



EPSILON

Data Products

**Summary Profile Report
Cherry Republic Covid Buyers
03/01/2024**

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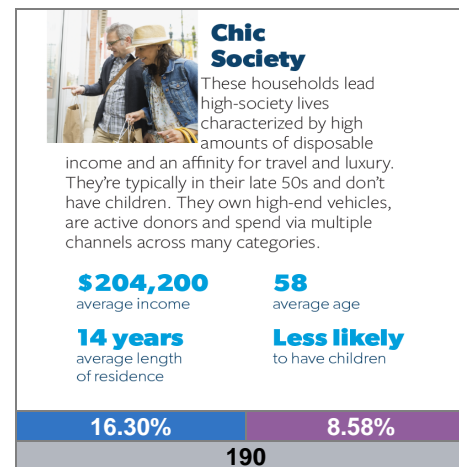
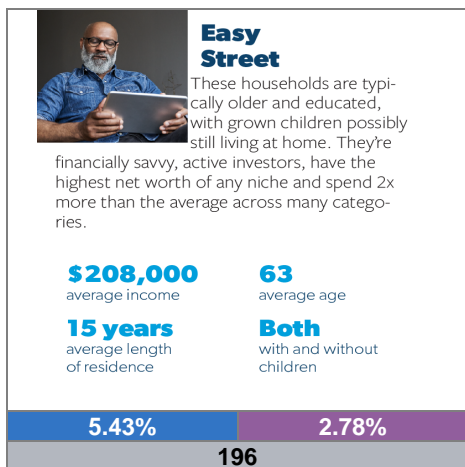
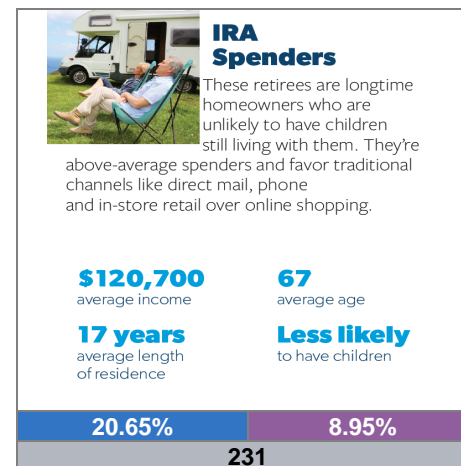
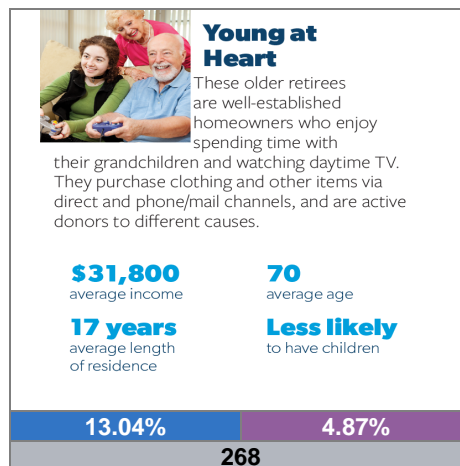
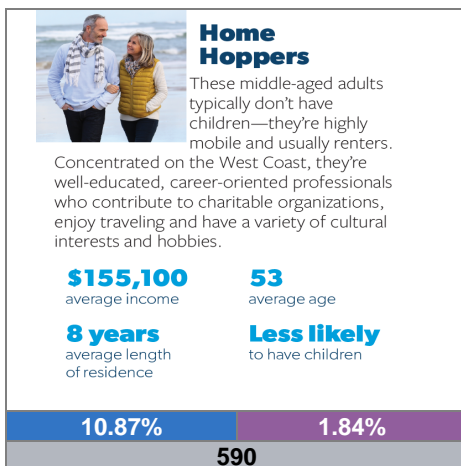
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A complete view

Niches Highest Index



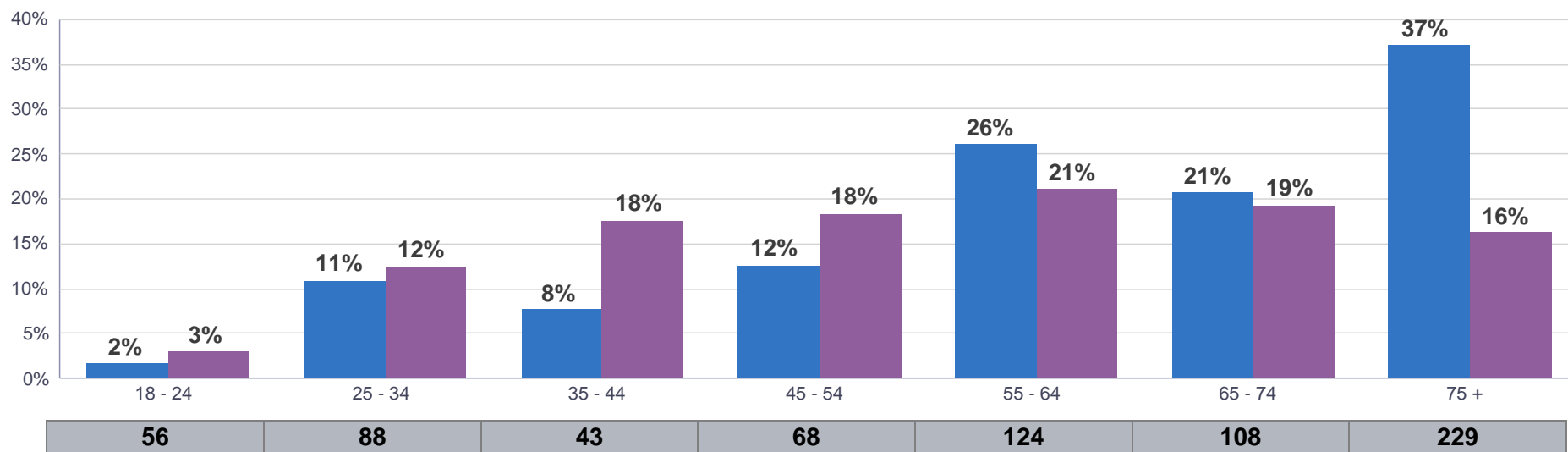
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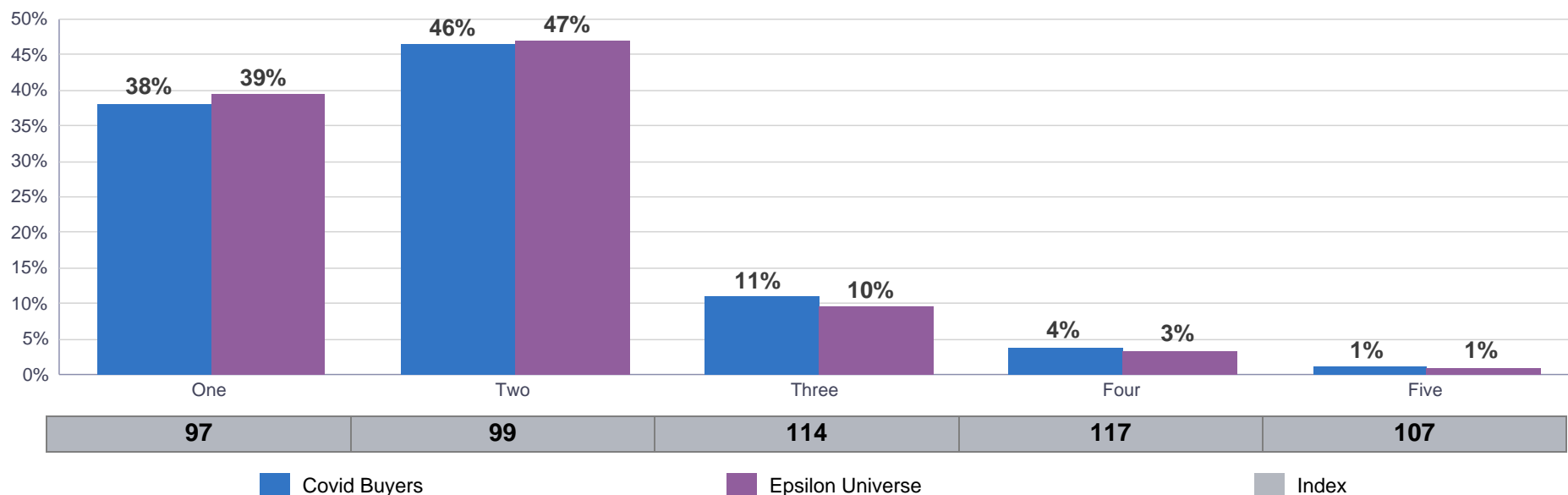
Who they are

