



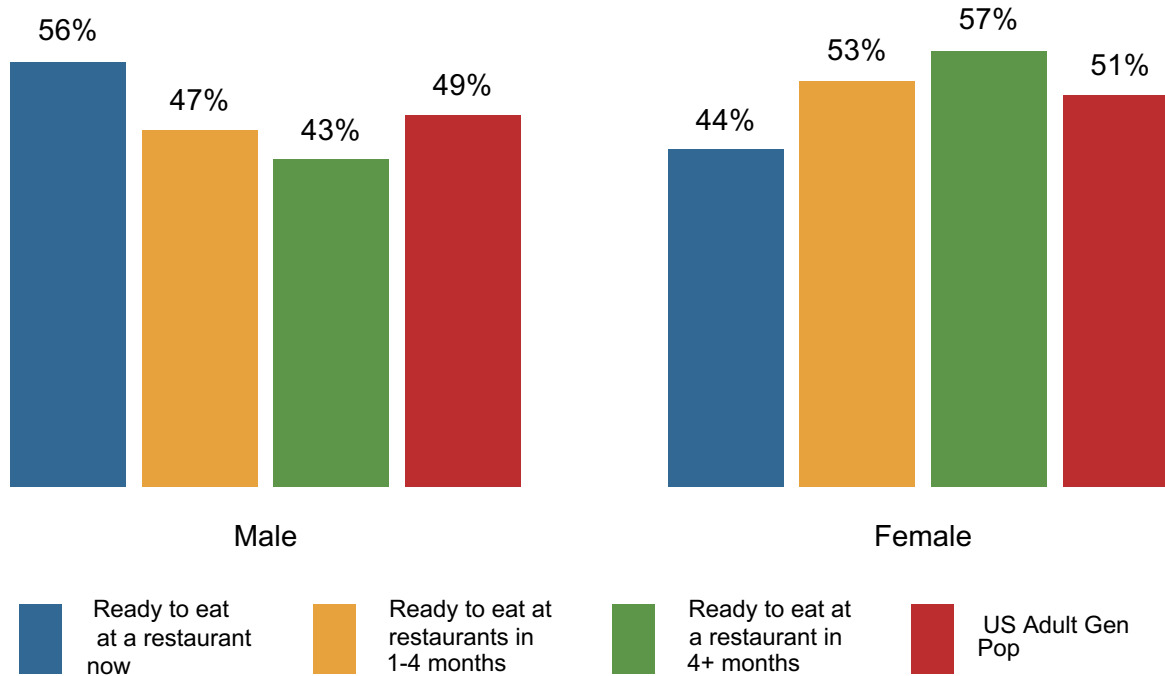
# CivicScience DeepProfile Report

June 16, 2020

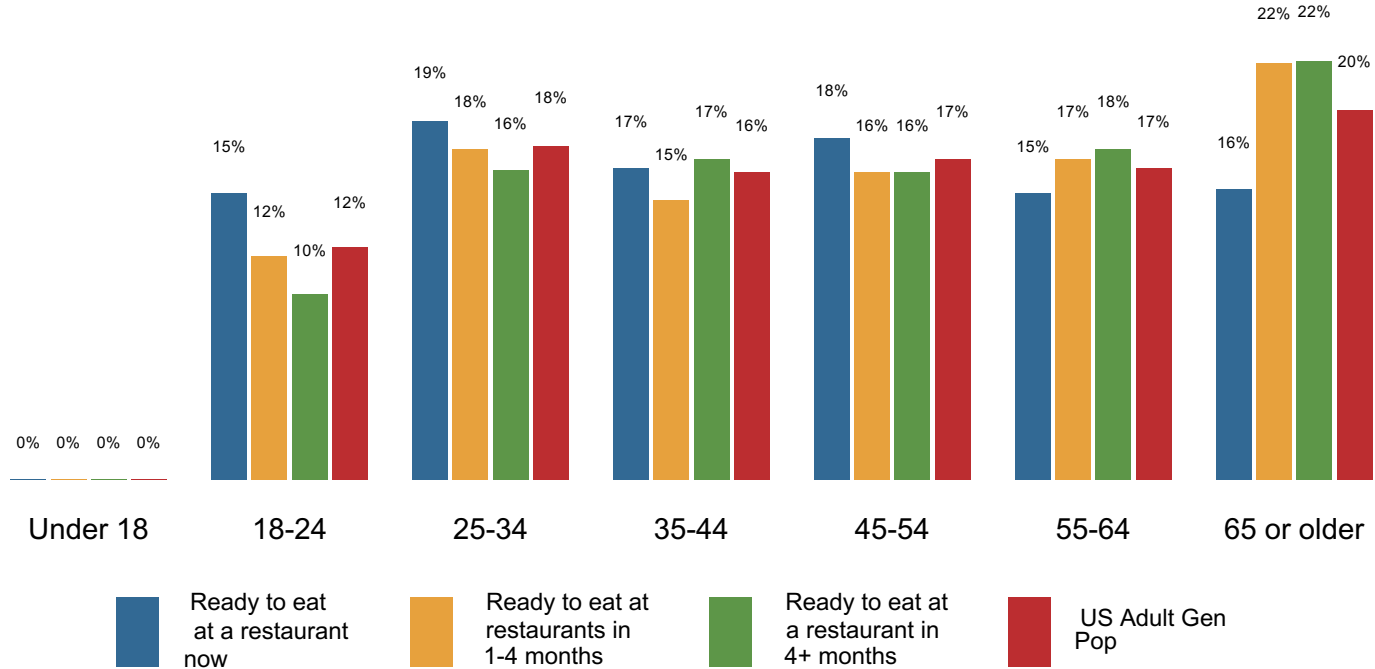
An aerial, black and white photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent skyscraper in the center. The image is filled with numerous other high-rise buildings of varying heights and architectural styles. The sky is overcast with soft, diffused light. The text 'Core Demographics' is centered in the middle of the image in a clean, white, sans-serif font.

