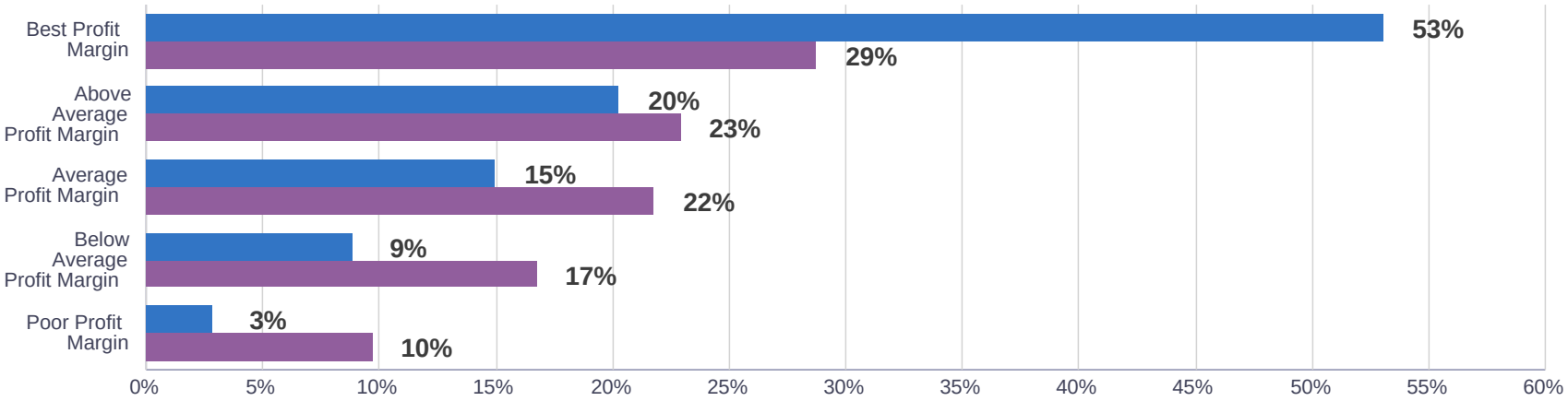


EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

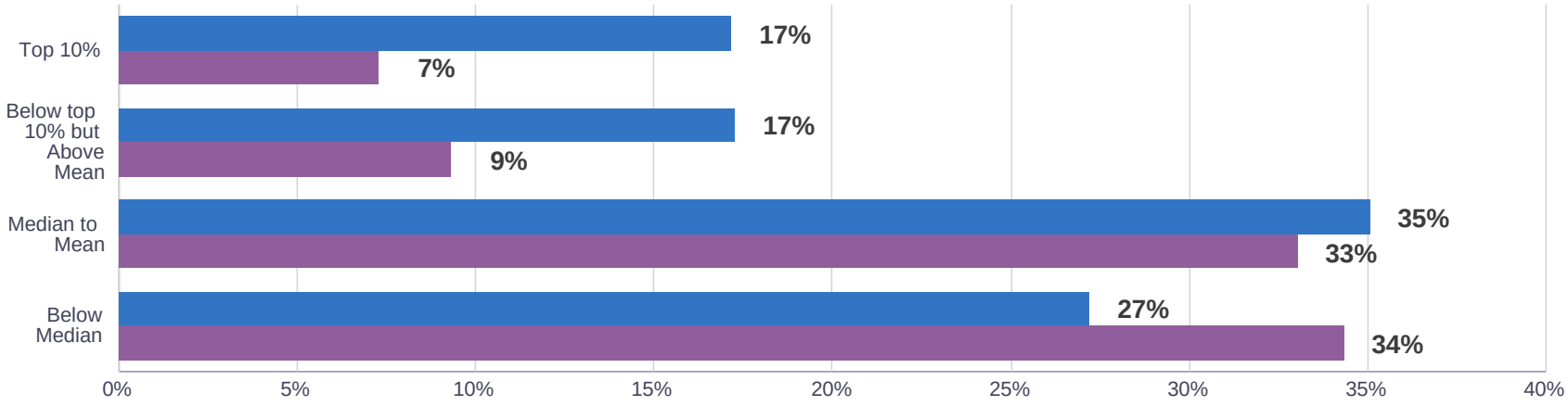
Their financial strength

