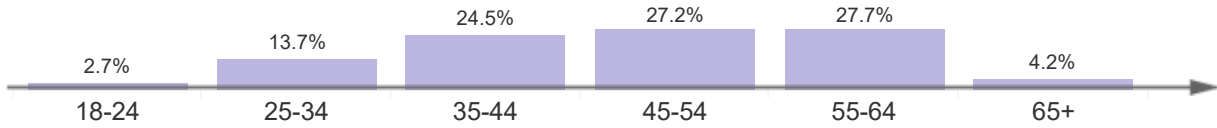


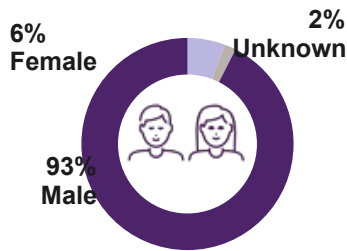
PeopleCore Profile Report - Pandemic Travelers

Let's take a look at your audience's lifestyle.

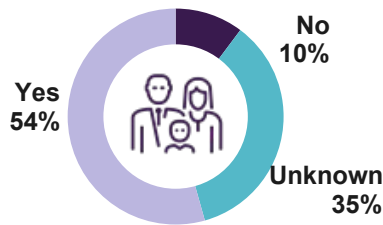
Age



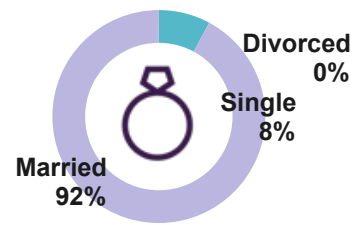
Gender



Presence of children



Marital Status



Income

Average Annual Household Income

US Average

\$87,500

Pandemic Travelers

\$172,600



Net Worth

Average Household Net Worth

US Average

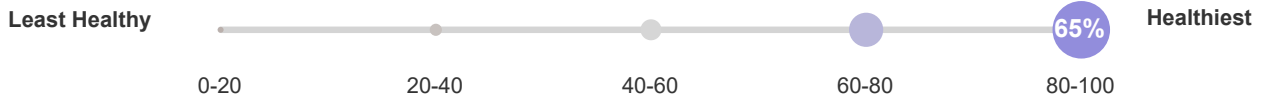
\$538,800

Pandemic Travelers

\$1,243,900

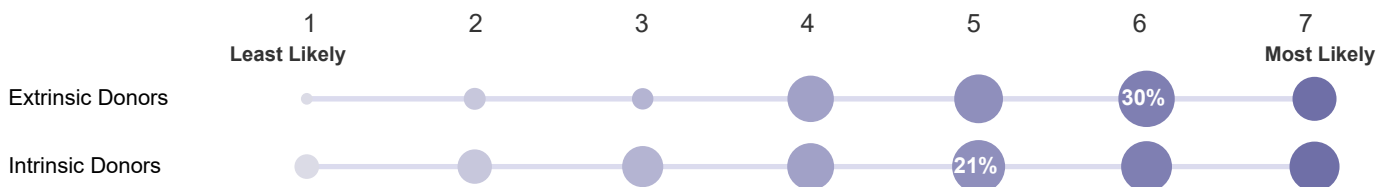
Wellness

Score, from 1 to 100, indicating the overall physical, mental and spiritual health of your audience



CharityIQ

Leverages our cognitive psychology research to determine whether this audience is motivated to donate for external reasons, like recognition, or for personal, intrinsic factors



InMarketIQ

Predicts the amount of discretionary income that will be spent on a specific category in the next 12 months