# Core Demographics

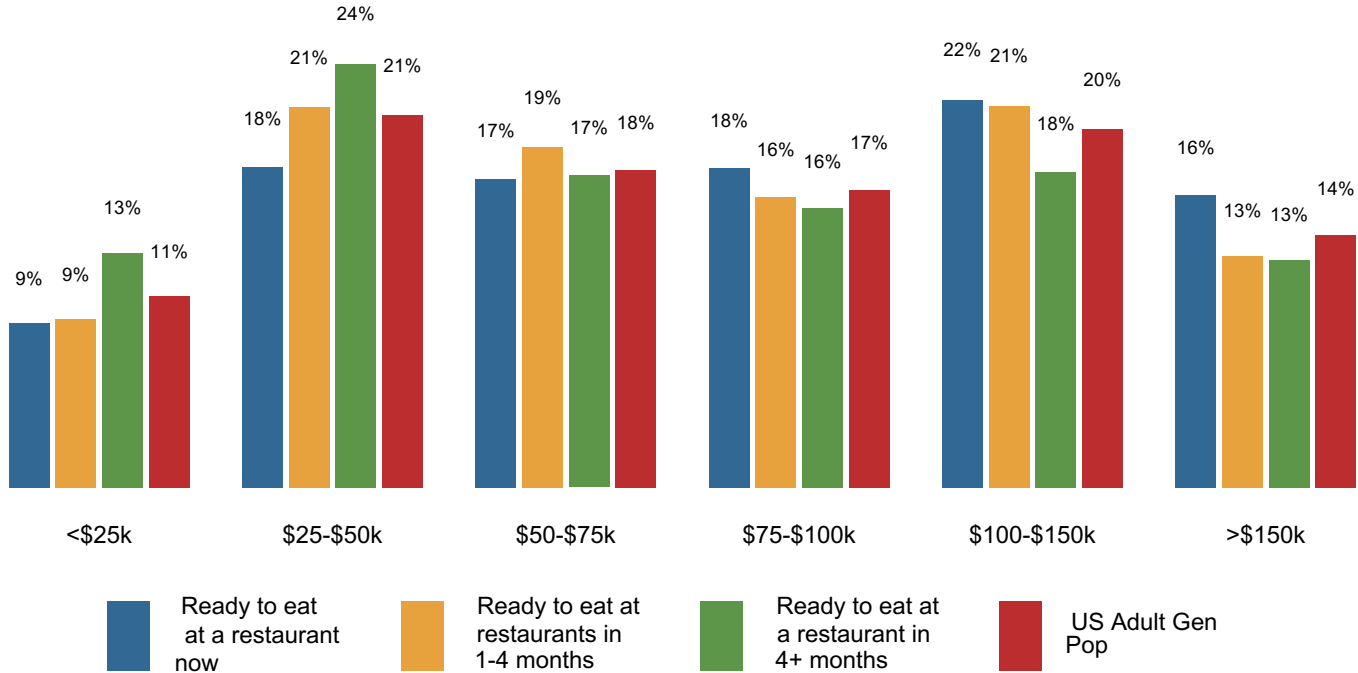
# Gender



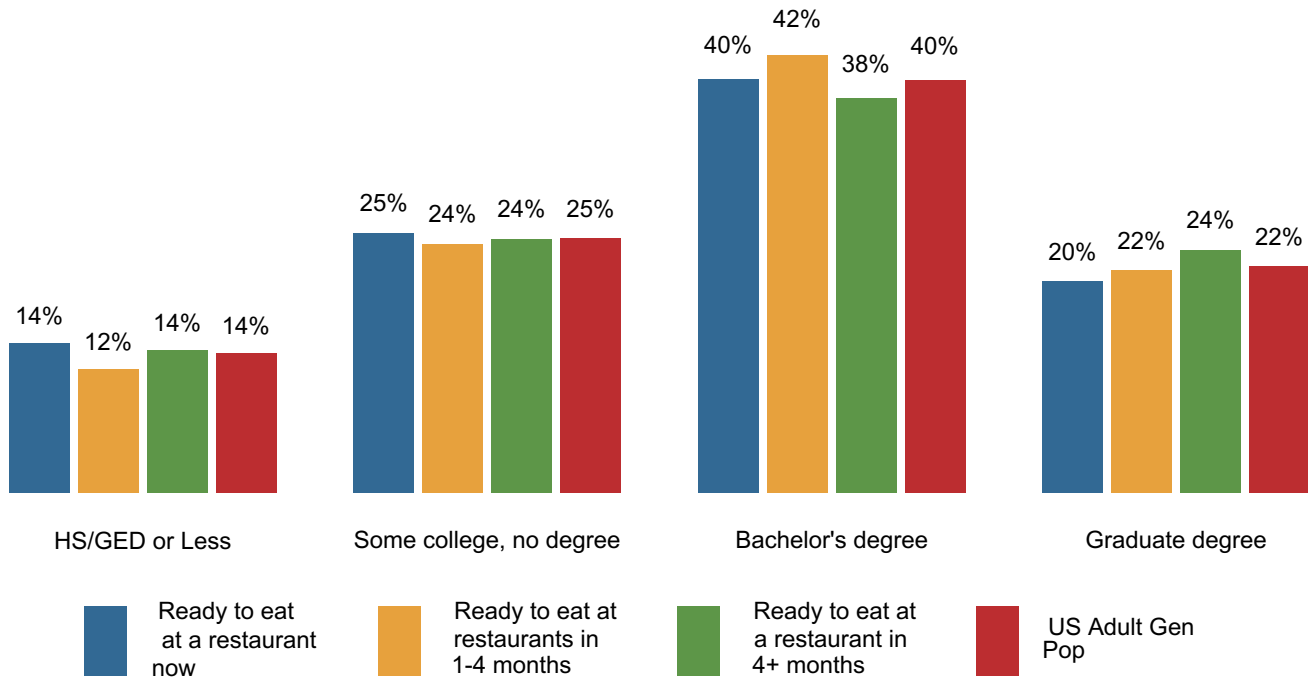
# Age



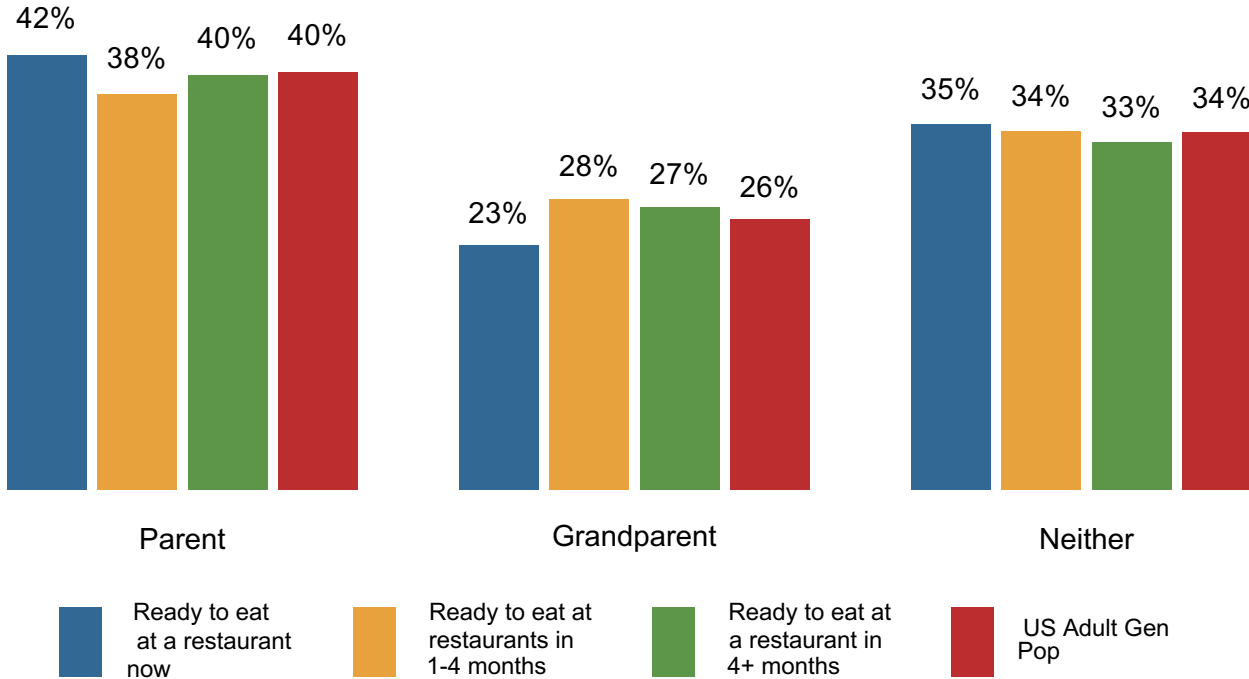
# Income



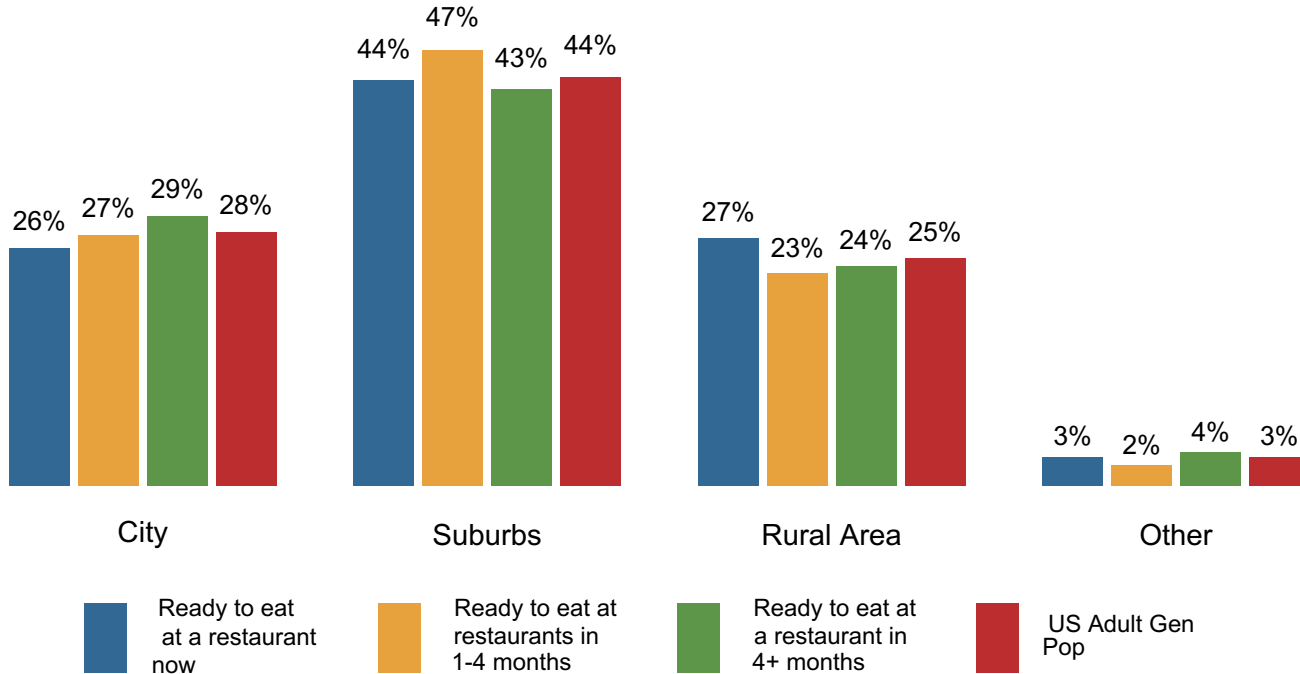
# Education



# Parental Status

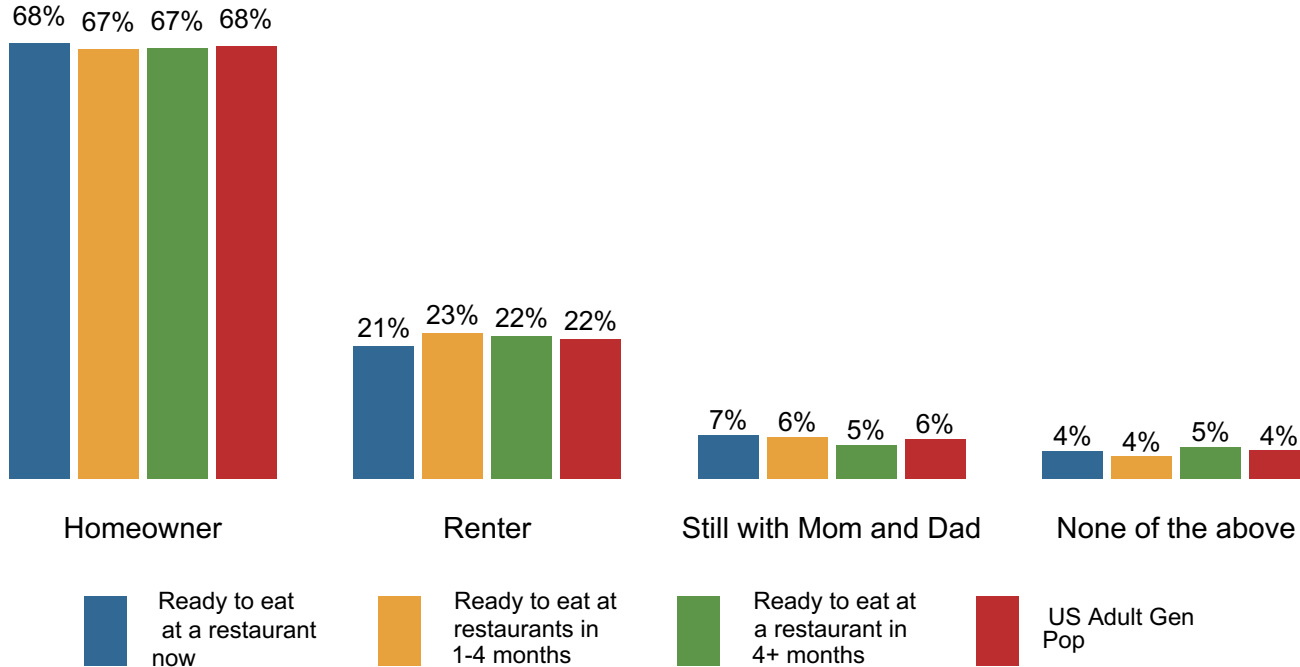


# Residential Area





# Residential Status



An aerial, black and white photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent skyscraper in the center. The image is filled with numerous other high-rise buildings of varying heights and architectural styles. The sky is overcast with soft, diffused light. The text 'DeepProfile Indices' is centered in the middle of the image in a clean, white, sans-serif font.

# DeepProfile Indices

# Market Maven

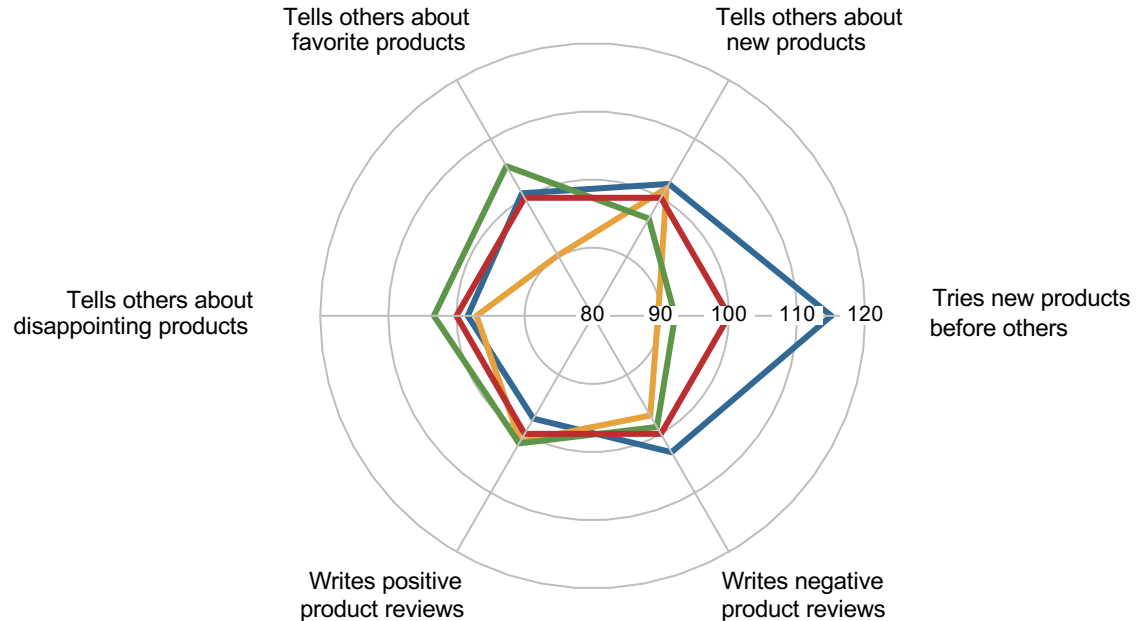