Age of Total Adult Population (Individual)



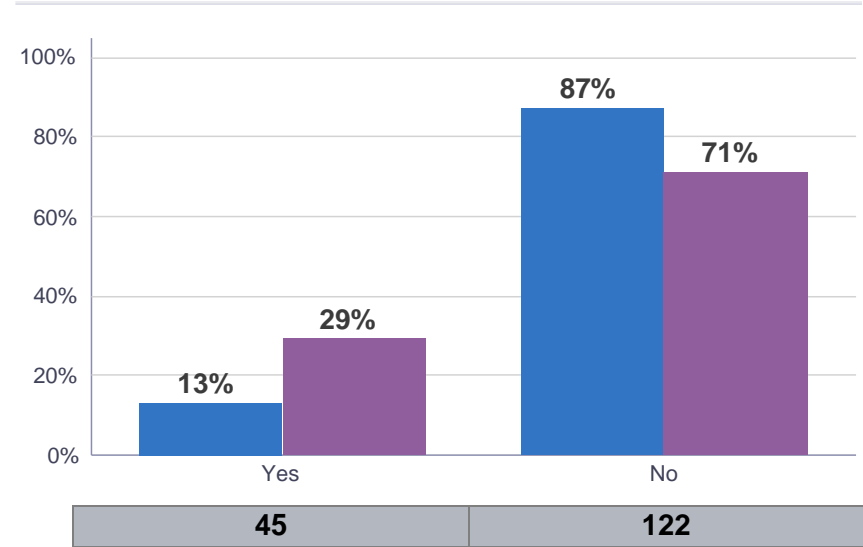
*Element is displayed at the individual level

