



Pandemic Personas

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

Proprietary insights presented by

 **AnalyticsIQ**

“

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 Product Officer, AnalyticsIQ



STAY SAFE
AND KEEP YOUR
DISTANCE

Unprecedented times calls for unprecedented research...

AnalyticsIQ is known for providing valuable insights that show marketers who your customers are and why they do what they do. Now more than ever, it's important to get a pulse check on the audiences that impact your business. With the rapidly-evolving COVID-19 pandemic, consumers are not only feeling a range of emotions, but their behavior is shifting as well. That's why our team of data scientists and cognitive psychologists are bringing you the consumer data you need to create thoughtful, effective communication strategies.

Driven by our proprietary research approach, A³, which analyzes the attitudes, actions and associations people make in their life, we asked audiences a series of questions that got to the heart of their sentiment and actions these days. Everything from their employment stability, travel, and financial security to their media consumption, purchases, wellness, and so much more. The end result? Four major category pandemic personas based on attitudes (positive vs. negative) and behaviors (protective vs. non-protective).

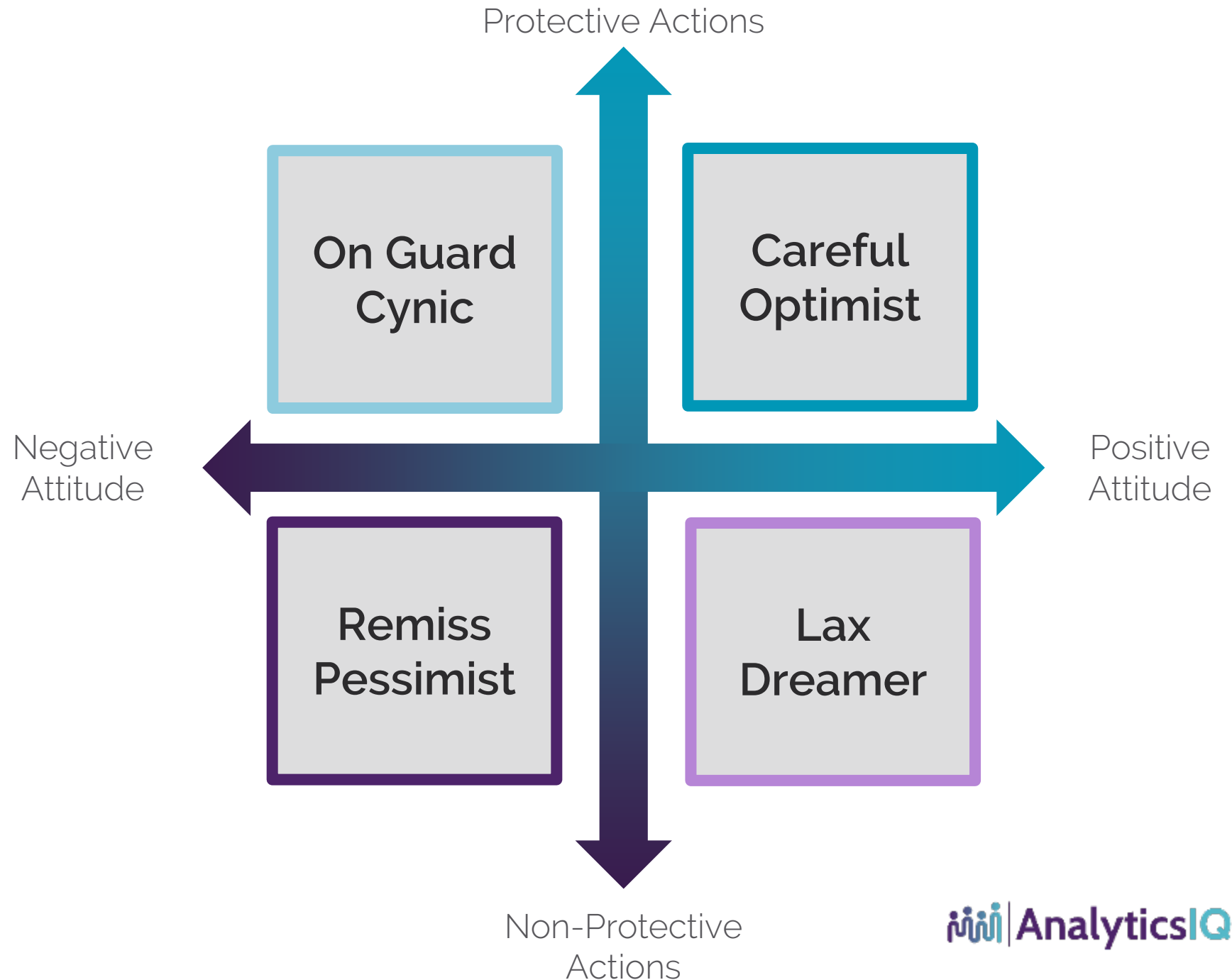


The Pandemic Personas

The attitudes and actions of today's Americans

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.



The Pandemic Personas: A 10,000 Foot View

Careful Optimist



Protective, Positive

23%

On Guard Cynic



Protective, Negative

28%

Lax Dreamer



Non-Protective,
Positive

30%

Remiss Pessimist



Non-Protective,
Negative

19%

Careful Optimist

Protective, Positive



Hoping for the best...

The Careful Optimist hopes for the best and prepares for the future. Overall, their outlook is positive, and they are extremely proactive when it comes to taking mindful actions that protect their health and that of those around them. You're likely to find them wearing masks, social distancing, and limiting their public excursions.