Spendex
Average Annual
Discretionary Spend

US Average
\$14,000

Pandemic Travelers
\$22,200



Apparel
\$2,514
56.9% above
Average in US: 1,602



Furnishings
\$2,245
54.5% above
Average in US: 1,453



Cell Phone
\$1,101
1.3% above
Average in US: 874



Reading
\$140
50.8% above
Average in US: 93



Donations
\$2,750
66.5% above
Average in US: 1,652



Education
\$2,163
109.2% above
Average in US: 1,034



Personal Insurance
\$562
86.3% above
Average in US: 302



Personal Care
\$1,096
29.0% above
Average in US: \$850



Entertainment
\$1,274
46.5% above
Average in US: 870



Dining Out
\$3,903
54.0% above
Average in US: 2,534



Alcohol
\$725
71.9% above
Average in US: 422



Tobacco
\$264
29.1% above
Average in US: 204



Domestic Travel
\$1,915
69.1% above
Average in US: 1,133



International Travel
\$1,228
58.0% above
Average in US: 777



Travel Cruise
\$560
37.3% above
Average in US: 408



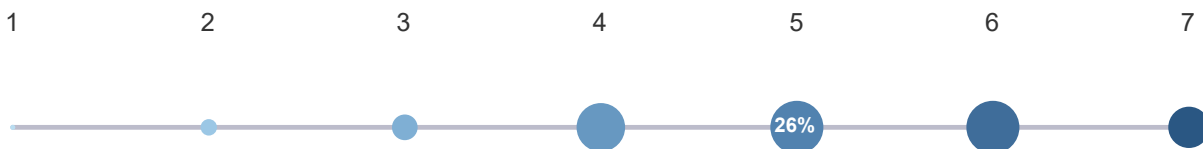
Travel
\$3,703
59.8% above
Average in US: 2,317

AutoIQ

Indicates the likelihood of being in-market for a new or used vehicle in the next 6 months

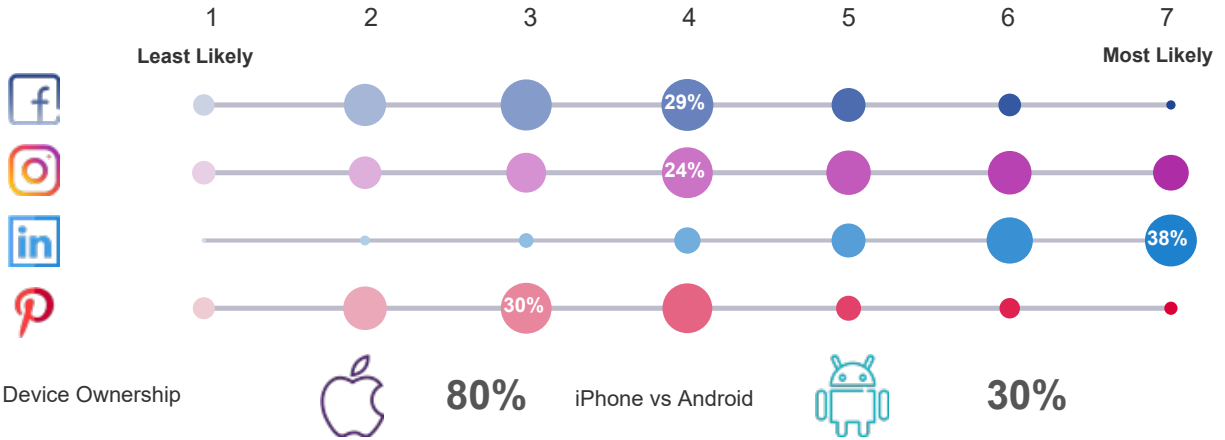
Least Likely

Most Likely



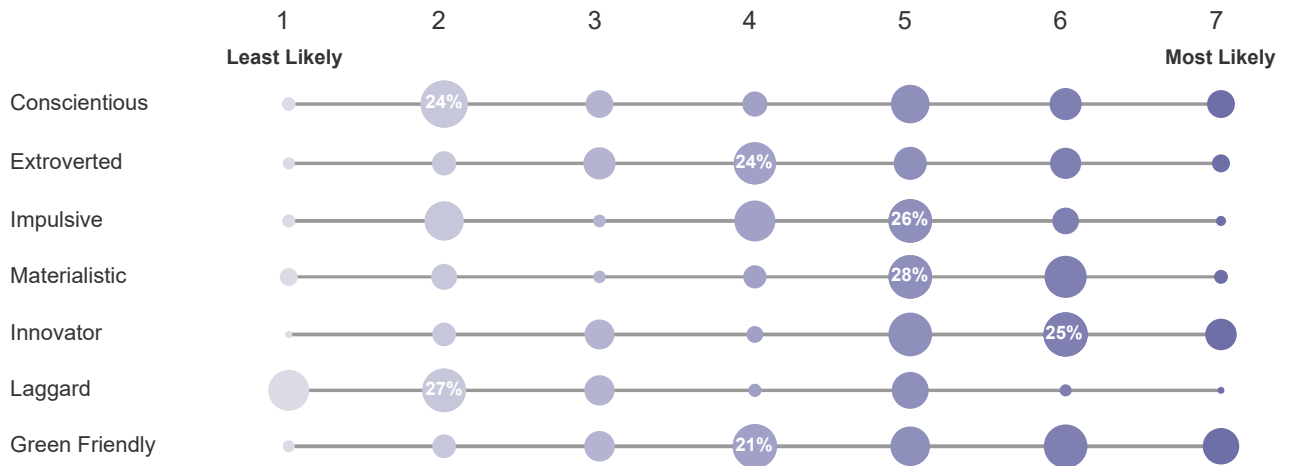
ChannellIQ

Indicates the likelihood that a user is influential and active on the following social media platforms