Number of Adults in Household

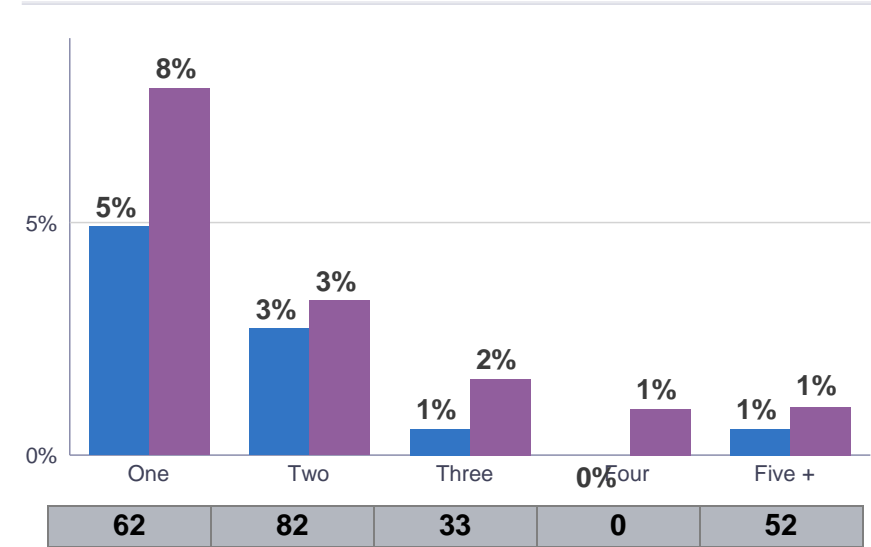


Who they are

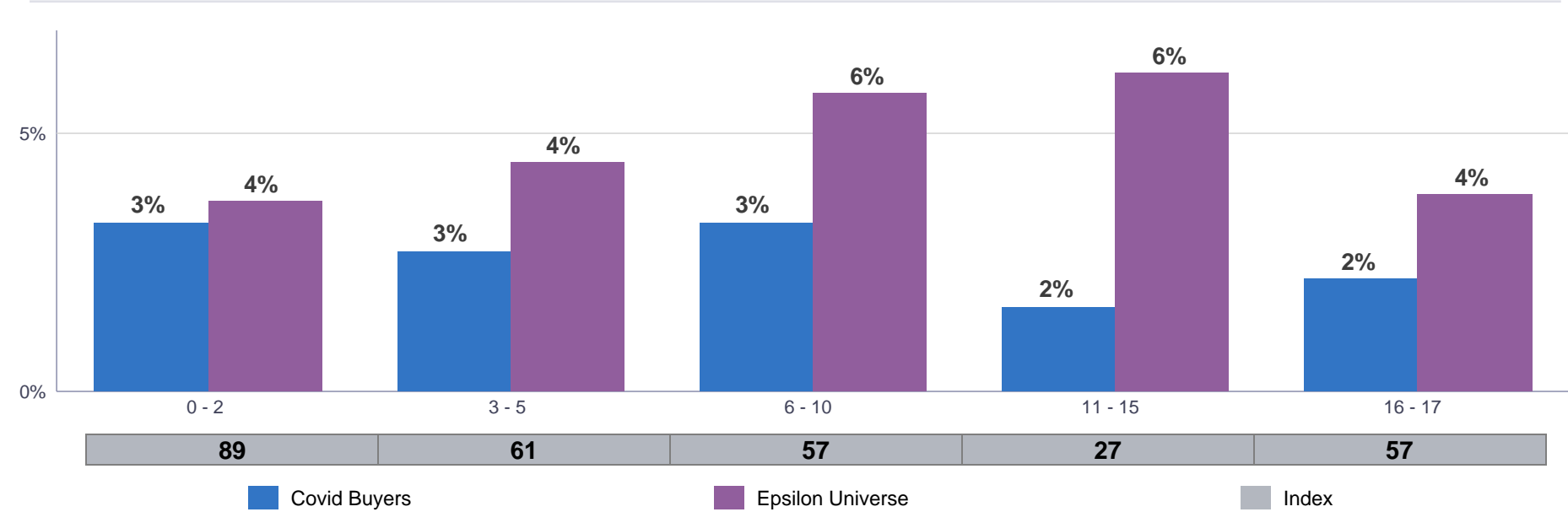
Presence of Children



Number of Children in Household