It's not surprising this group is taking precautions; a majority of the Careful Optimists are mature individuals, with over 88% of them above the age of 45. Smart, savvy, and often single, this female-heavy group of consumers continues to wear rose-colored glasses despite having a high level of stress & emotion around their finances. To ease uncertainty, they continue to lead a risk averse lifestyle and maintain their conservative spending habits.

To cope with the current circumstances, you may find them doing something fun and creative, like doing a puzzle, playing a game or trying a new recipe. Their "straight and narrow", well-balanced lifestyle means their proactive behaviors may not only keep themselves safe and healthy, but their communities as well.

Careful Optimist

Protective, Positive



How they're handling life...

HOW THEY'RE COPING



JOURNALING



MEDITATING



CALLS WITH
FAMILY

HOW THEY'RE PRIORITIZING PURCHASES



MASKS



GLOVES



HERBAL PRODUCTS

Careful Optimist

Protective, Positive



Did you know?

- Individuals over the age of 65 are *twice* as likely to be in this audience.
- Women are taking more protective measures than men, despite their positive attitude.
- 8 out of 10 people with this persona associate themselves with a religion.
- Compared to others, this persona is most likely to do something self-reflective, like meditate or journal.

On Guard Cynic

Protective, Negative



A cautious approach...

The On Guard Cynic may be a bit dubious about the future, but they are no stranger to safeguarding. These individuals are likely limiting their interactions to video chats and social media, as their cautious attitude keeps them away from the crowds.

The majority of those in this group are agile, city-dwelling single women in their prime. The On Guard Cynic generally has the highest household income, which means their spend continues to remain steady across the board, from household necessities to the luxury of a fun impulse buy.

Instead of a night out on the town, these days you might find the On Guard Cynic at home sipping on a glass of wine, worrying about their student loans piling up. The exciting city life that usually calls to them is now a source of concern with close quarters and high competition for jobs.

On Guard Cynic

Protective, Negative



How they're handling life...

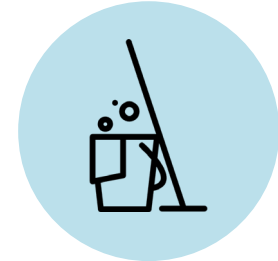
HOW THEY'RE COPING



ALCOHOL



PLAYING
MUSIC



CLEANING

HOW THEY'RE PRIORITIZING PURCHASES



SOAP &
SANITIZER



OTC MEDICATION



MASKS

On Guard Cynic

Protective, Negative



Did you know?