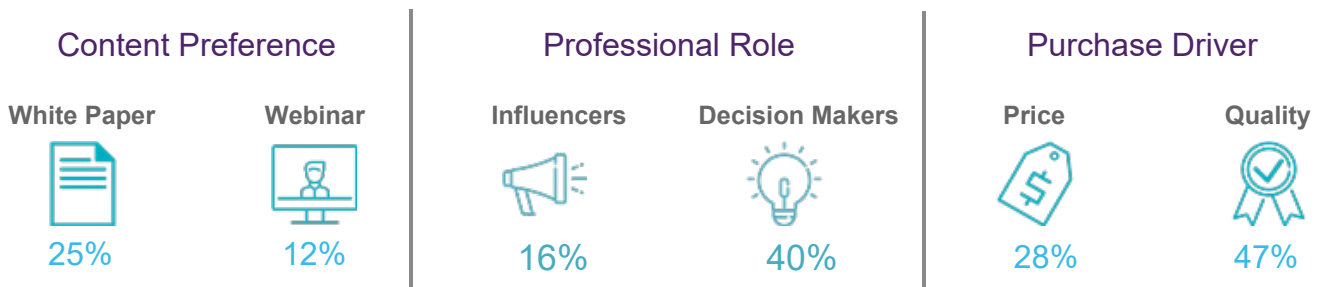
MotivatorIQ

Leverages our cognitive psychology research to understand what drives an individual's decision-making



BusinessCore

Highlights key characteristics of your audience when they are in a professional, business environment




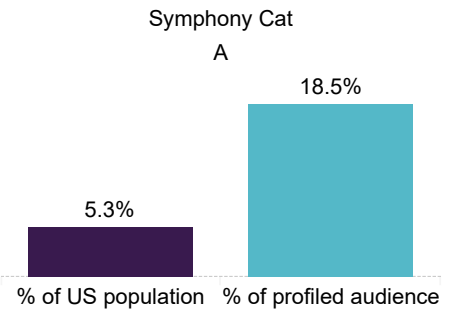
Top Symphony Types

Our Symphony segmentation solution accurately places like-minded people into one of 10 overarching groups and 90 underlying types so marketers can customize messaging, prioritize targets and learn more about their audience, quickly and at scale.

AnalyticsIQ

Group A : The Hamptons

Affluent and successful, this audience is living the dream with space to enjoy. Far away from the hustle and bustle of larger cities, they enjoy high incomes that allow them to travel frequently.

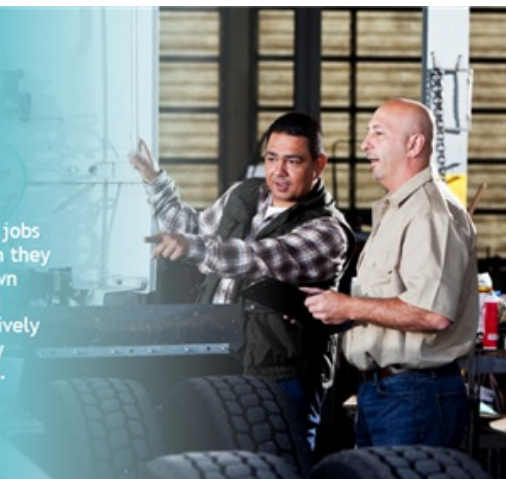
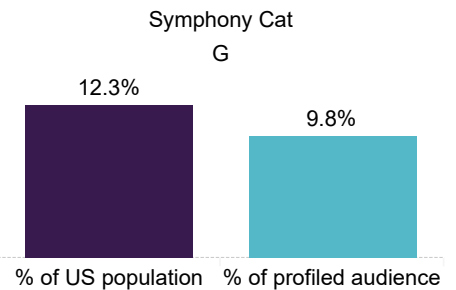



249 % more likely to be in this audience than US popul..