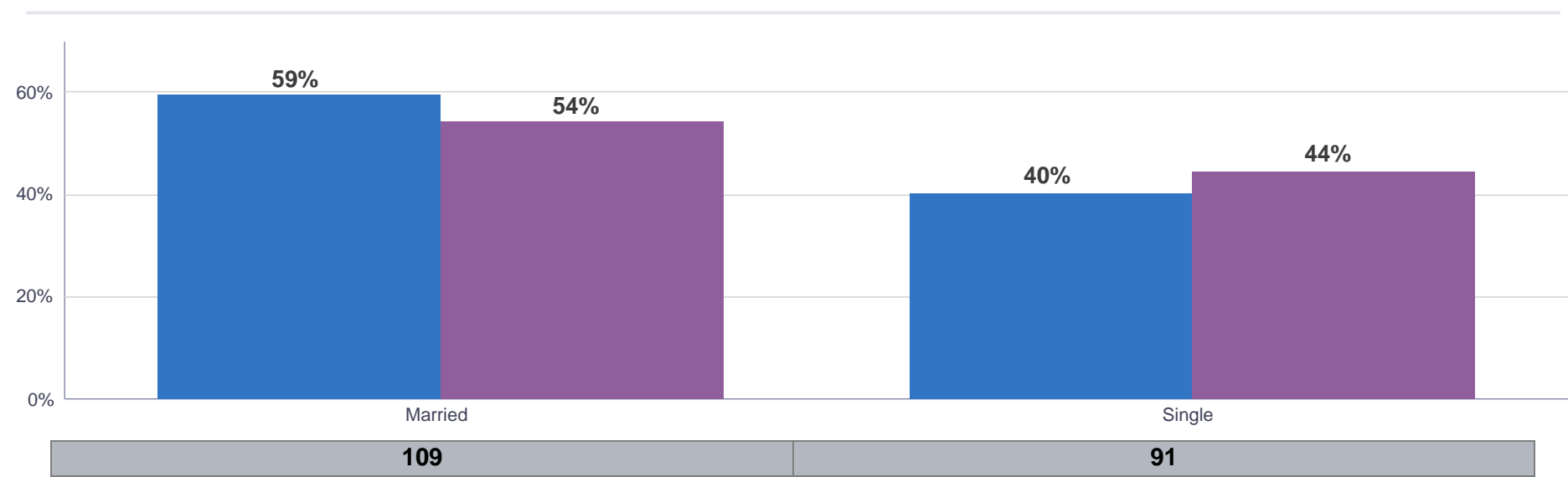


Households by Age of Children

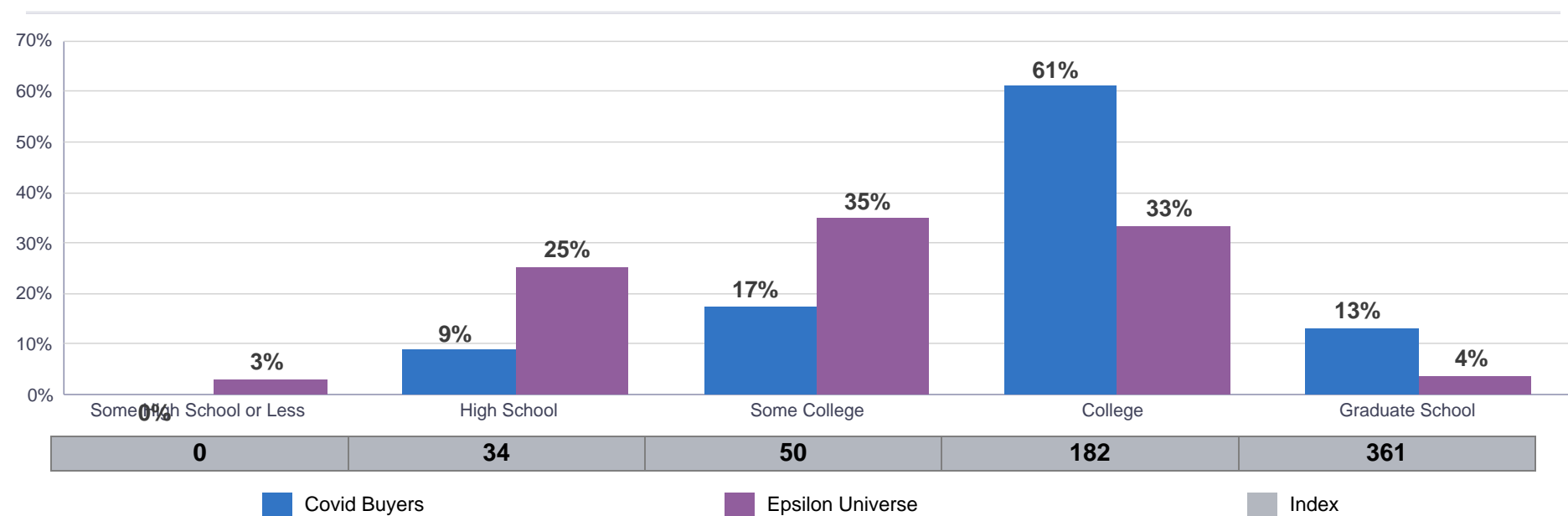


Who they are

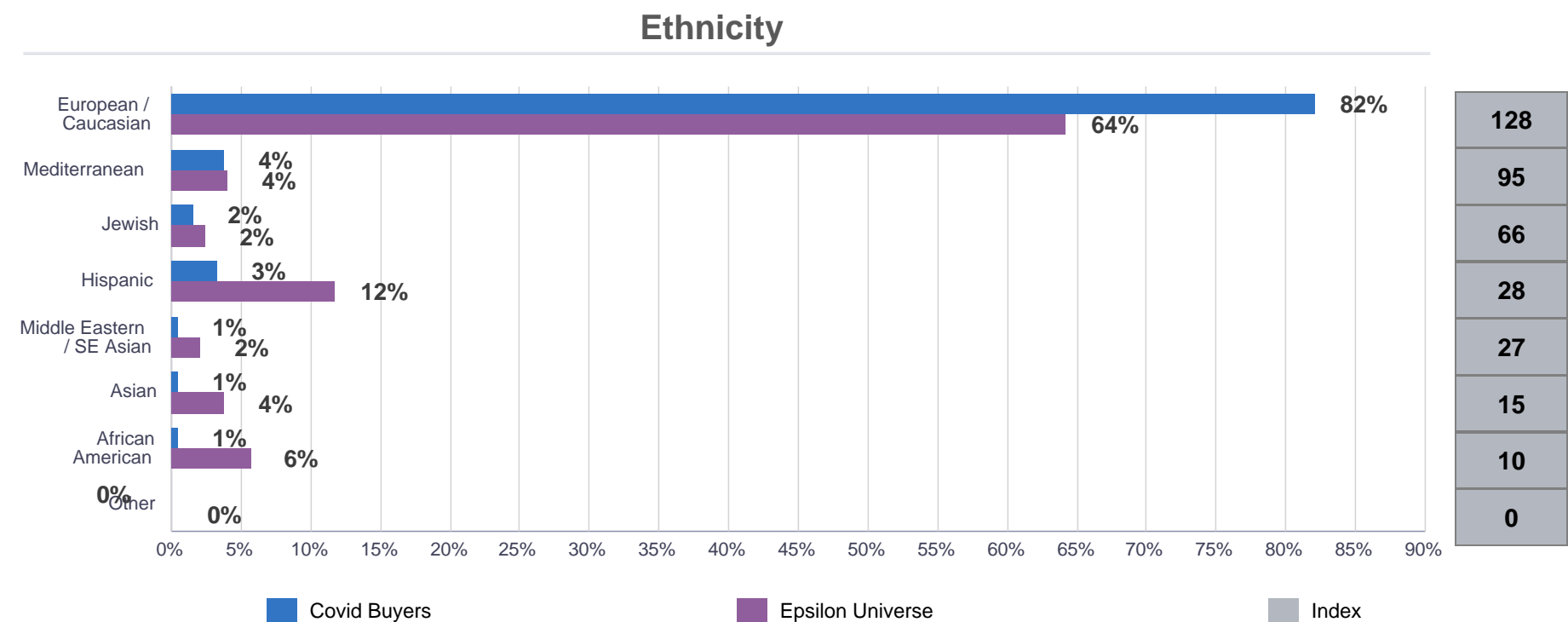
Marital Status



Education Level