Value Score



184
88
69
53
29

Discretionary Income



235
185
106
79

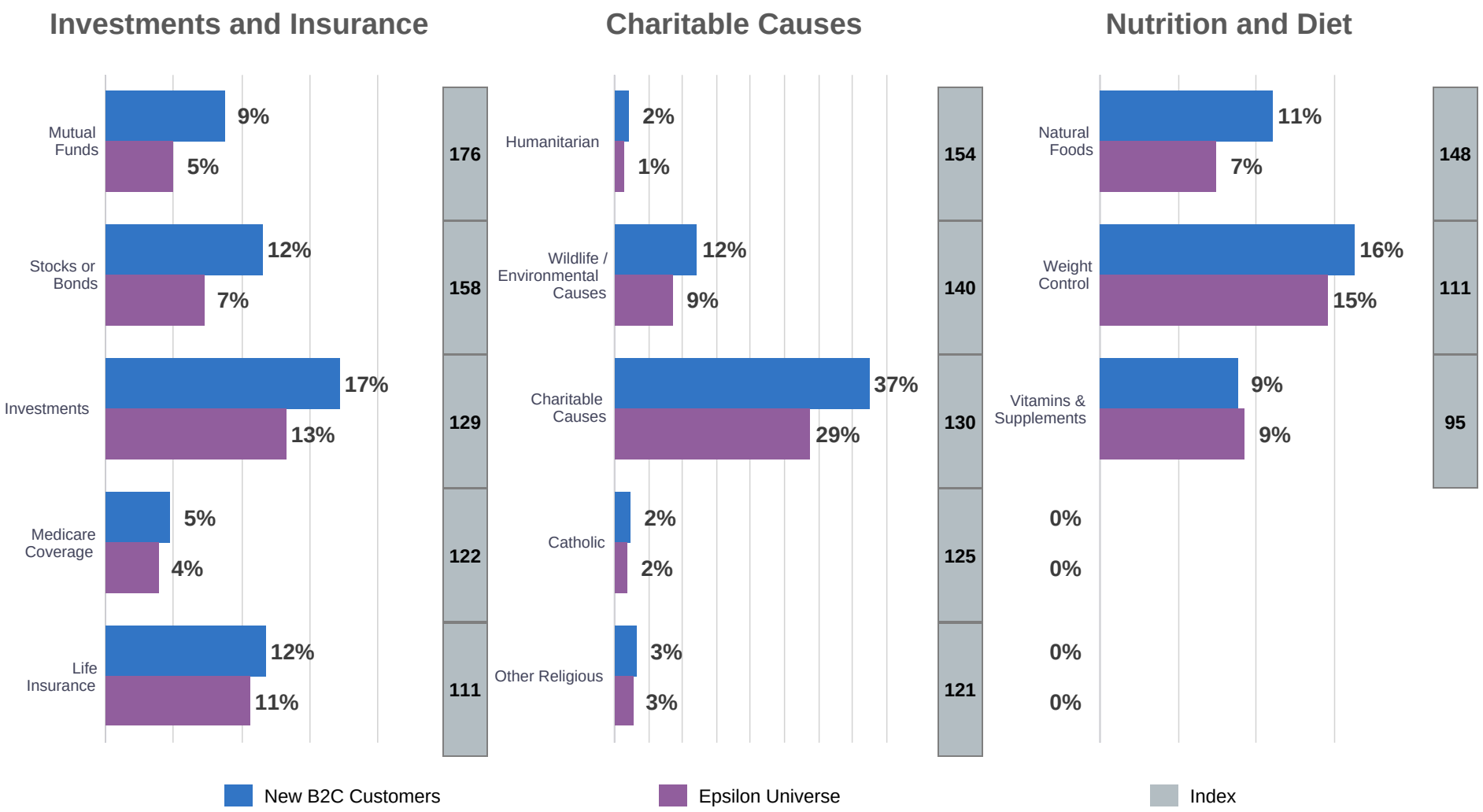
*Mean is defined as the average
*Median is defined as the middle

