



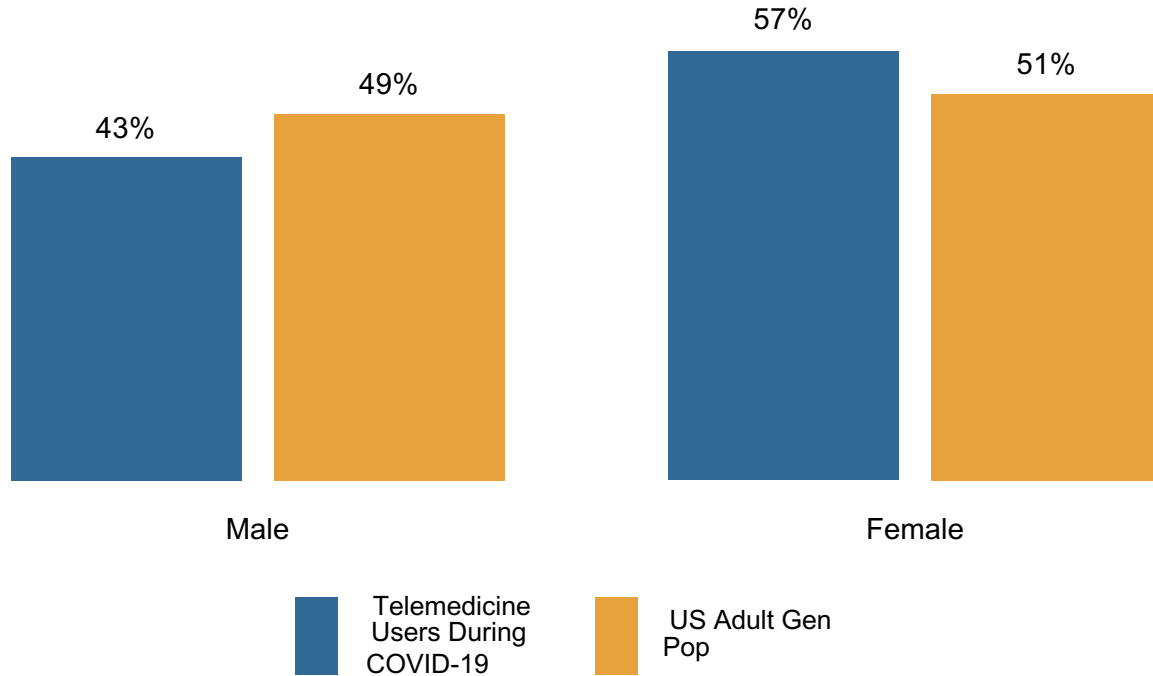
CivicScience DeepProfile Report

June 17, 2020

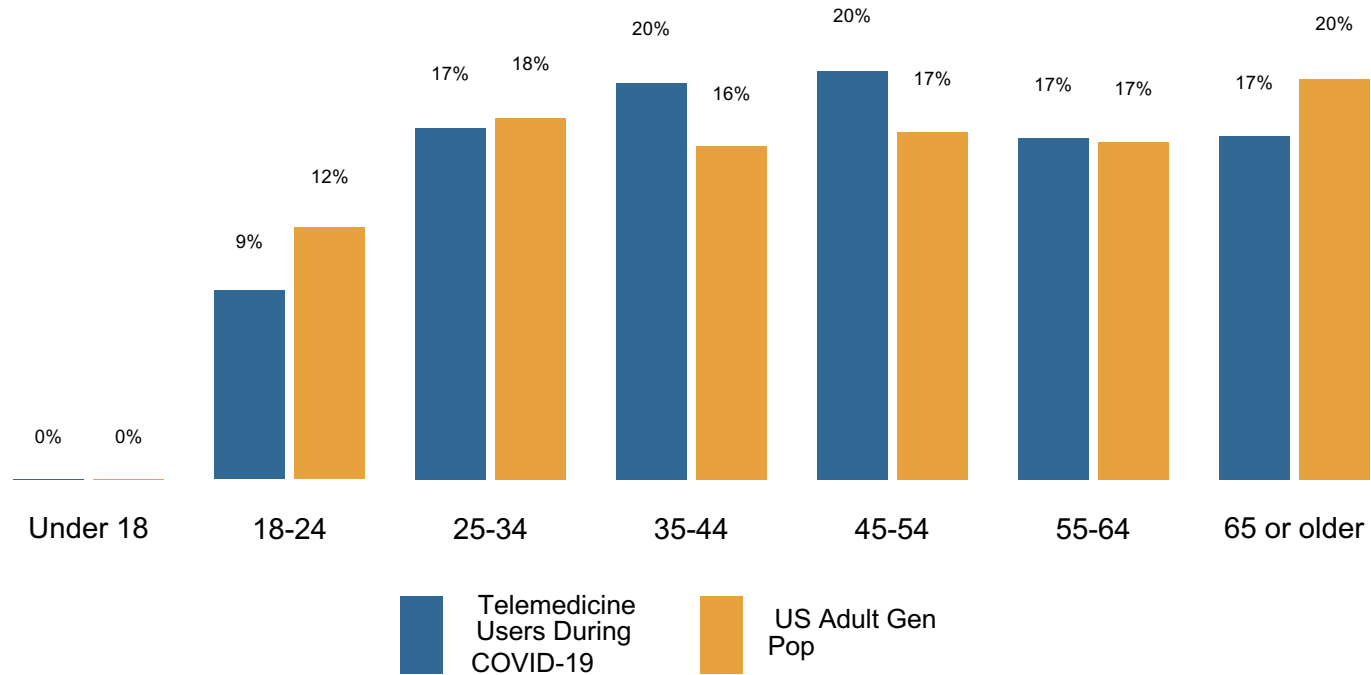
An aerial, black and white photograph of a dense urban skyline, likely New York City. The Empire State Building is the most prominent skyscraper in the center. The image is filled with numerous other high-rise buildings of varying heights and architectural styles. The sky is overcast with soft, diffused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