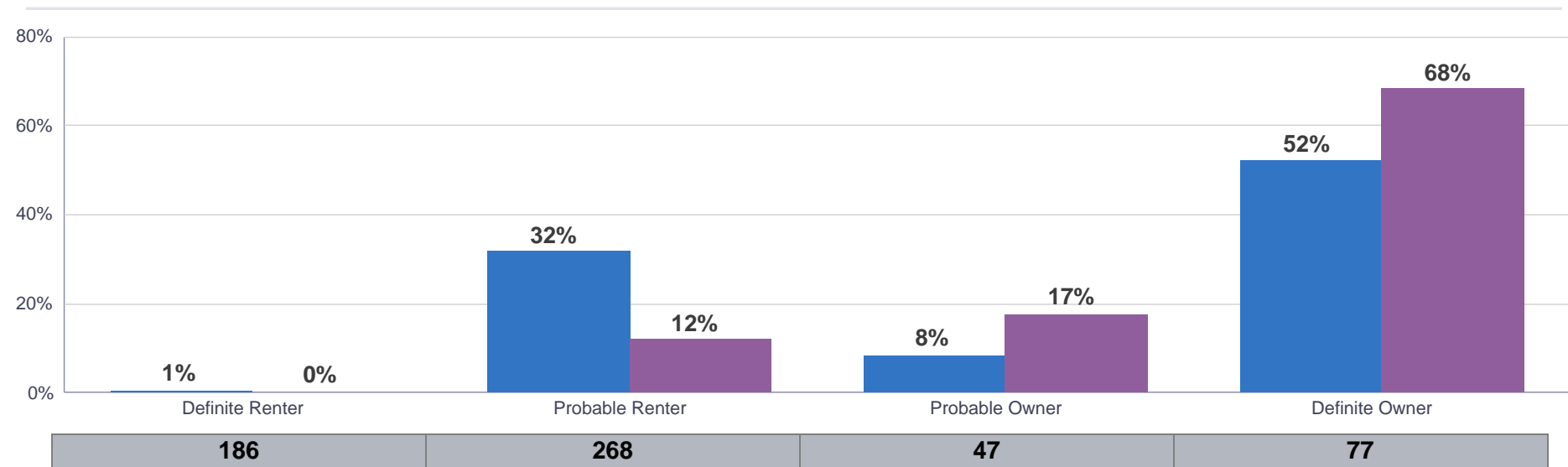


Who they are

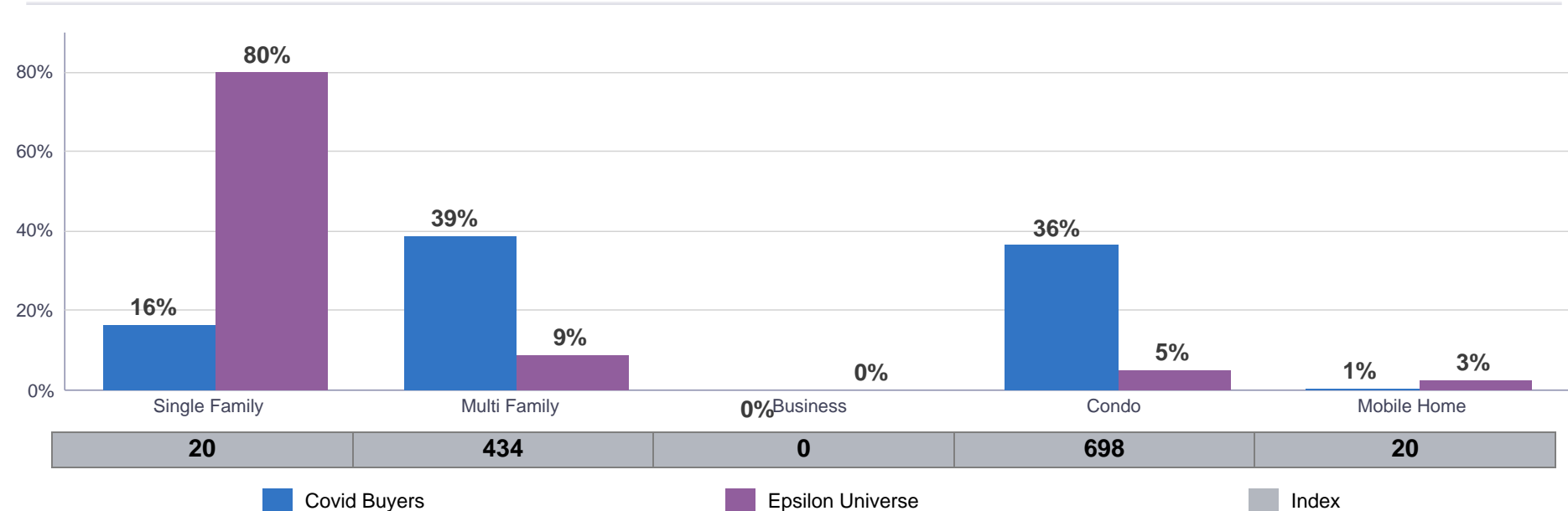


Where they live

Homeowner/Renter

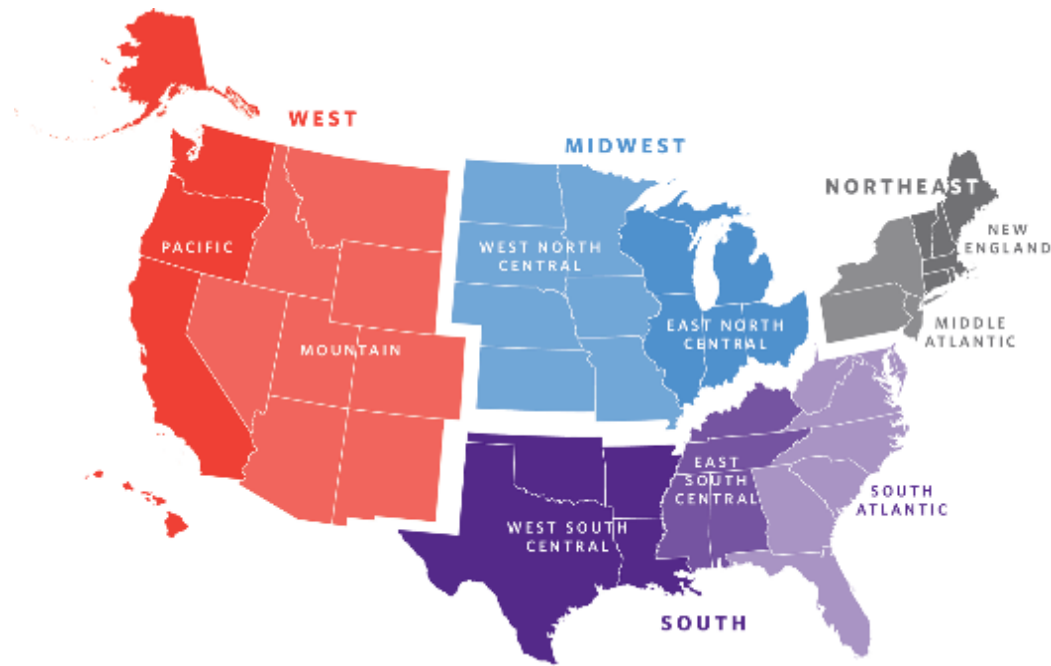
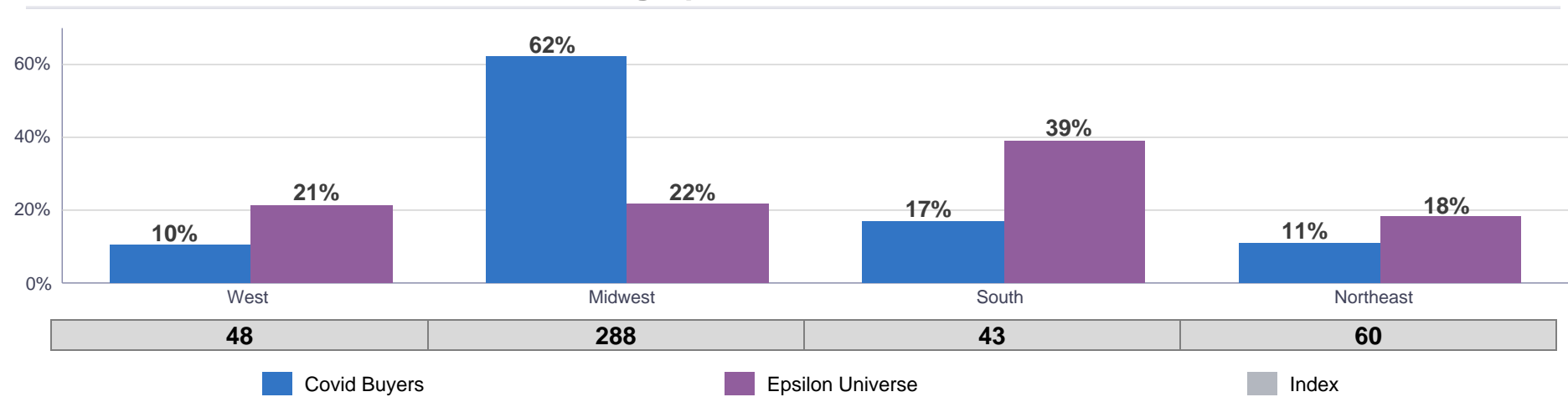