The Market Maven index aims to identify the extent to which segments adopt new products and brands, and share their opinions with others.

## Aggregate



Ready to eat at a restaurant now	103
Ready to eat at restaurants in 1-4 months	96
Ready to eat at a restaurant in 4+ months	100
US Adult Gen Pop	100

## Individual Attributes



# Market Maven (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Tries new products before others</b>	28%	22%	22%	24%
<b>Tells others about new products</b>	44%	43%	41%	42%
<b>Tells others about favorite products</b>	53%	47%	55%	52%
<b>Tells others about disappointing products</b>	53%	53%	56%	54%
<b>Writes positive product reviews</b>	60%	63%	63%	62%
<b>Writes negative product reviews</b>	53%	50%	51%	51%

# Social Media Influence

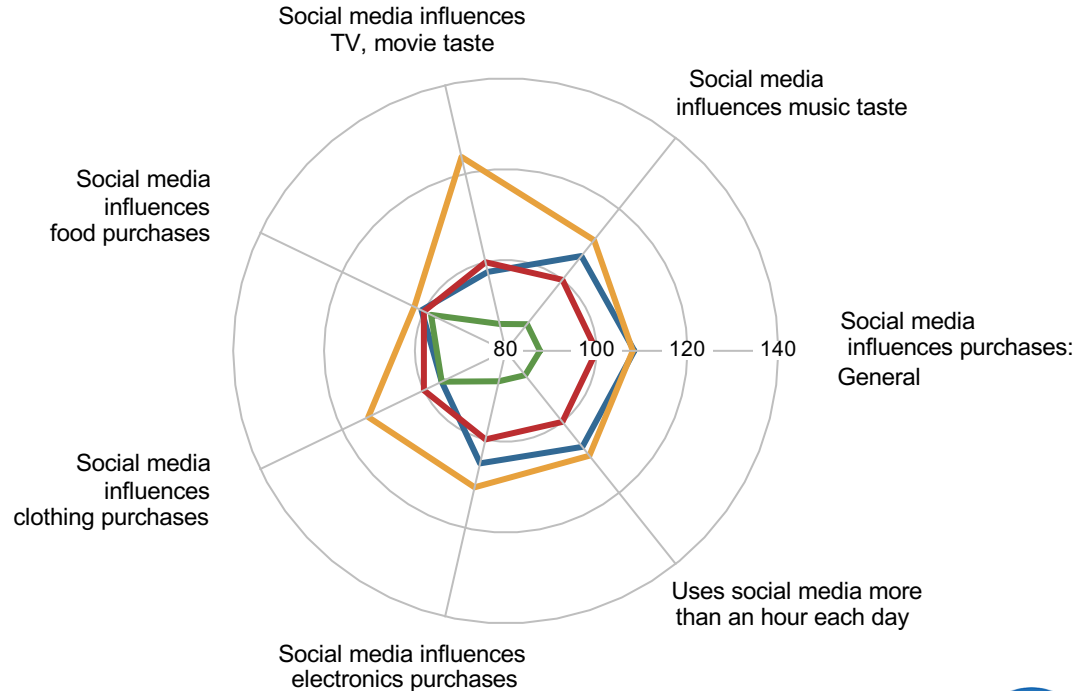
The Social Media Influence index aims to identify the impact social media has on respondents' preferences and behavior.