- Although this group mostly consists of individuals between the ages of 25-64, young people in the range of 18-24 are *twice* as likely to have a cynical outlook while still using protective measures.
- 75% of these individuals consider themselves Democrats.
- This group is likely to be considering a career move, especially as those individuals who have lost a job or been furloughed are most likely to be in this group.
- Compared to the other three personas, the On Guard Cynic has the highest propensity to include non-medicinal techniques in their health and wellness routine, like aromatherapy, acupuncture, reflexology and cupping.
- They continue to shop – sometimes for necessities and other times for whatever product and service sparks joy at this time.
- More likely to buy everything to improve their lives, from hand sanitizers to fitness equipment.

Lax Dreamer

Non-Protective, Positive



A bright outlook...

Confident and carefree, the Lax Dreamer is likely changing very little of their day-to-day activities since COVID-19. Their forward-looking mindset allows them to focus on the reality beyond the pandemic and keep their spirits up. You may find these folks first in line when businesses open.

Assured of their financial future, the Lax Dreamer continues to spend money on their domestic lifestyle. The majority of those in this group are married men enjoying the more mature years of their lives, with 82% of this audience age 45 or older. Individuals living in small rural towns or farming communities are twice as likely to be considered a Lax Dreamer. These low-key idealists are highly optimistic of what's ahead, which may explain their lack of safe precautionary measures. They tend to be as conservative in their political beliefs as they are in their career choices.

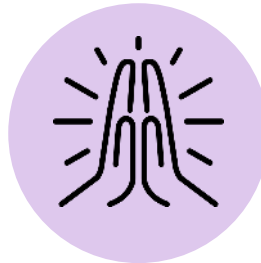
Lax Dreamer

Non-Protective, Positive



How they're handling life...

HOW THEY'RE COPING



PRAYING



LISTENING TO
MUSIC



PLAYING
MUSIC

HOW THEY'RE PRIORITIZING PURCHASES



HOUSEHOLD
SANITIZER



GROCERIES



OTC MEDICATION

Lax Dreamer

Non-Protective, Positive



Did you know?

- Three out of four Lax Dreamers consider themselves Protestant Christians.
- Overall, men are less likely to use highly protective safety measures.
- Although this group tends to have the lowest household income, they typically have fewer financial concerns with below average student loans and conservative spending habits.
- True to their nature, they are less likely to buy protective items than the other personas, especially air purifiers and fitness classes.

Remiss Pessimist

Non-Protective, Negative



An unpromising outlook...

The gloomy outlook of the Remiss Pessimist doesn't stop them from being lackadaisical about their health. Although they don't have high hopes for the pandemic-changed future, you won't find them wearing a mask or keeping their distance from others. In fact, this group of consumers is likely to be frustrated by the restrictions put in place, as they're usually out on the town spending cash.

True to their nature, the Remiss Pessimist is a risk taker in career and finance as well as their health and safety. This group of mostly single men is in their prime, aging from 25-64. They have the second highest household income out of the four personas, which makes their bold lifestyle and on-a-whim spending habits possible.

Remiss Pessimist

Non-Protective, Negative

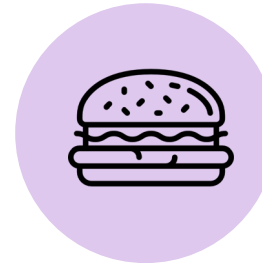


How they're handling life...

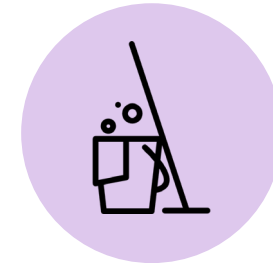
HOW THEY'RE COPING



DRINKING



EATING

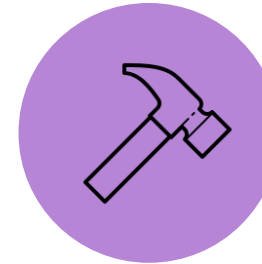


CLEANING

HOW THEY'RE PRIORITIZING PURCHASES



ALCOHOL



DIY PROJECTS



APPAREL

Remiss Pessimist

Non-Protective, Negative



Did you know?