Core Demographics

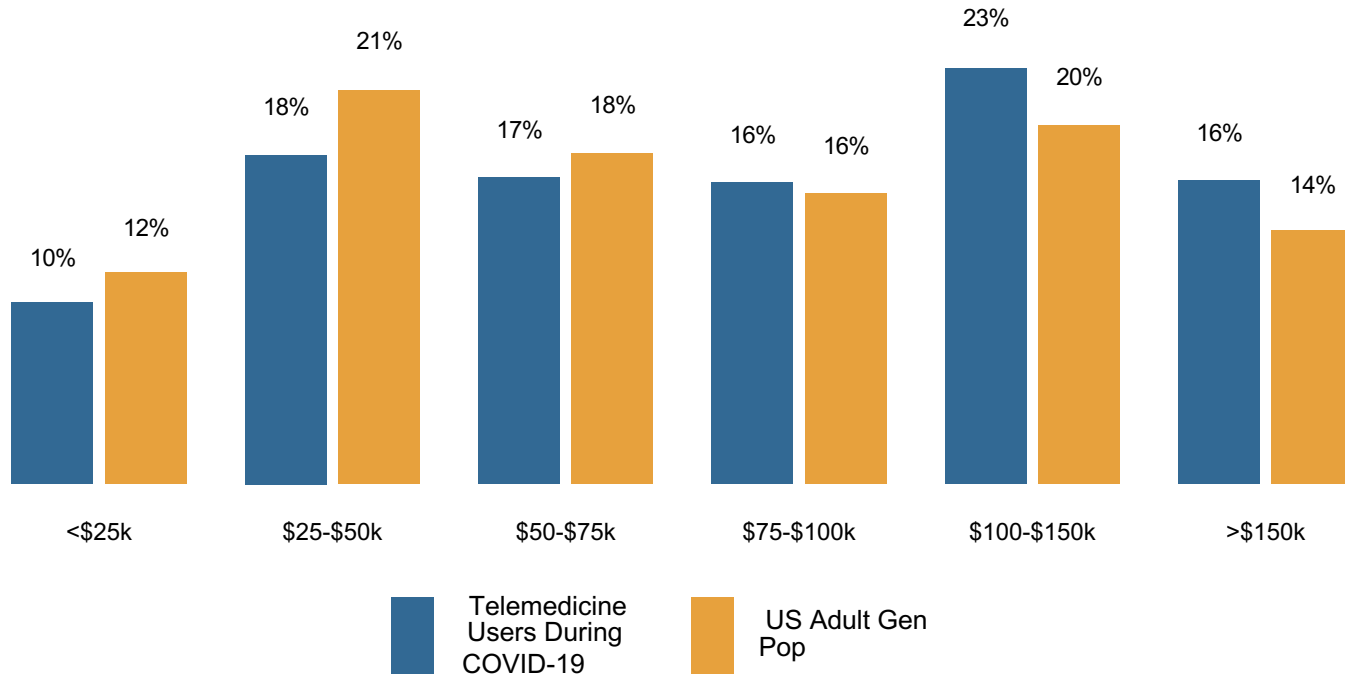
Gender



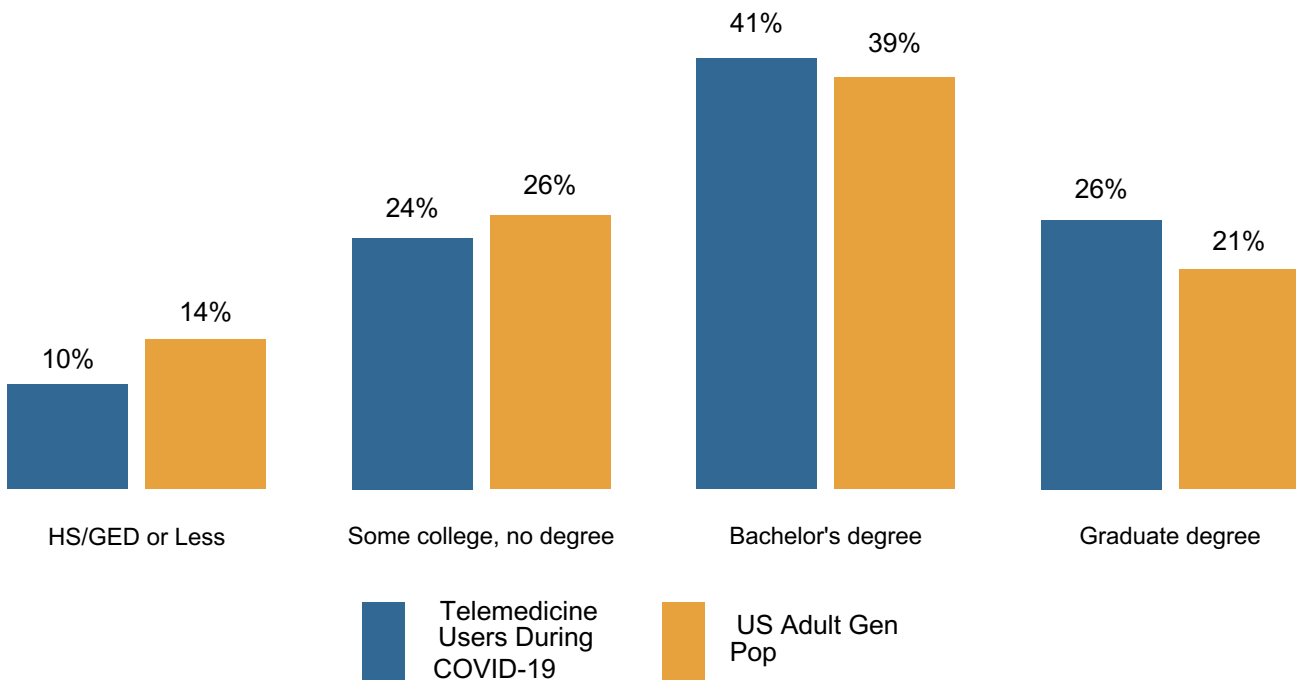
Age



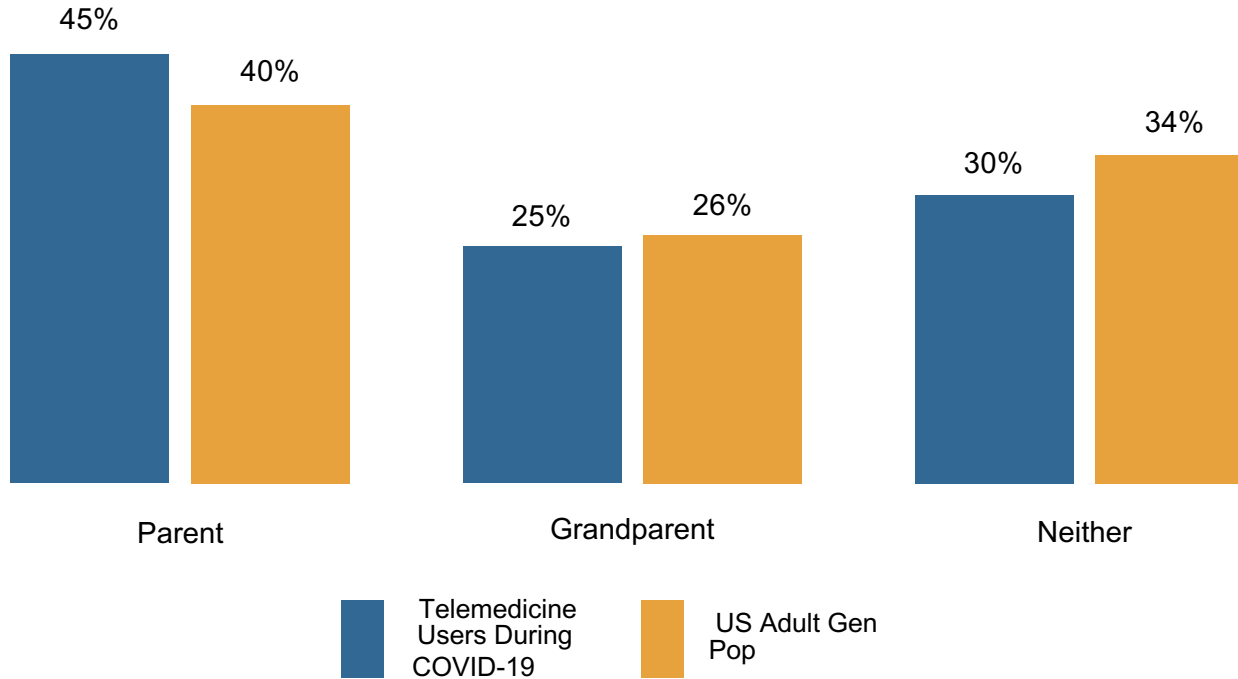
Income



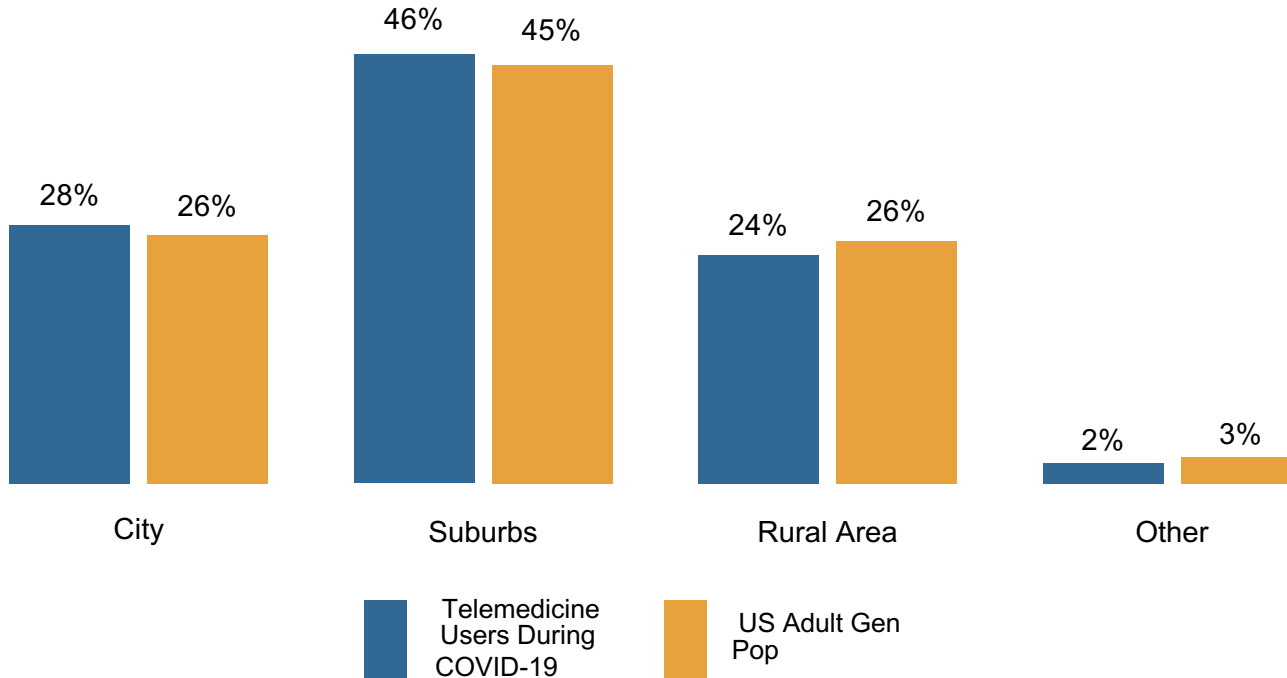
Education