## Aggregate



Ready to eat at a restaurant now	103
Ready to eat at restaurants in 1-4 months	111
Ready to eat at a restaurant in 4+ months	90
US Adult Gen Pop	100

## Individual Attributes



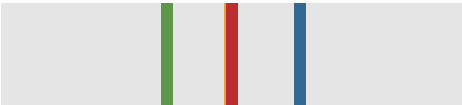
# Social Media Influence (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Social media influences purchases: General	31%	31%	25%	29%
Social media influences music taste	24%	25%	20%	22%
Social media influences TV, movie taste	36%	45%	32%	37%
Social media influences food purchases	17%	18%	17%	17%
Social media influences clothing purchases	18%	21%	18%	18%
Social media influences electronics purchases	27%	29%	22%	26%
Uses social media more than an hour each day	47%	48%	38%	44%

# Social Media Platforms

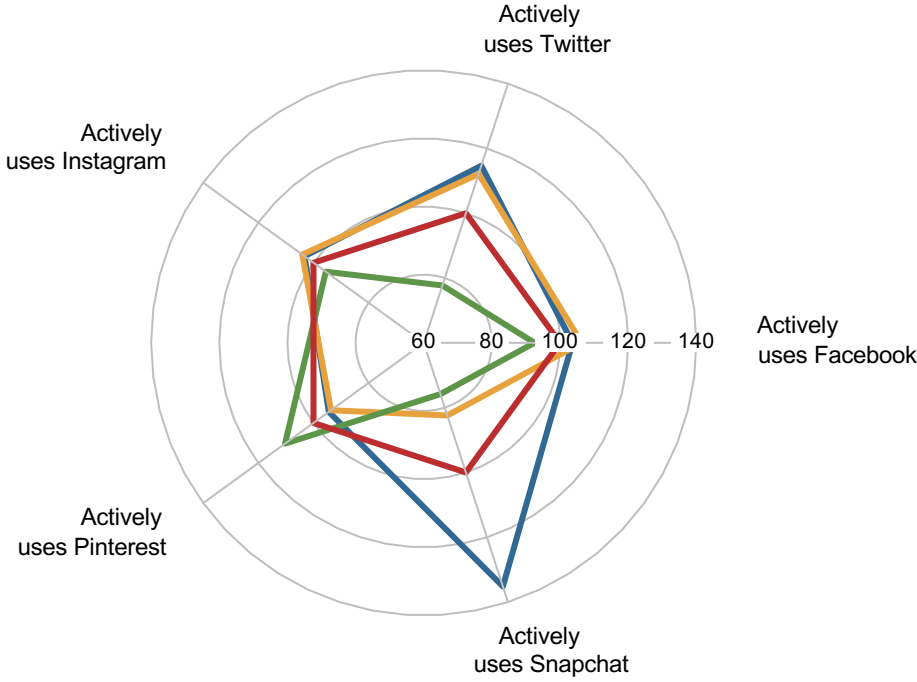
The Social Media Platforms index aims to identify how often respondents visit or use major social media sites and apps.

## Aggregate



Ready to eat at a restaurant now	110
Ready to eat at restaurants in 1-4 months	100
Ready to eat at a restaurant in 4+ months	90
US Adult Gen Pop	100

## Individual Attributes



# Social Media Platforms (continued)

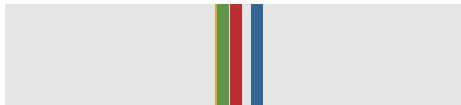
<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Actively uses Facebook</b>	54%	55%	48%	52%
<b>Actively uses Twitter</b>	18%	18%	12%	16%
<b>Actively uses Instagram</b>	25%	26%	24%	25%
<b>Actively uses Pinterest</b>	12%	12%	14%	13%
<b>Actively uses Snapchat</b>	12%	8%	7%	9%



# Price Sensitivity

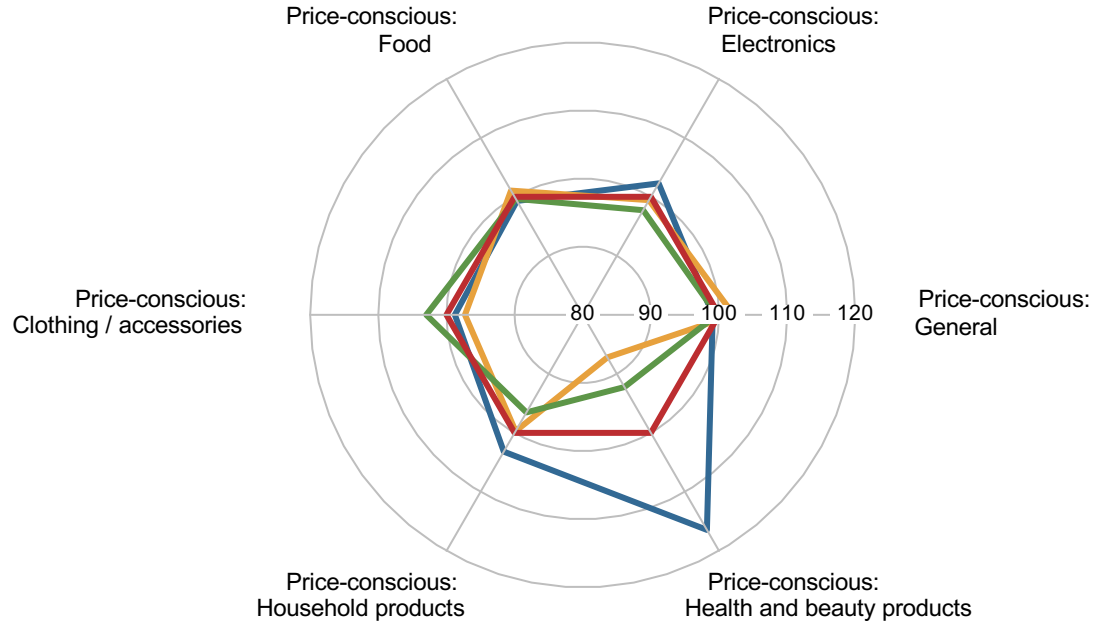
The Price Sensitivity index aims to identify the extent to which segments are price-conscious when shopping, both as a whole and across specific categories.