- Less than 1 in 5 Americans fit into this group of individuals who are feeling negative but not taking action.
- Risky Pessimists are high earners and tend to consider themselves innovators.
- Although they have financially rewarding jobs, these professional roles are also at the highest risk of being cut during these times.
- This group is likely to be living in metropolitan areas and large suburbs.
- Politically, these citizens are 76% more likely to identify as Independents.



Marketing for Today's World

How to use the Pandemic Persona insights
to grow your market share at this critical time

Interesting Findings that Can Impact Your Approach

- People are split down the middle when it comes to taking protective actions.
- People are split down the middle when it comes to their attitudes.
- Gen Z, which includes people 18 to 24, are overwhelmingly negative in their outlook.
- Women engage in more protective behavior overall despite variations in their attitude.
- Protective people also leverage more coping skills, like working out, cooking, crafting or even meditating.
- People with a negative outlook are utilizing alcohol at a higher rate.
- More affluent people tend to have a more negative outlook.
- Positive people are more likely to take a proactive approach to their health by initiating primary care visits, while negative individuals are up to 2X as likely to avoid visits with their primary care doctor.

Big Data
Trends to
Know

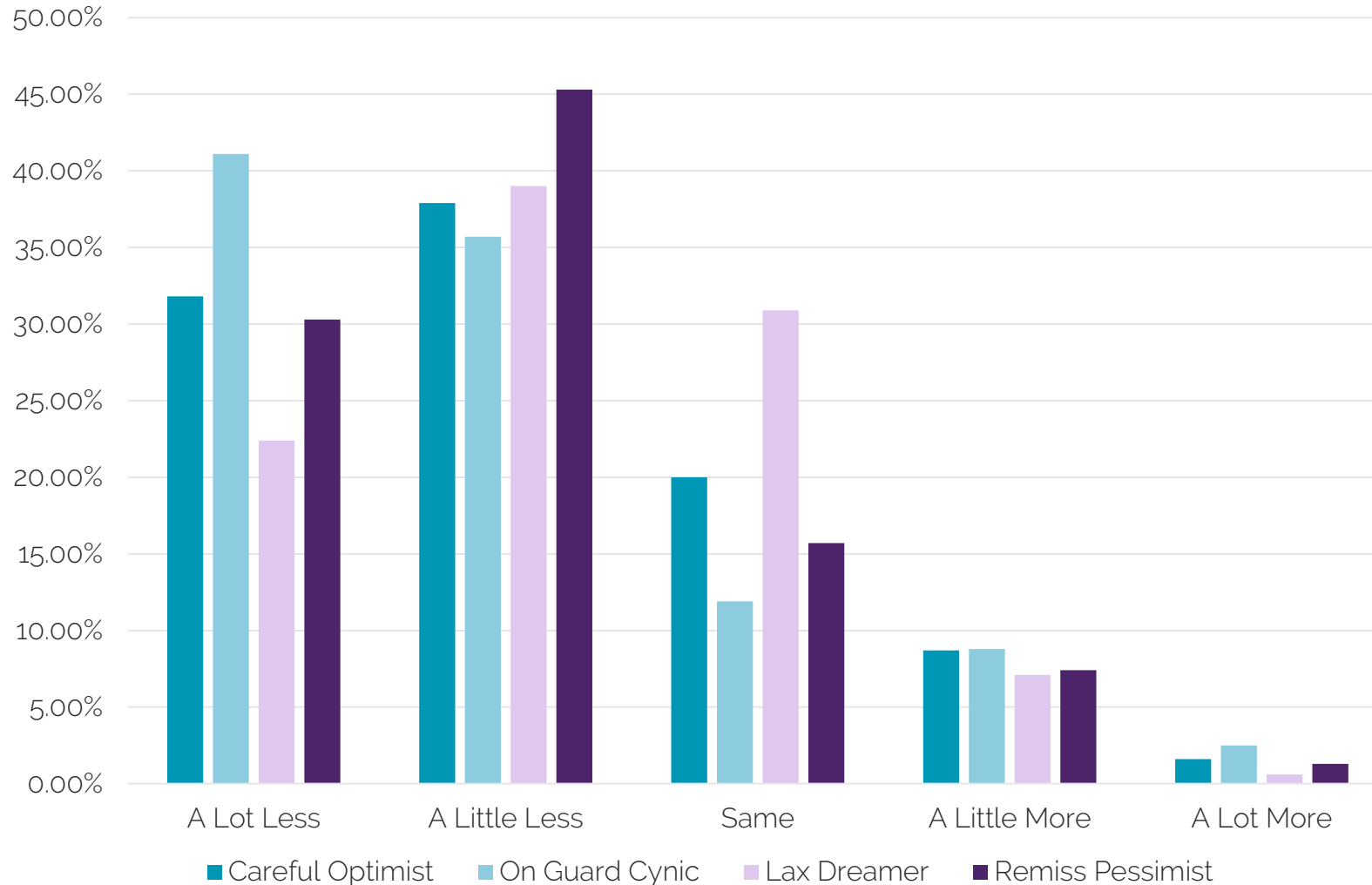
Let's Dig Into the Data

Insights about the makeup of each persona audience

| | Careful Optimist | On Guard Cynic | Lax Dreamer | Remiss Pessimist |
|----------------|------------------------------|--|--|---|
| Age | Most mature | 2X more likely Gen Z | 82% between 45-64 | Skews younger |
| Gender | 2/3 Female | 2/3 Female | 2/3 Male | Majority Men (82%+) |
| Marital Status | 2/3 Single | 70% Single | Highest Marriage Rate | Below Avg Divorces |
| Education | Over half with HS or below | Highest number of College Grads | Majority HS level | Highly Educated |
| Politics | More likely to be Democrats | Highest concentration of Democrats (75%) | 1.8X more likely to be Republican | Highest % of Independents |
| Living Style | Majority in cities & suburbs | Most likely to live in big cities | Twice as likely to live in small towns & farms | Easily found throughout all communities |
| Income & Spend | Below avg Income & wealth | Highest income & wealth of all 4 | Lowest income & wealth of all 4 | Most impulsive spender |