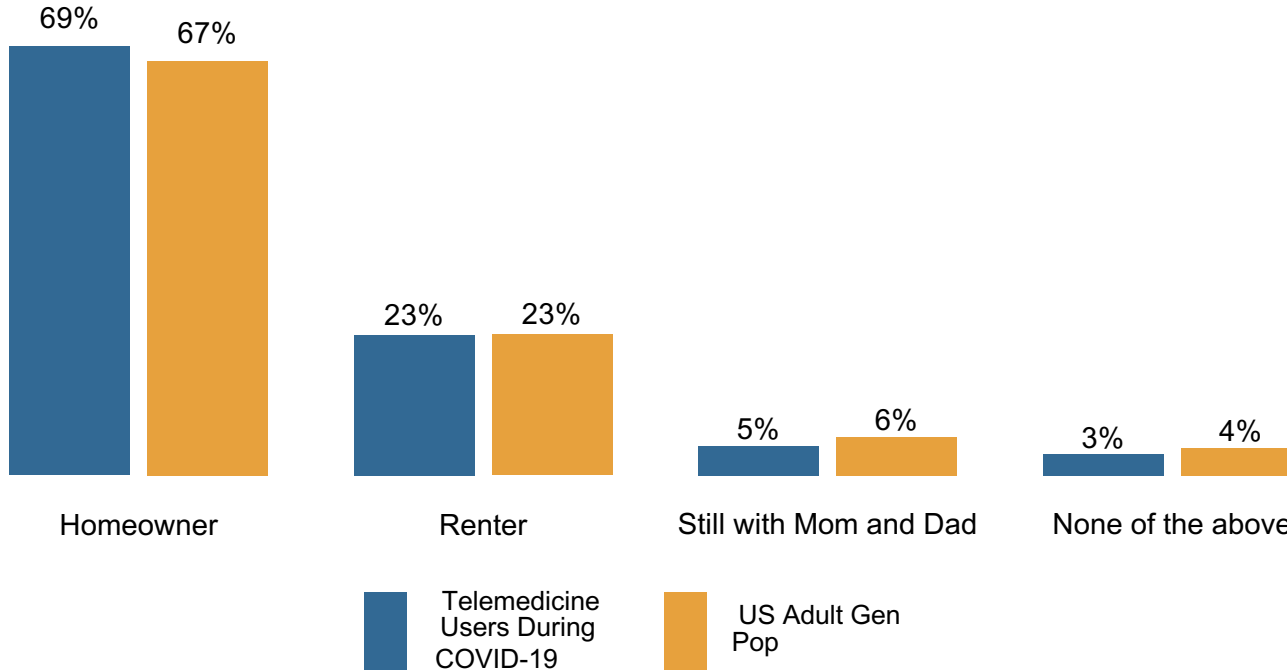
Parental Status



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

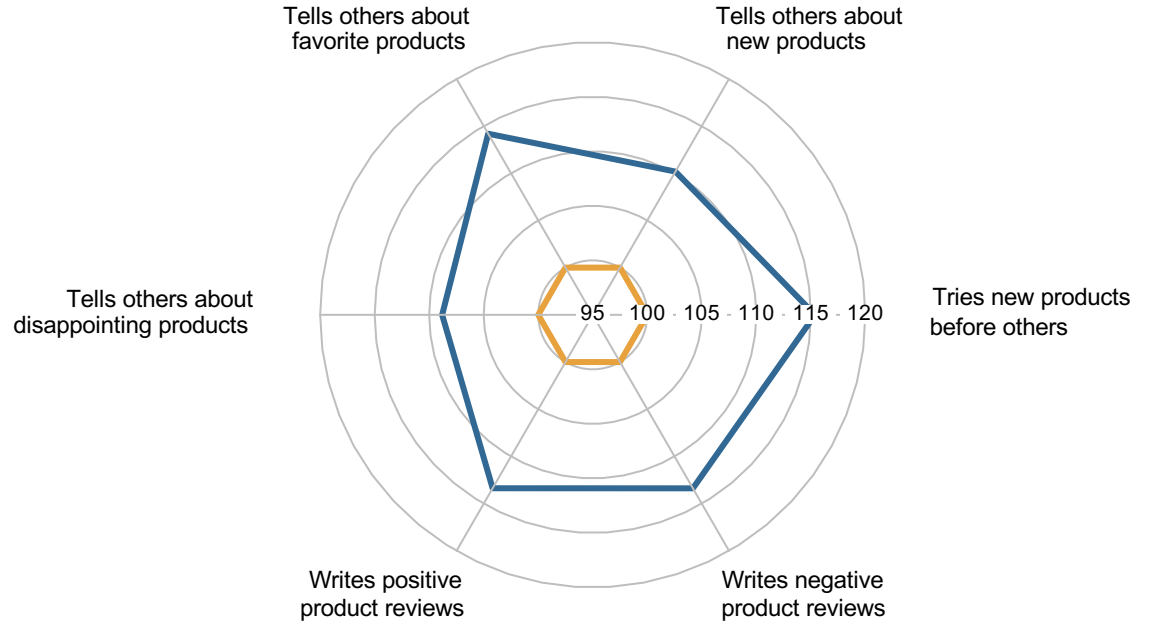
The Market Maven index aims to identify the extent to which segments adopt