AnalyticsIQ

Group G : Urban Workforce

These urban residents work physical jobs in the city to make a living. Although they are digitally connected, they've shown high responsiveness to marketing via direct mail. They can also be impulsively generous, giving when spontaneously asked for small amounts by charities.


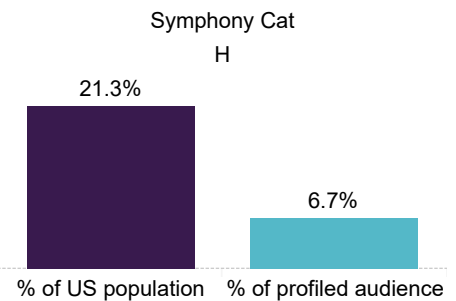



20 % less likely to be in this audience than US population

AnalyticsIQ

Group H : Sweat Equity

These blue collar laborers live outside of the big city. They give spontaneously, shown by their response to small dollar requests by charities. Overall, they spend a large portion of their take home income on discretionary purchases. They are digitally connected, but respond very well to direct mail offers as well.

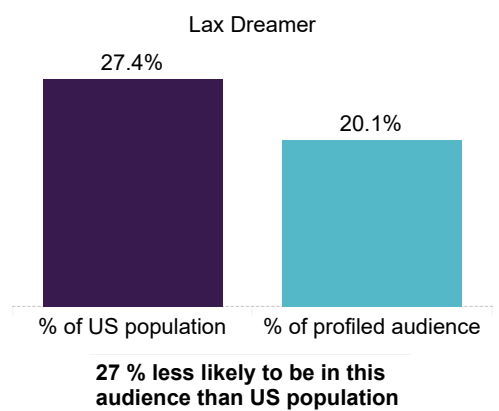
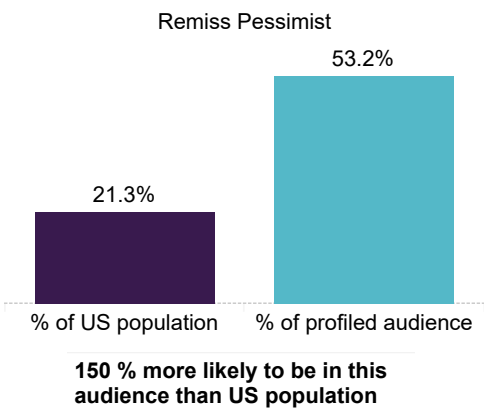
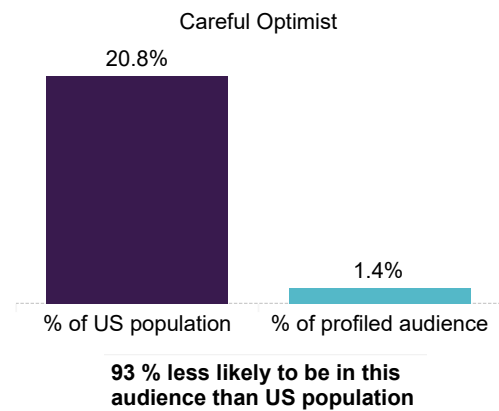
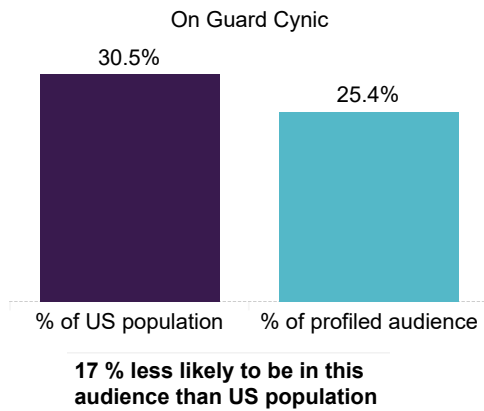
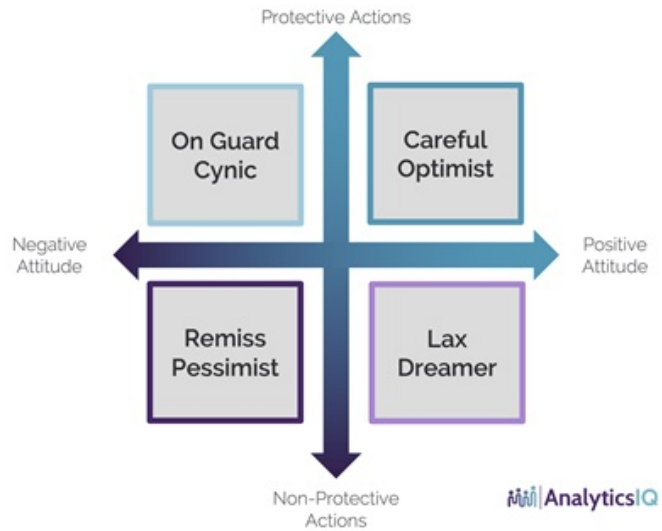
69 % less likely to be in this audience than US population