Dwelling Type

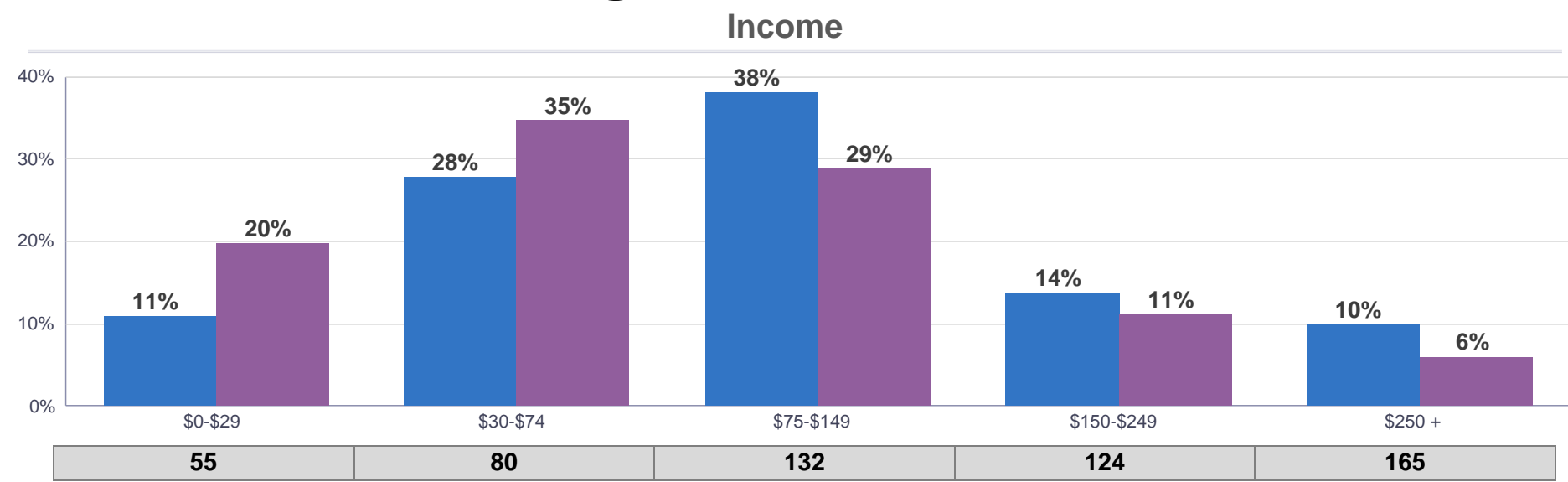


Where they live

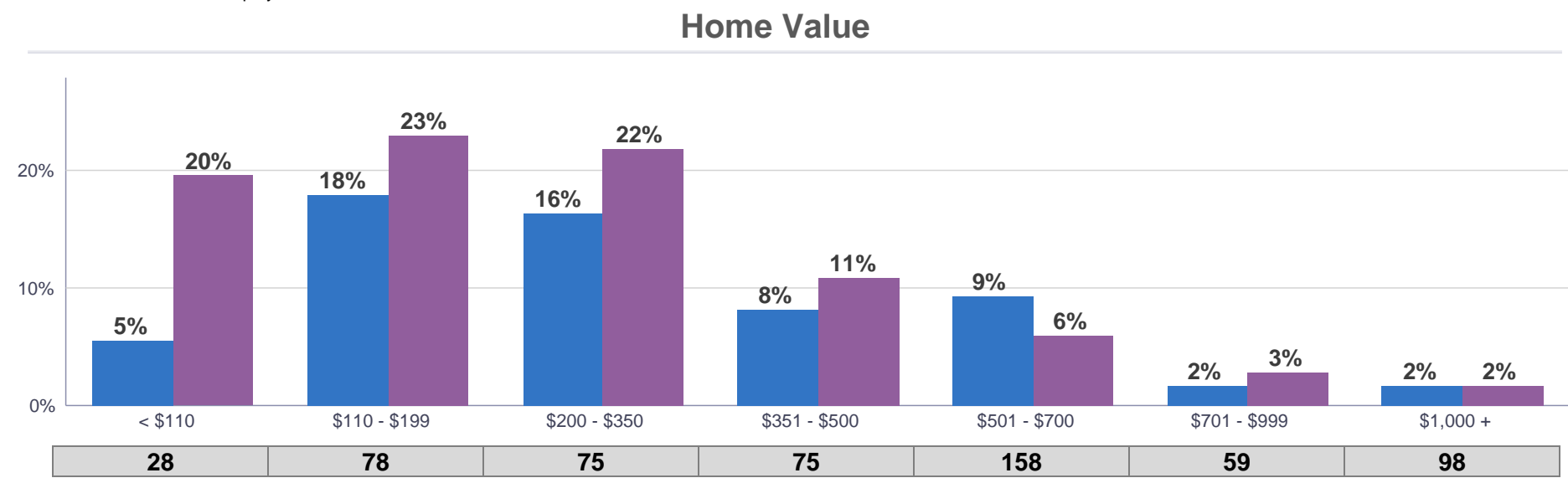
Geographic Distribution



Their financial strength



*These numbers are displayed in thousands



*These numbers are displayed in thousands

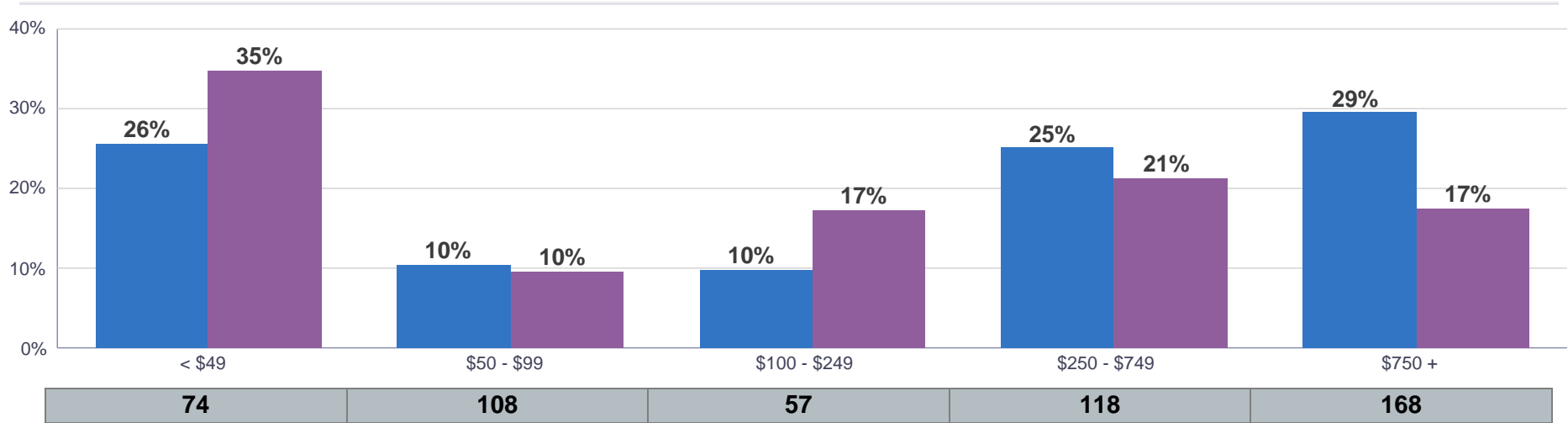
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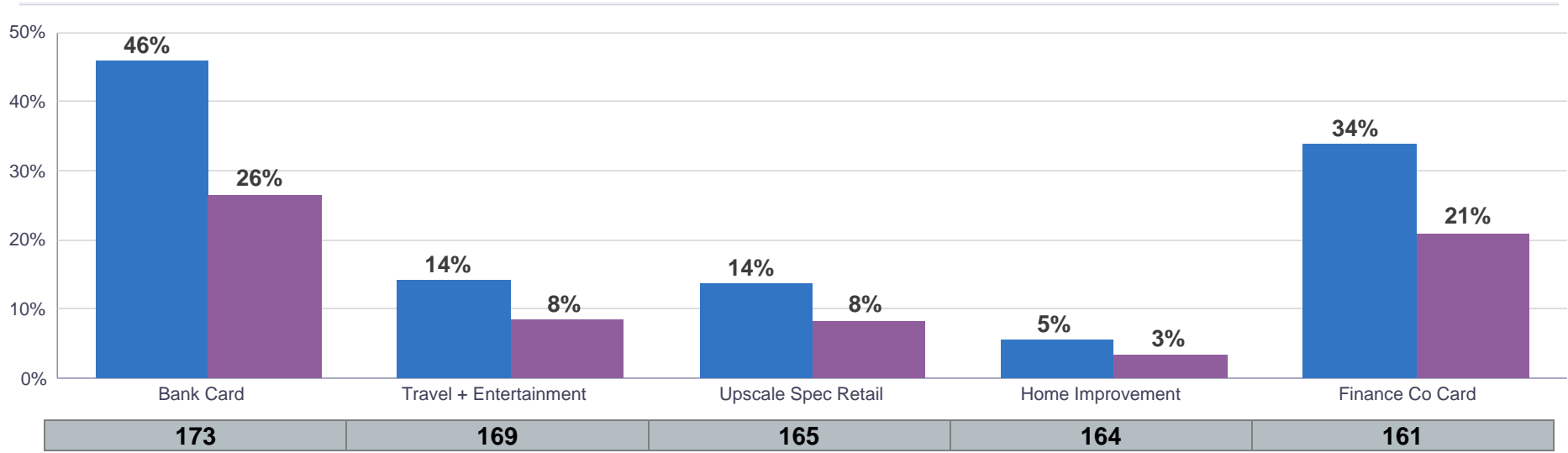
Their financial strength