## Aggregate



Ready to eat at a restaurant now	103
Ready to eat at restaurants in 1-4 months	98
Ready to eat at a restaurant in 4+ months	98
US Adult Gen Pop	100

## Individual Attributes



# Price Sensitivity (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Price-conscious: General	32%	33%	32%	32%
Price-conscious: Electronics	18%	18%	17%	18%
Price-conscious: Food	28%	29%	28%	29%
Price-conscious: Clothing / accessories	40%	39%	42%	40%
Price-conscious: Household products	36%	34%	33%	35%
Price-conscious: Health and beauty products	26%	19%	20%	22%

# Informed Consumer

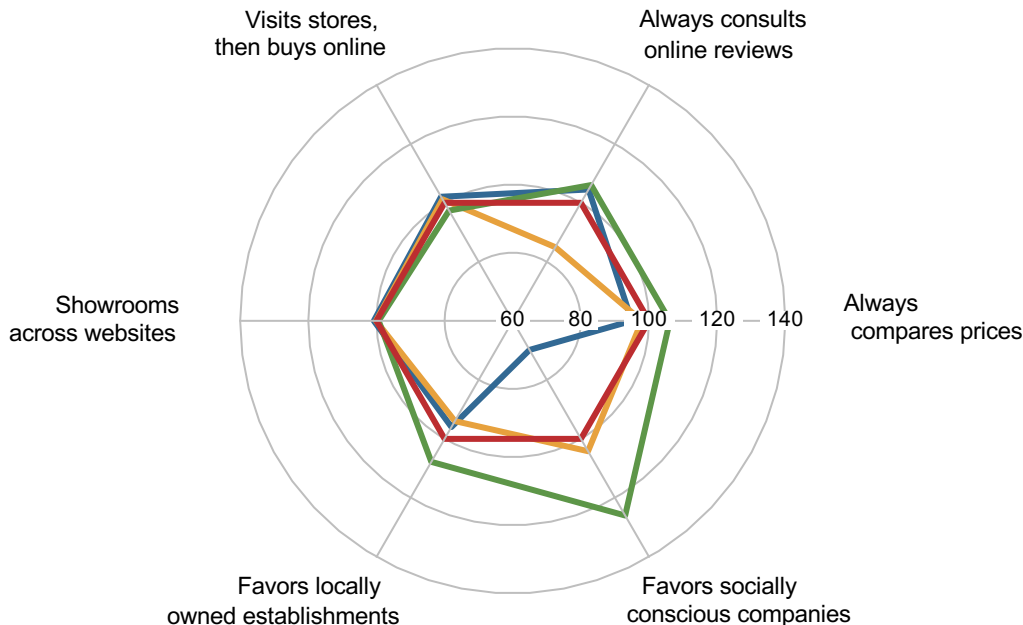
The Informed Consumer index aims to identify the extent to which segments do research about companies and products before shopping.

## Aggregate



Ready to eat at a restaurant now	95
Ready to eat at restaurants in 1-4 months	97
Ready to eat at a restaurant in 4+ months	107
US Adult Gen Pop	100

## Individual Attributes



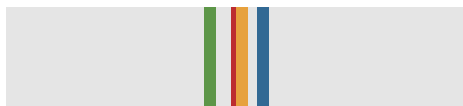
# Informed Consumer (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Always compares prices</b>	45%	46%	50%	47%
<b>Always consults online reviews</b>	28%	23%	28%	27%
<b>Visits stores, then buys online</b>	70%	69%	66%	68%
<b>Showrooms across websites</b>	78%	78%	77%	78%
<b>Favors locally owned establishments</b>	38%	37%	43%	40%
<b>Favors socially conscious companies</b>	23%	35%	42%	34%

# Tech Savvy

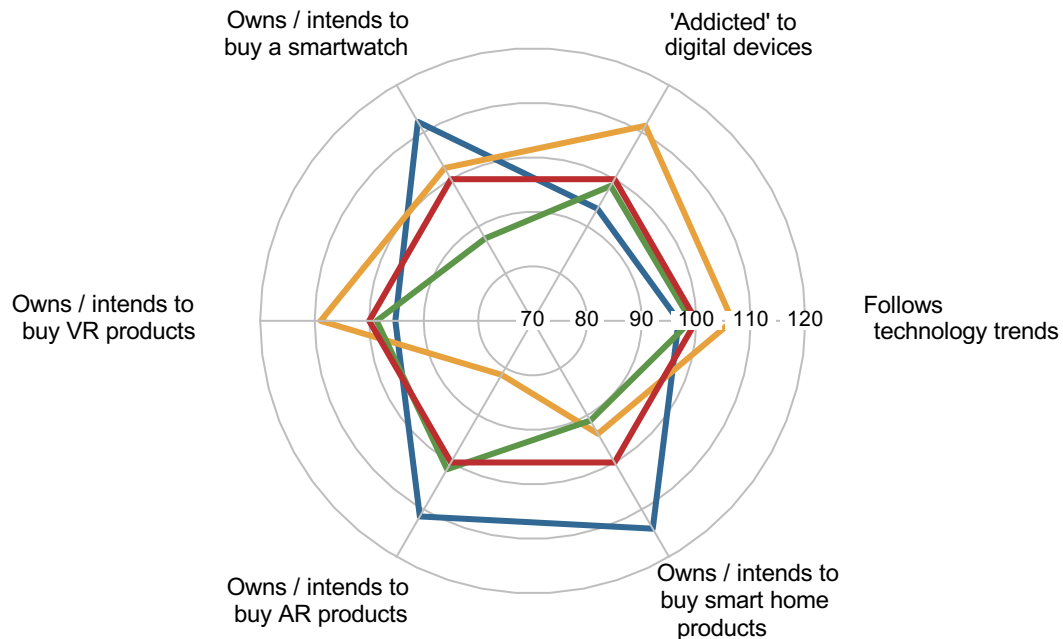
The Tech Savvy index aims to identify the extent to which segments use their digital devices and are informed about and aware of new technology.

## Aggregate



Ready to eat at a restaurant now	104
Ready to eat at restaurants in 1-4 months	101
Ready to eat at a restaurant in 4+ months	96
US Adult Gen Pop	100

## Individual Attributes



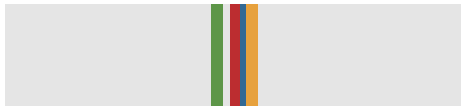
# Tech Savvy (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Follows technology trends</b>	51%	56%	52%	53%
<b>'Addicted' to digital devices</b>	46%	55%	49%	50%
<b>Owens / intends to buy a smartwatch</b>	29%	26%	22%	26%
<b>Owens / intends to buy VR products</b>	14%	16%	14%	15%
<b>Owens / intends to buy AR products</b>	8%	6%	7%	7%
<b>Owens / intends to buy smart home products</b>	24%	20%	20%	21%

# Entertainment Technology

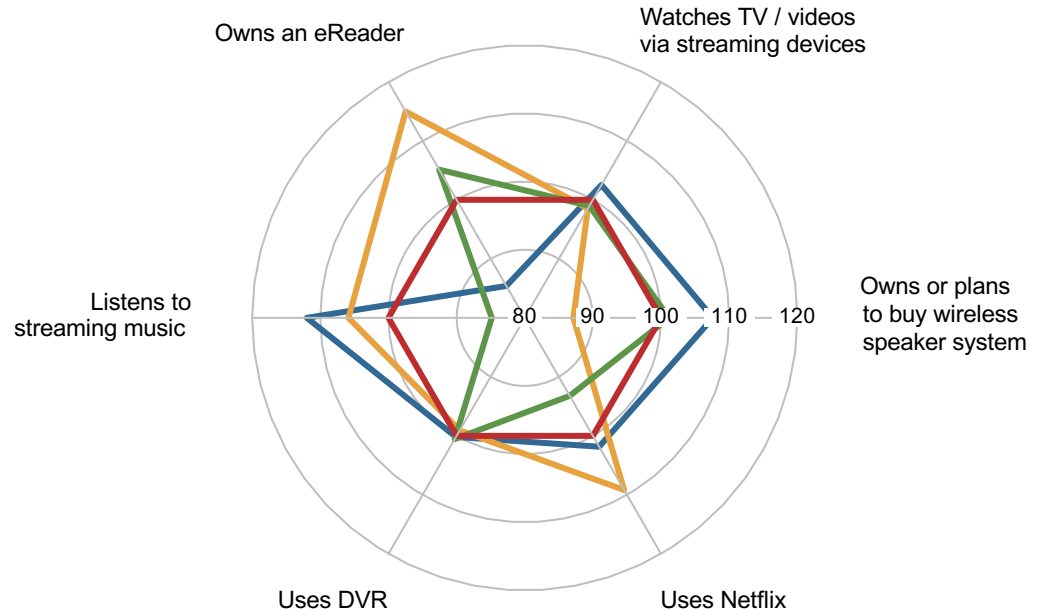
The Entertainment Technology index aims to identify the extent to which segments consume media via non-traditional methods or platforms.