new products and brands, and share their opinions with others.

Aggregate



**Telemedicine Users
During COVID-19** 113
US Adult Gen Pop 100

Individual Attributes



Market Maven (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Tries new products before others	27%	23%
Tells others about new products	46%	41%
Tells others about favorite products	61%	54%
Tells others about disappointing products	60%	56%
Writes positive product reviews	72%	64%
Writes negative product reviews	58%	52%

Social Media Influence

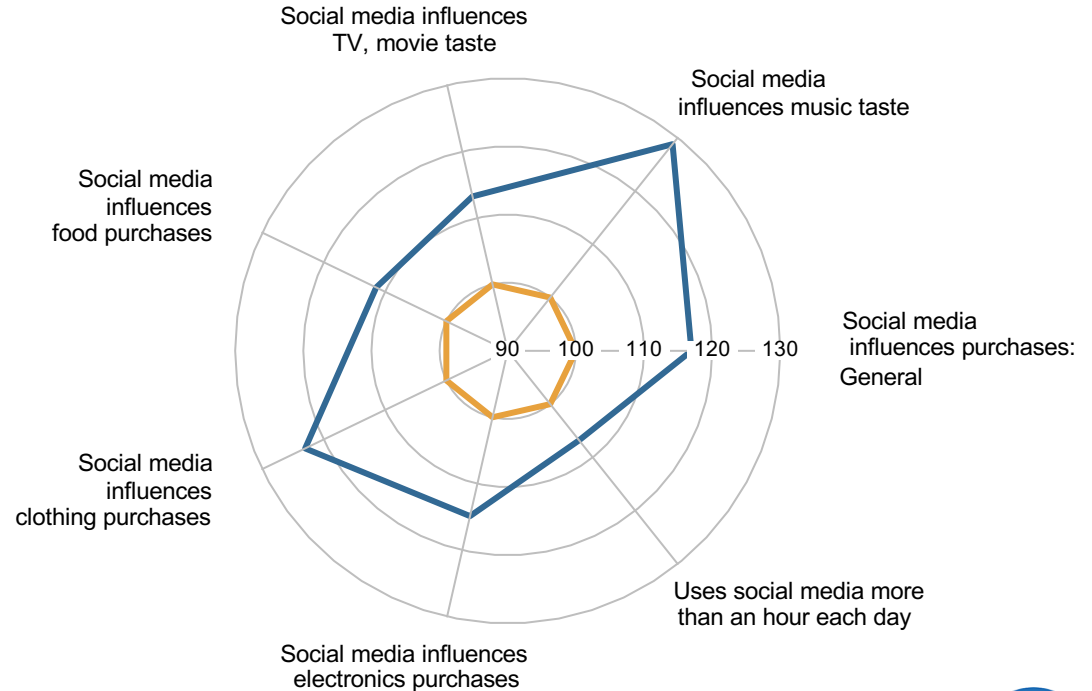
The Social Media Influence index aims to identify the impact social media has on respondents' preferences and behavior.