Pandemic Persona

How people's attitudes are intersecting with their actions during challenging times

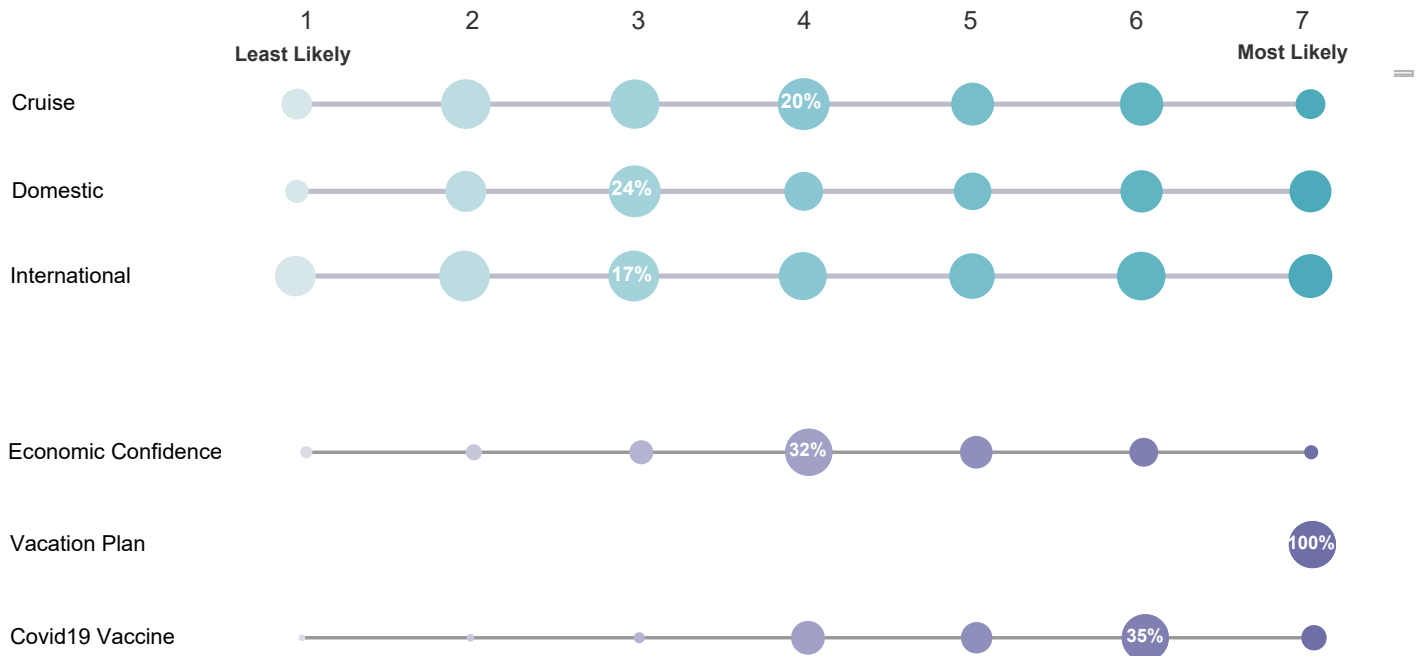
The Personas

Based on our proprietary research & analytics, individuals typically align with one of these four personas based on their attitudes – positive or negative – as well as the actions they are taking amidst the pandemic – either protective or non-protective.



TravelIQ

Indicates the likelihood to spend on various types of travel in the next 12 months



Likely to travel because of new discounts, cancelation flexibility, or robust travel insurance



83%

Covid-19 is presenting a new crossroads for people. With so many things at stake, from health to wealth, understanding the intersection of people's beliefs and the choices they are making can help businesses respond to consumers with empathy at this historic time.

- Scarlett Shipp, Chief Operating Officer, AnalyticsIQ