## Aggregate



Ready to eat at a restaurant now	102
Ready to eat at restaurants in 1-4 months	102
Ready to eat at a restaurant in 4+ months	97
US Adult Gen Pop	100

## Individual Attributes



# Entertainment Technology (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Owns or plans to buy wireless speaker system</b>	18%	15%	17%	17%
<b>Watches TV / videos via streaming devices</b>	69%	67%	67%	68%
<b>Owns an eReader</b>	23%	32%	29%	27%
<b>Listens to streaming music</b>	46%	43%	35%	41%
<b>Uses DVR</b>	54%	53%	54%	54%
<b>Uses Netflix</b>	56%	60%	51%	54%



# TV Viewing

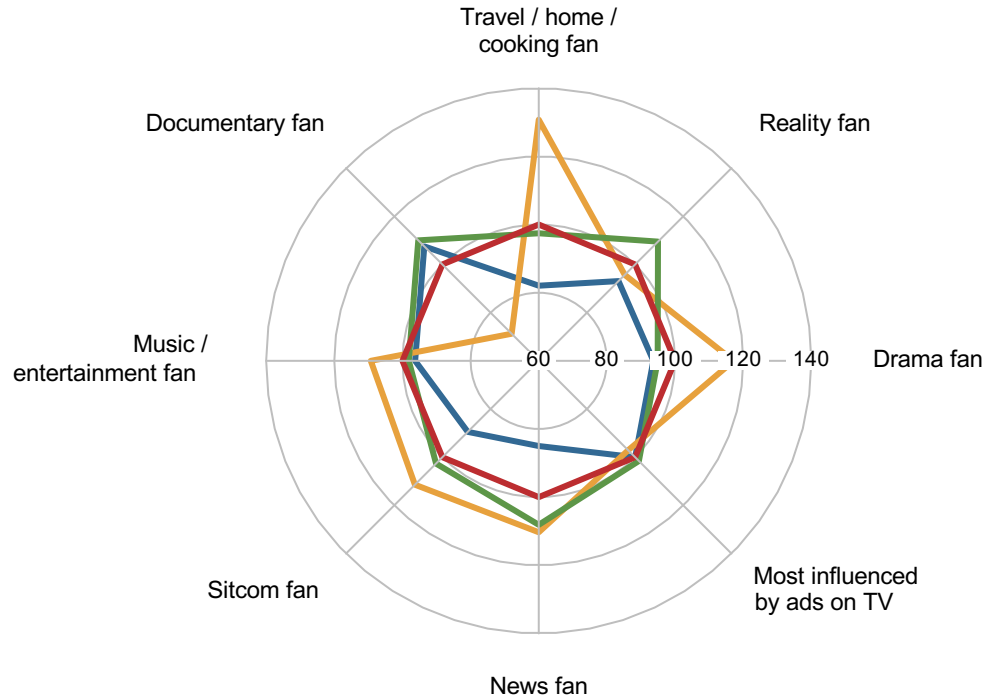
The TV Viewing index aims to identify the extent to which segments watch various genres of TV and are influenced by what they see on TV.

## Aggregate



Ready to eat at a restaurant now	93
Ready to eat at restaurants in 1-4 months	105
Ready to eat at a restaurant in 4+ months	103
US Adult Gen Pop	100

## Individual Attributes



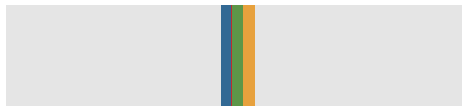
# TV Viewing (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Drama fan</b>	15%	18%	15%	16%
<b>Reality fan</b>	11%	11%	13%	12%
<b>Travel / home / cooking fan</b>	10%	15%	11%	12%
<b>Documentary fan</b>	9%	6%	9%	8%
<b>Music / entertainment fan</b>	26%	29%	26%	27%
<b>Sitcom fan</b>	10%	13%	12%	11%
<b>News fan</b>	27%	35%	35%	32%
<b>Most influenced by ads on TV</b>	45%	44%	46%	45%

# Health & Wellness

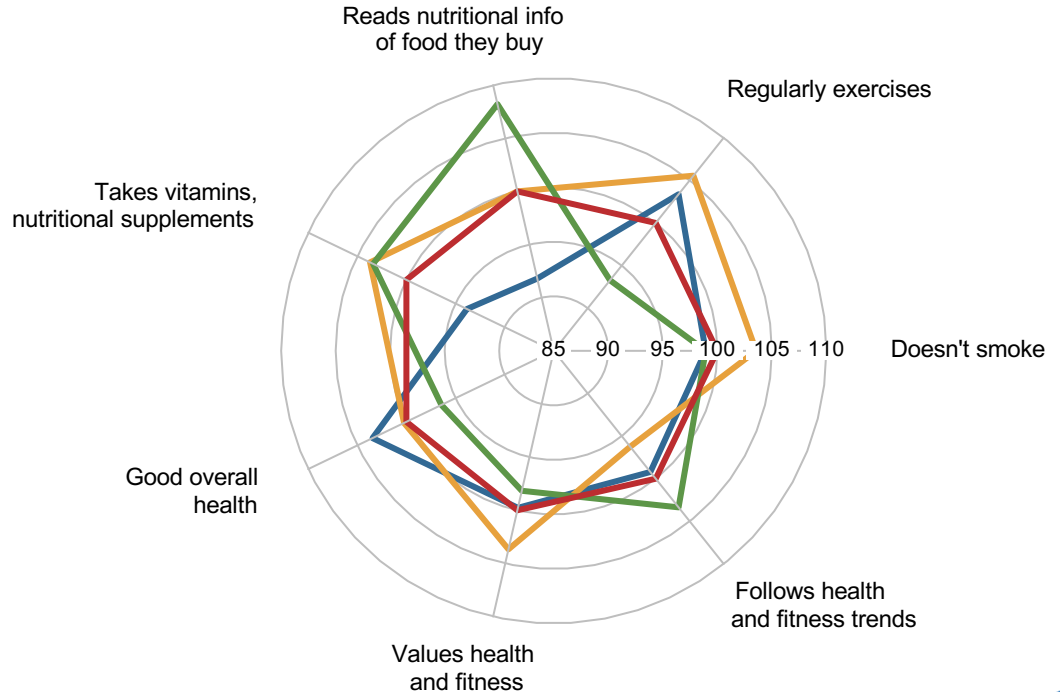
The Health & Wellness index aims to identify the extent to which segments monitor and maintain their health and well-being.

## Aggregate



Ready to eat at a restaurant now	99
Ready to eat at restaurants in 1-4 months	102
Ready to eat at a restaurant in 4+ months	100
US Adult Gen Pop	100

## Individual Attributes



# Health & Wellness (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Doesn't smoke	83%	87%	83%	84%
Regularly exercises	62%	63%	56%	60%
Reads nutritional info of food they buy	53%	57%	62%	57%
Takes vitamins, nutritional supplements	61%	67%	67%	65%
Good overall health	87%	84%	81%	84%
Values health and fitness	44%	45%	43%	44%
Follows health and fitness trends	50%	49%	52%	51%

# Food & Cooking

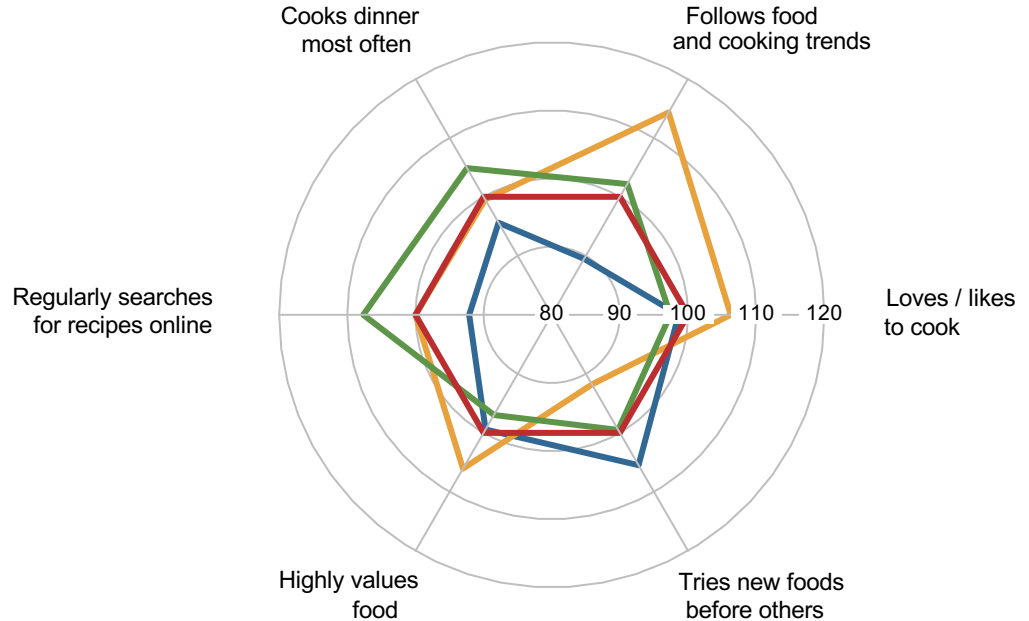
The Food & Cooking index aims to identify how passionate segments are about food and how often they cook.