Consumer Spend Outlook

Are people planning on spending more or less than their pre-pandemic levels?



- Overall, < 10% of people plan on spending more than typical.
- True to their nature, the **Careful Optimist** leans to be conservative with no extreme plans to save extra or spend extra.
- The **On Guard Cynic** has polarizing outlooks, either spending a lot less or spending a lot more.
- With their optimistic view, the **Lax Dreamer** is the persona most likely to hold steady and maintain their pre-pandemic spend levels.
- The **Remiss Pessimist** is the persona most likely to peel their budget back moderately.

Keep up with consumers

Reassess customers & prospects

- Account for income changes, shifting mindsets
- Adjust your models and propensity scores
- Analyze your first party data, including past lost prospects

Share messages that match sentiment

- Offers must match current needs
- Adjust tone to each persona type
- Based on spending habits, provide offers for upfront purchases (pay \$75 for a \$100 gift card)

Adjust your budget based on audience distribution

- Reallocate your event budgets
- Shift some digital into direct mail
- Focus on most receptive audiences

Our Marketing Stimulus Package

Our Special Offer for Marketers

Complimentary Pandemic Personas Analysis



- 1 Provide a sample of your CRM file.
- 2 We'll analyze and overlay persona information.
- 3 You'll receive a report showing the makeup of your audience across the personas.
- 4 We'll help you strategize your next data-driven strategy to maximize impact.

To learn more, contact us at sales@analytics-iq.com. 

| Who is AnalyticsIQ?

AnalyticsIQ is a leading predictive analytics and consumer and business marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why consumers make decisions. Our accurate and comprehensive PeopleCore consumer database provides unrivaled insights to advertisers, agencies and technology providers.

For B2B marketers, the BusinessCore database delivers rich insights on both businesses and individual professionals. Our data helps brands fuel personalized experiences across channels including direct mail, email, online, mobile and TV. Headquartered in Atlanta and recently named one of Georgia's Top 10 most innovative companies, AnalyticsIQ's team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise. For more information, visit www.analytics-iq.com and follow us on Twitter @AnalyticsIQ.

Thank you.