New B2C Customers Epsilon Universe Index

EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

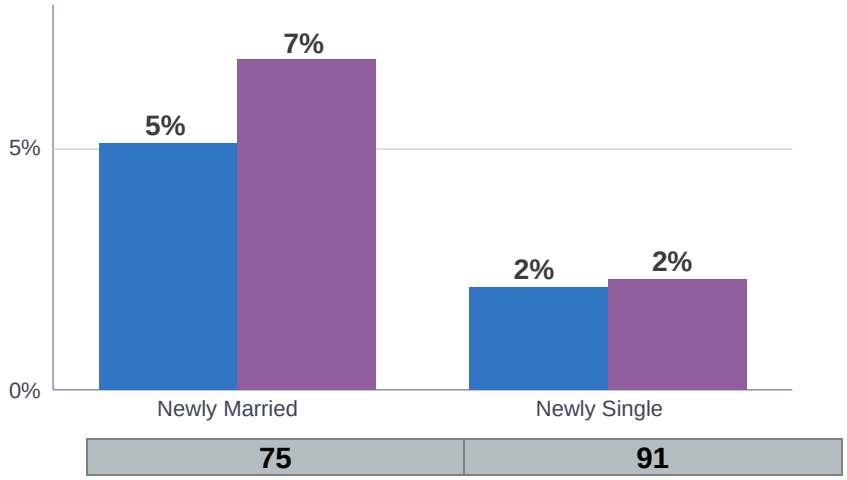
How they spend their time



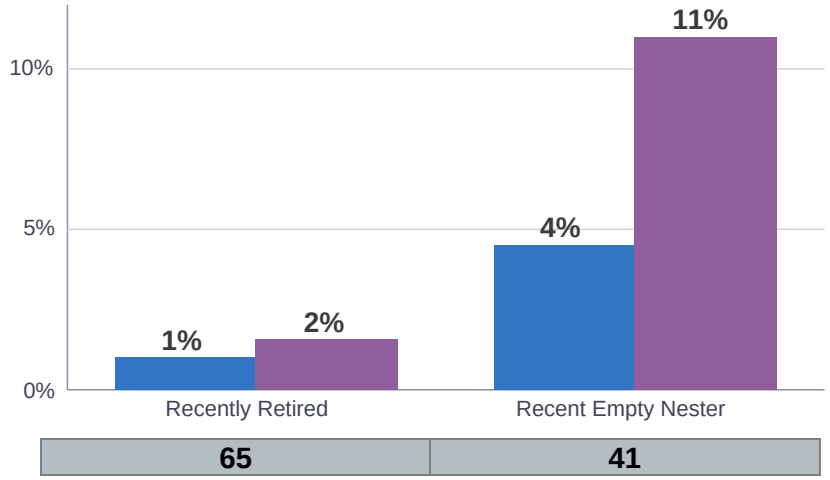
© 2022 Epsilon Data Management, LLC. Private & Confidential.