Net Worth



*These numbers are displayed in thousands

Active Credit Cards

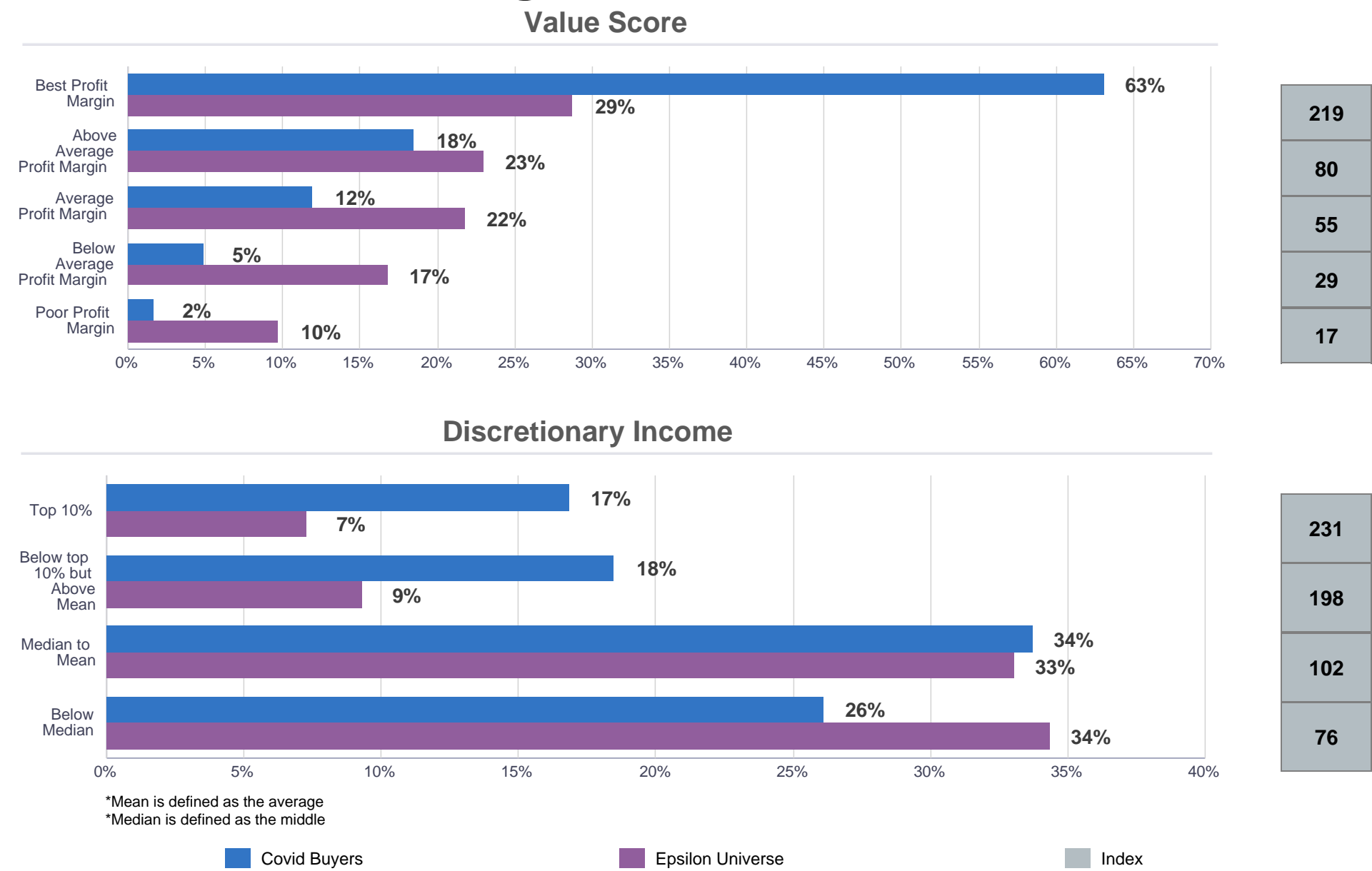


Covid Buyers

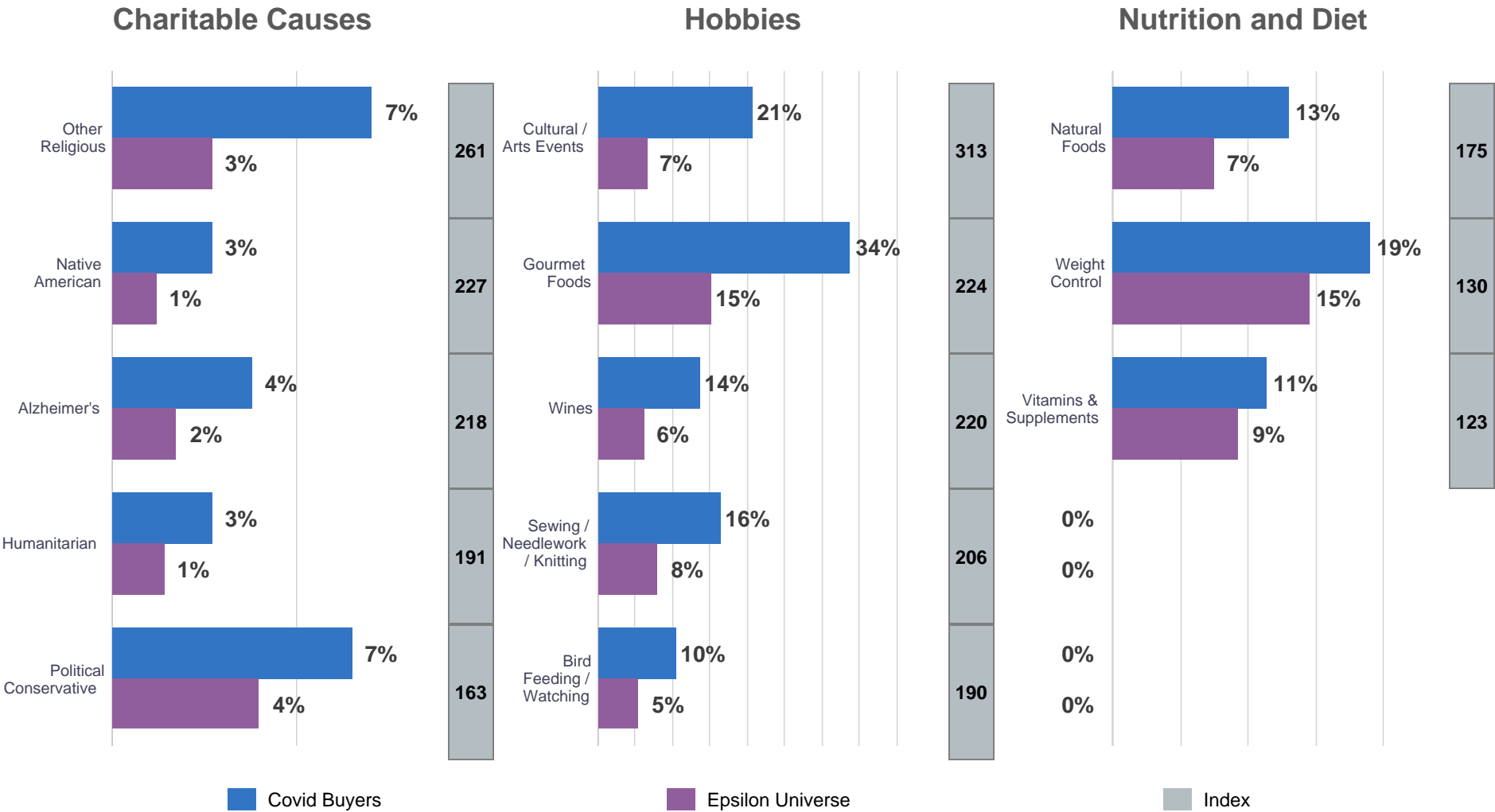
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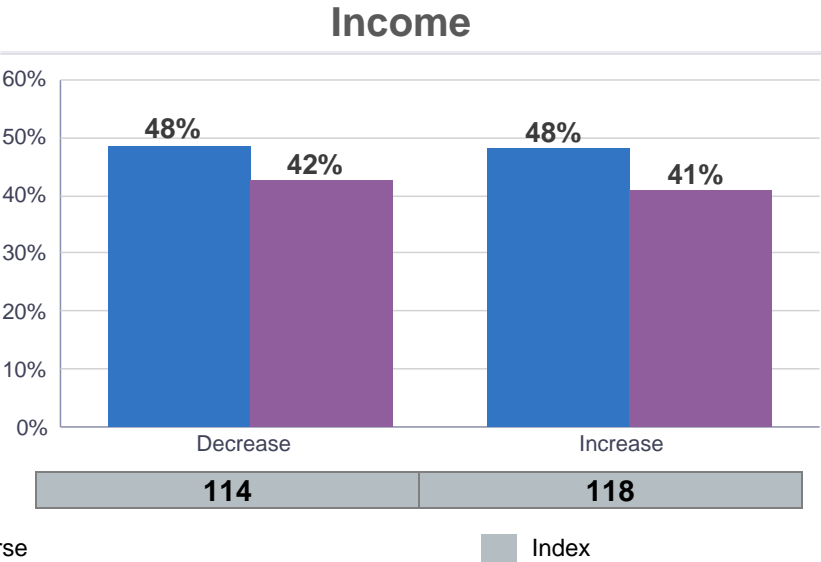
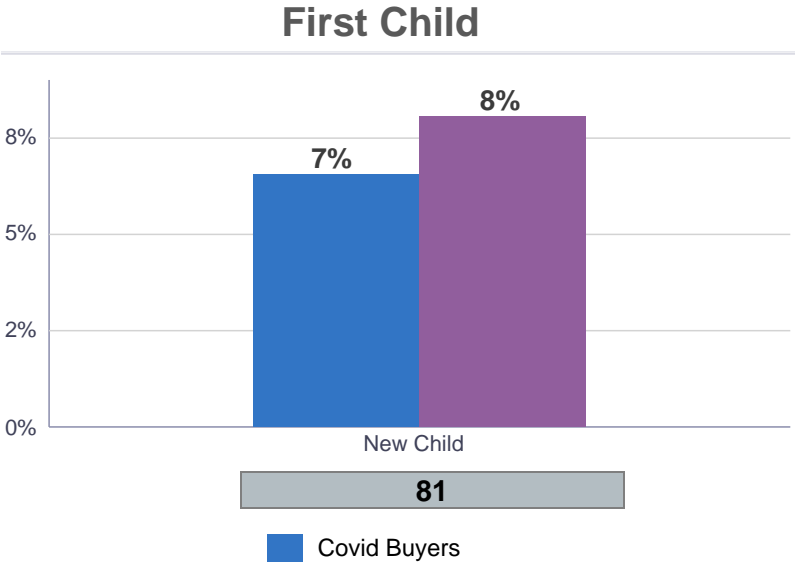
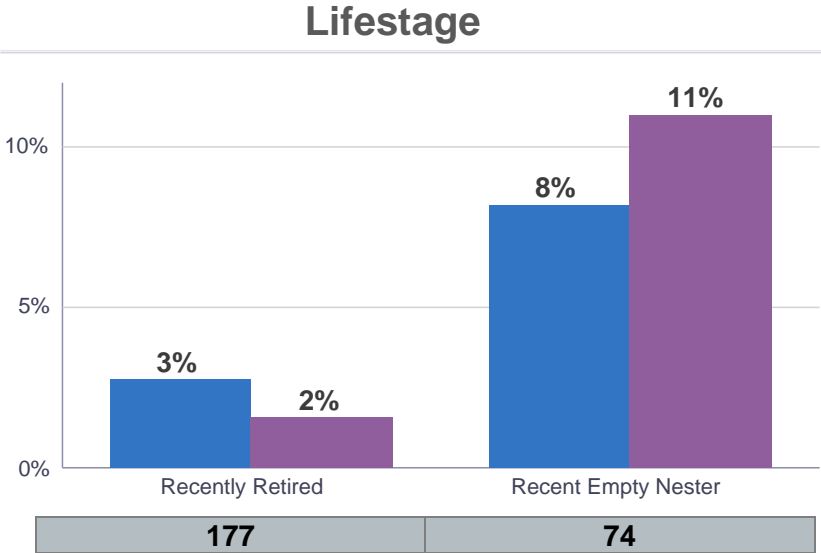
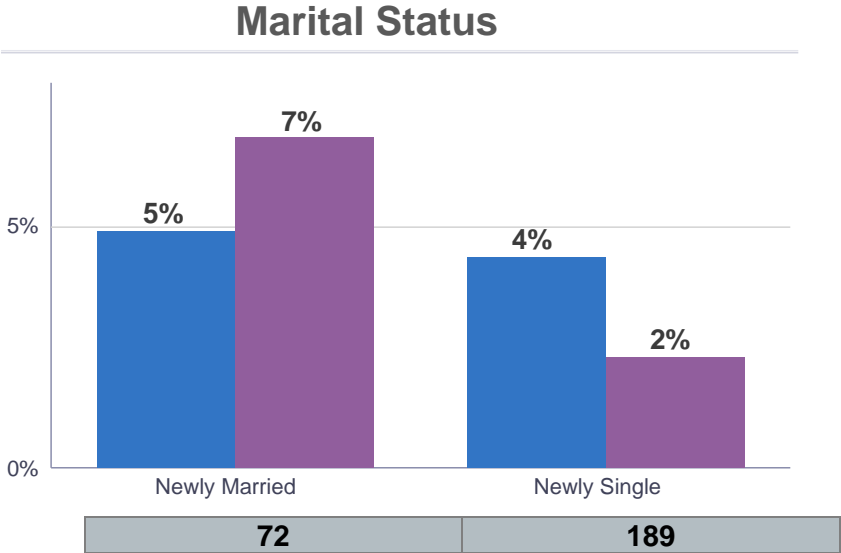
Their financial strength