## Aggregate



Ready to eat at a restaurant now	97
Ready to eat at restaurants in 1-4 months	103
Ready to eat at a restaurant in 4+ months	101
US Adult Gen Pop	100

## Individual Attributes



# Food & Cooking (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Loves / likes to cook	64%	70%	64%	65%
Follows food and cooking trends	33%	42%	38%	37%
Cooks dinner most often	61%	64%	67%	64%
Regularly searches for recipes online	41%	44%	48%	44%
Highly values food	52%	56%	51%	53%
Tries new foods before others	42%	37%	40%	40%

# Dining Out

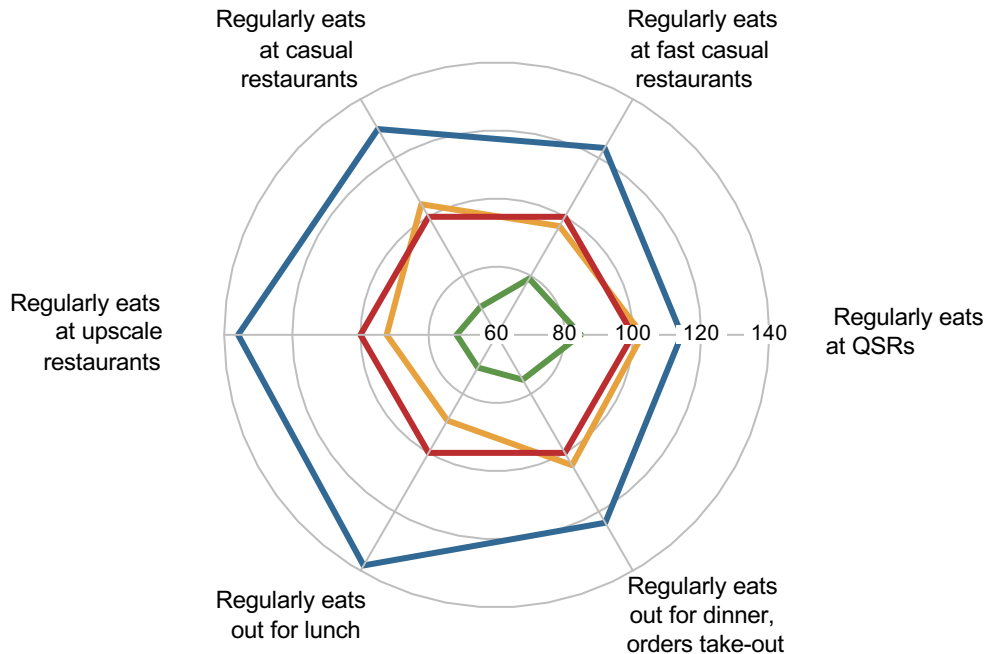
The Dining Out index aims to identify how often segments eat meals outside of their home and at what types of restaurants.

## Aggregate



Ready to eat at a restaurant now	128
Ready to eat at restaurants in 1-4 months	98
Ready to eat at a restaurant in 4+ months	75
US Adult Gen Pop	100

## Individual Attributes



# Dining Out (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Regularly eats at QSRs	54%	48%	40%	47%
Regularly eats at fast casual restaurants	31%	24%	20%	25%
Regularly eats at casual restaurants	34%	27%	18%	26%
Regularly eats at upscale restaurants	11%	7%	6%	8%
Regularly eats out for lunch	24%	15%	12%	17%
Regularly eats out for dinner, orders take-out	44%	37%	27%	36%



# Money Manager

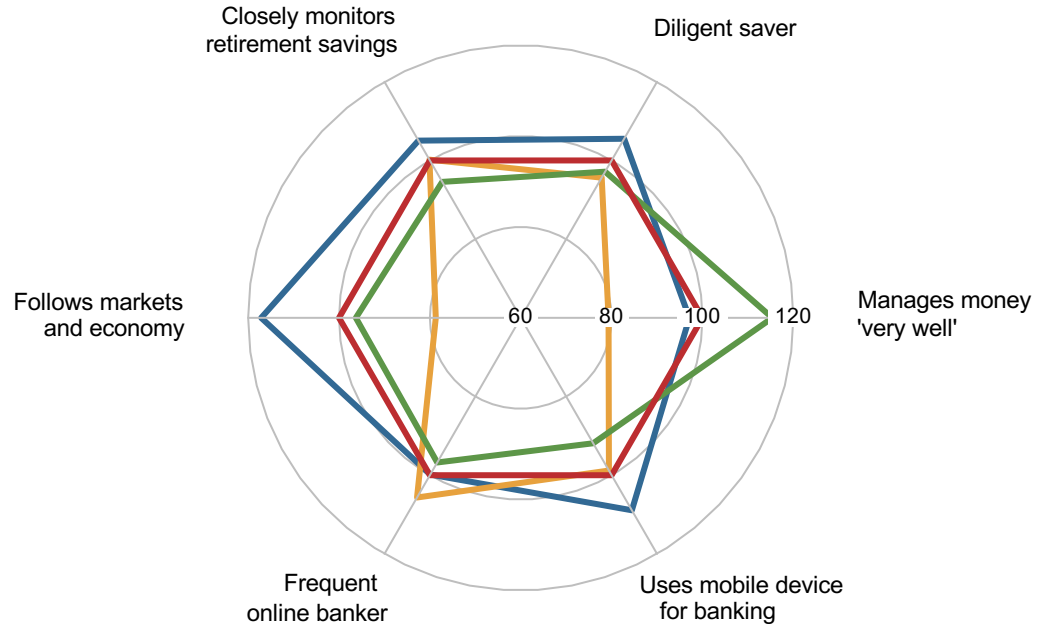
The Money Manager index aims to identify the extent to which population segment manage their personal finances and keep up with financial news.

## Aggregate



Ready to eat at a restaurant now	106
Ready to eat at restaurants in 1-4 months	93
Ready to eat at a restaurant in 4+ months	99
US Adult Gen Pop	100

## Individual Attributes



# Money Manager (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Manages money 'very well'</b>	20%	16%	24%	21%
<b>Diligent saver</b>	56%	50%	51%	53%
<b>Closely monitors retirement savings</b>	52%	50%	47%	50%
<b>Follows markets and economy</b>	25%	17%	21%	22%
<b>Frequent online banker</b>	62%	65%	60%	62%
<b>Uses mobile device for banking</b>	55%	50%	46%	50%

# Sports Fan

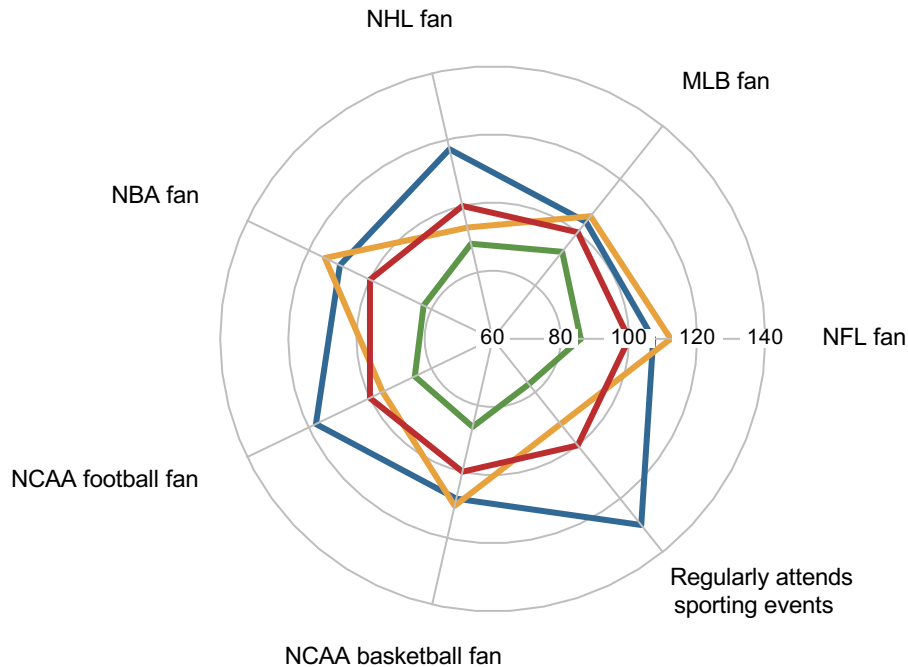
The Sports Fan index aims to identify the extent to which segments are interested in different types of sports.