Their recent events

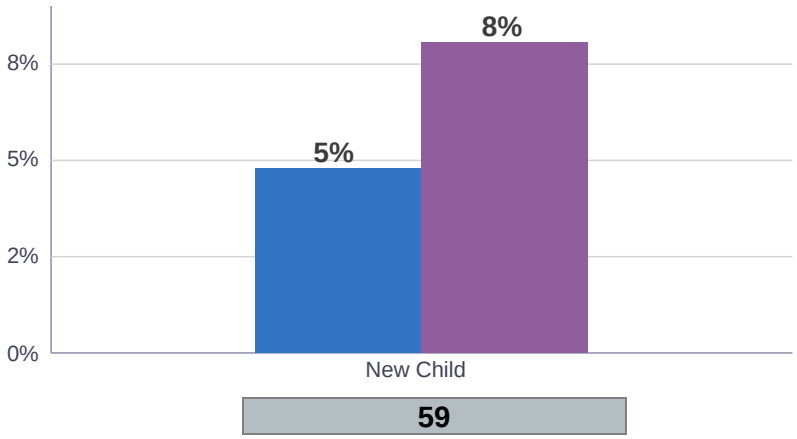
Marital Status



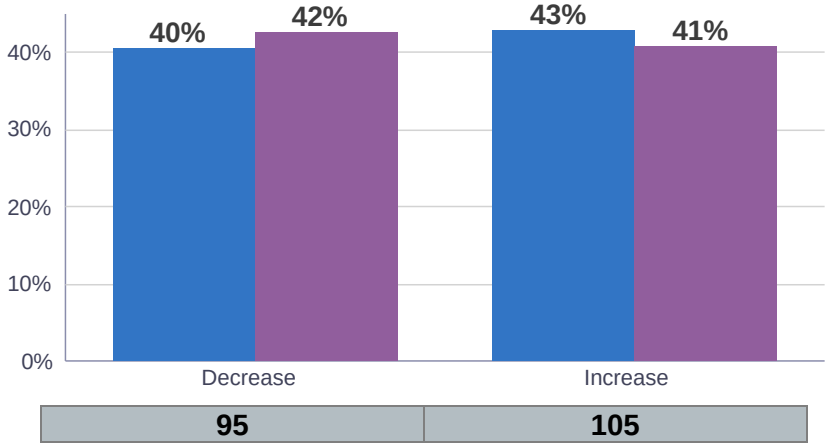
Lifestage



First Child



Income



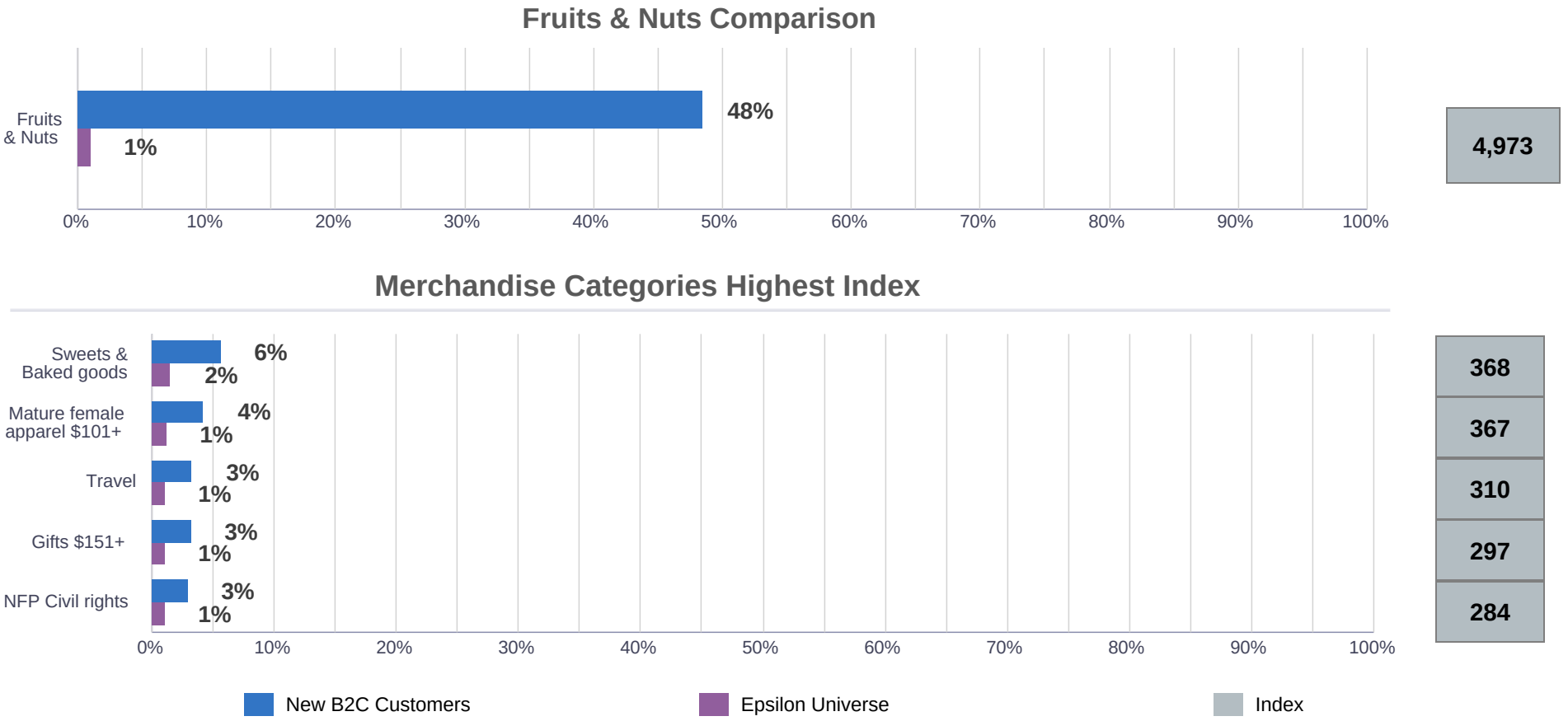
New B2C Customers Epsilon Universe Index

EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

How they spend their money

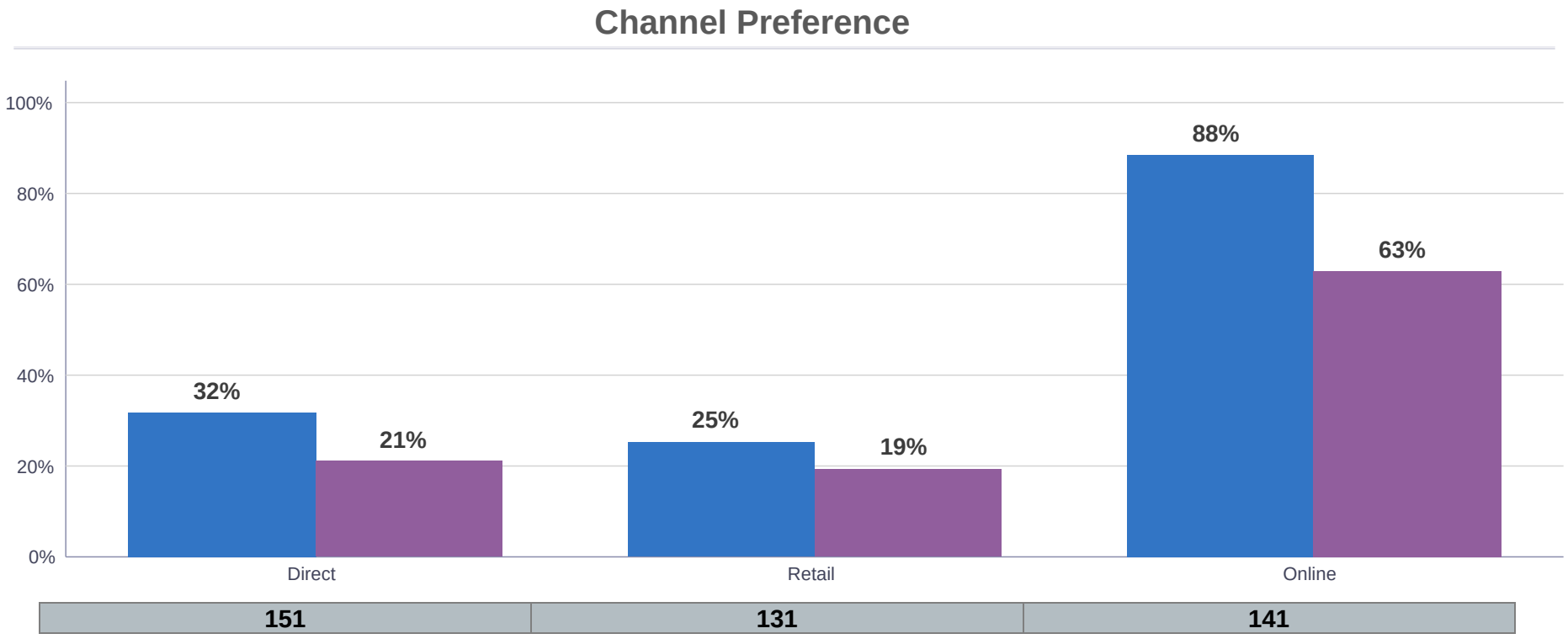
	Epsilon		Fruits & Nuts	
0-12 Month Values	New B2C Customers	Epsilon Universe	New B2C Customers	Epsilon Universe
Average Dollars	$1,662	$894	$218	$136
Average Participants	5	3	1	1
Average Transactions	10	6	1	2



EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.

How they spend their money



*These universes are not mutually exclusive

New B2C Customers Epsilon Universe Index

EPSILON

© 2022 Epsilon Data Management, LLC. Private & Confidential.