How they spend their time



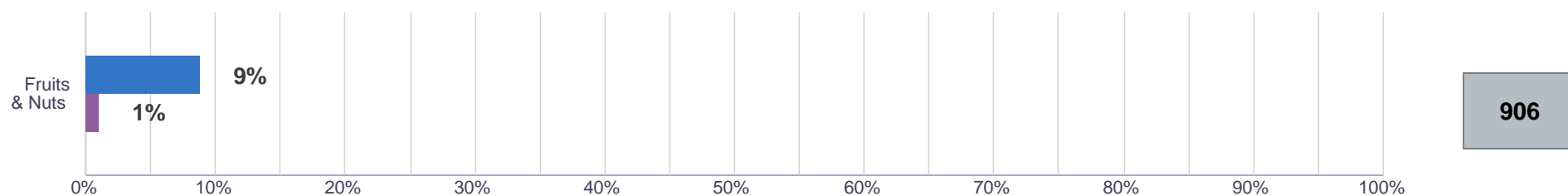
Their recent events



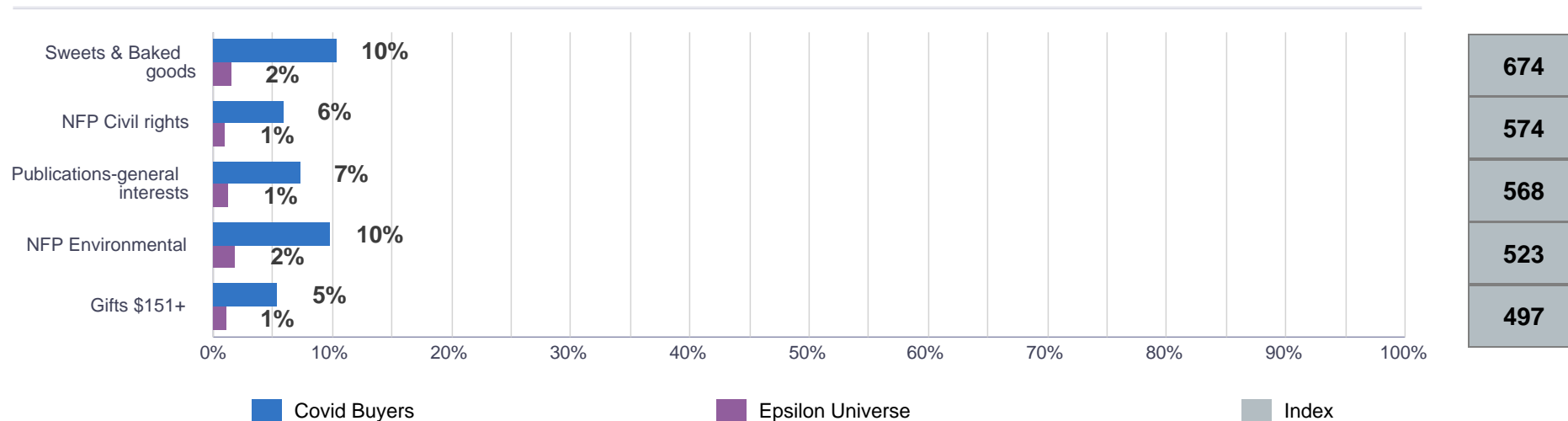
How they spend their money

	Epsilon		Fruits & Nuts	
0-12 Month Values	Covid Buyers	Epsilon Universe	Covid Buyers	Epsilon Universe
Average Dollars	\$1,742	\$894	\$133	\$136
Average Participants	7	3	1	1
Average Transactions	12	6	2	2

Fruits & Nuts Comparison



Merchandise Categories Highest Index



How they spend their money