## Aggregate



Ready to eat at a restaurant now	113
Ready to eat at restaurants in 1-4 months	104
Ready to eat at a restaurant in 4+ months	86
US Adult Gen Pop	100

## Individual Attributes



# Sports Fan (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>NFL fan</b>	44%	46%	35%	41%
<b>MLB fan</b>	24%	25%	22%	23%
<b>NHL fan</b>	14%	12%	11%	12%
<b>NBA fan</b>	16%	16%	12%	14%
<b>NCAA football fan</b>	31%	26%	23%	27%
<b>NCAA basketball fan</b>	20%	20%	16%	18%
<b>Regularly attends sporting events</b>	11%	8%	7%	9%

# Environmental Consciousness

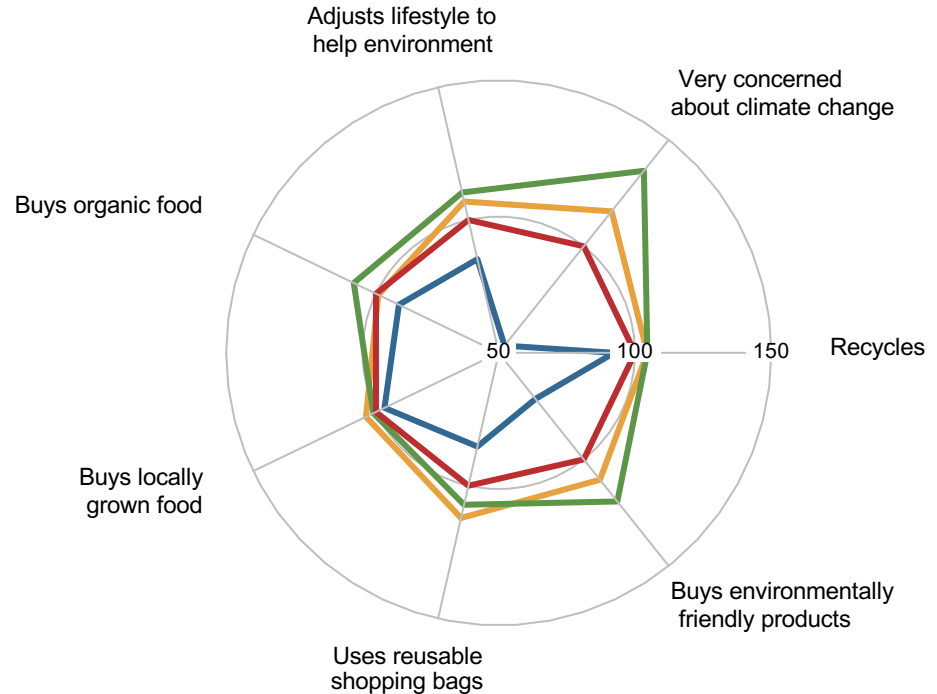
The Environmental Consciousness index aims to identify the extent to which segments alter their lifestyle for the environment, and measures overall concern about environmental issues.

## Aggregate



Ready to eat at a restaurant now	82
Ready to eat at restaurants in 1-4 months	108
Ready to eat at a restaurant in 4+ months	112
US Adult Gen Pop	100

## Individual Attributes



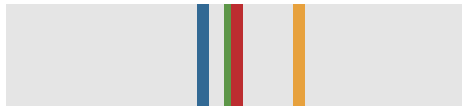
# Environmental Consciousness (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Recycles	70%	79%	79%	75%
Very concerned about climate change	27%	58%	68%	50%
Adjusts lifestyle to help environment	58%	72%	75%	68%
Buys organic food	28%	31%	34%	31%
Buys locally grown food	64%	69%	67%	66%
Uses reusable shopping bags	43%	56%	54%	50%
Buys environmentally friendly products	32%	49%	54%	45%

# Charitable Giving

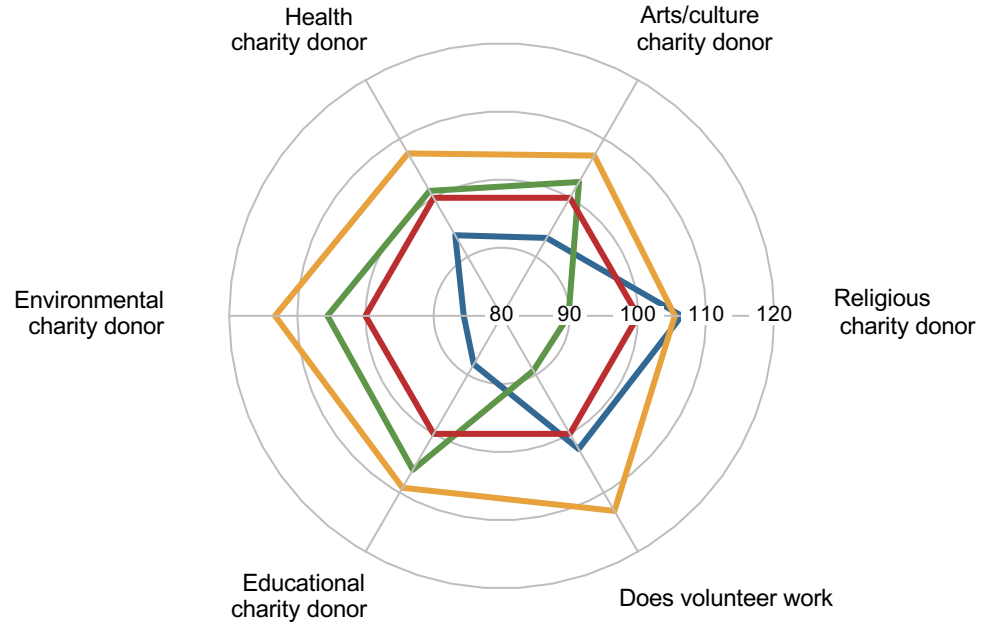
The Charitable Giving index aims to identify how generous segments are with their time and money.

## Aggregate



Ready to eat at a restaurant now	95
Ready to eat at restaurants in 1-4 months	109
Ready to eat at a restaurant in 4+ months	99
US Adult Gen Pop	100

## Individual Attributes



# Charitable Giving (continued)

<i>Attribute</i>	<i>Ready to eat at a restaurant now Percentage</i>	<i>Ready to eat at restaurants in 1-4 months Percentage</i>	<i>Ready to eat at a restaurant in 4+ months Percentage</i>	<i>US Adult Gen Pop Percentage</i>
<b>Religious charity donor</b>	53%	53%	45%	50%
<b>Arts/culture charity donor</b>	52%	60%	57%	56%
<b>Health charity donor</b>	56%	64%	61%	60%
<b>Environmental charity donor</b>	44%	59%	55%	52%
<b>Educational charity donor</b>	46%	57%	56%	53%
<b>Does volunteer work</b>	44%	48%	38%	43%



# DeepProfile Indices Summary

<i>Index</i>	<i>Ready to eat at a restaurant now</i>	<i>Ready to eat at restaurants in 1-4 months</i>	<i>Ready to eat at a restaurant in 4+ months</i>	<i>US Adult Gen Pop</i>
Market Maven	103	96	100	100
Social Media Influence	103	111	90	100
Social Media Platforms	110	100	90	100
Price Sensitivity	103	98	98	100
Informed Consumer	95	97	107	100
Tech Savvy	104	101	96	100
Entertainment Technology	102	102	97	100
TV Viewing	93	105	103	100
Health & Wellness	99	102	100	100
Food & Cooking	97	103	101	100
Dining Out	128	98	75	100
Money Manager	106	93	99	100
Sports Fan	113	104	86	100
Environmental Consciousness	82	108	112	100
Charitable Giving	95	109	99	100

# Questions?

Do you have questions about this report? Need training on the system or want to dig deeper into some of this data?

[support@civicscience.com](mailto:support@civicscience.com)

(412) 281-1954