Aggregate



Telemedicine Users During COVID-19 116
US Adult Gen Pop 100

Individual Attributes



Social Media Influence (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Social media influences purchases: General	34%	29%
Social media influences music taste	26%	20%
Social media influences TV, movie taste	40%	36%
Social media influences food purchases	20%	18%
Social media influences clothing purchases	23%	19%
Social media influences electronics purchases	28%	24%
Uses social media more than an hour each day	46%	43%

Social Media Platforms

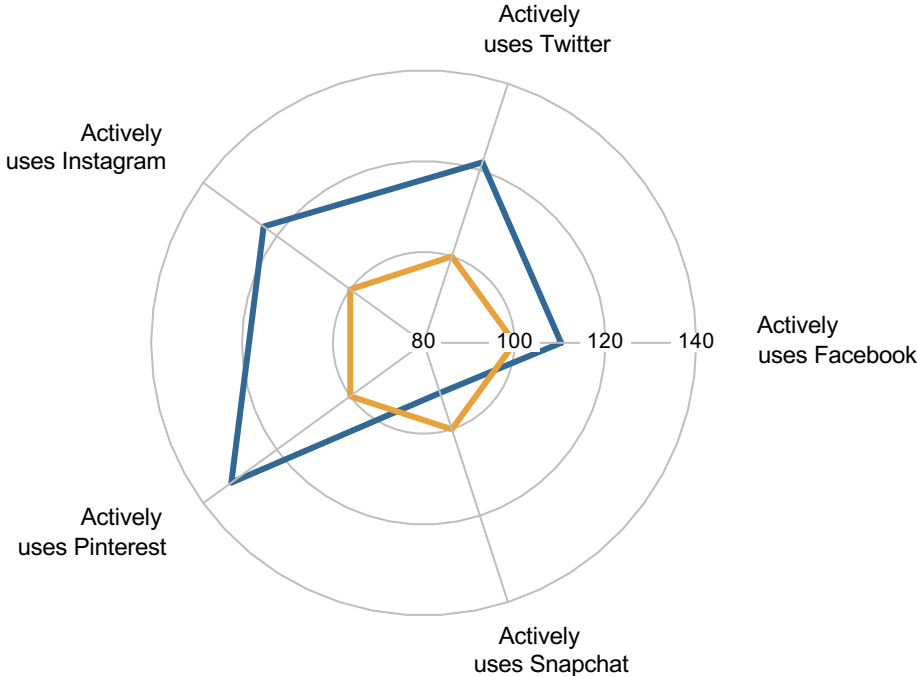
The Social Media Platforms index aims to identify how often respondents visit or use major social media sites and apps.

Aggregate



Telemedicine Users During COVID-19	116
US Adult Gen Pop	100

Individual Attributes



Social Media Platforms (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Actively uses Facebook	55%	50%
Actively uses Twitter	18%	15%
Actively uses Instagram	30%	24%
Actively uses Pinterest	18%	14%
Actively uses Snapchat	10%	11%

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



**Telemedicine Users
During COVID-19** 92

US Adult Gen Pop 100

Individual Attributes



Price Sensitivity (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Price-conscious: General	26%	28%
Price-conscious: Electronics	16%	17%
Price-conscious: Food	23%	26%
Price-conscious: Clothing / accessories	37%	38%
Price-conscious: Household products	30%	33%
Price-conscious: Health and beauty products	18%	20%

Informed Consumer

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

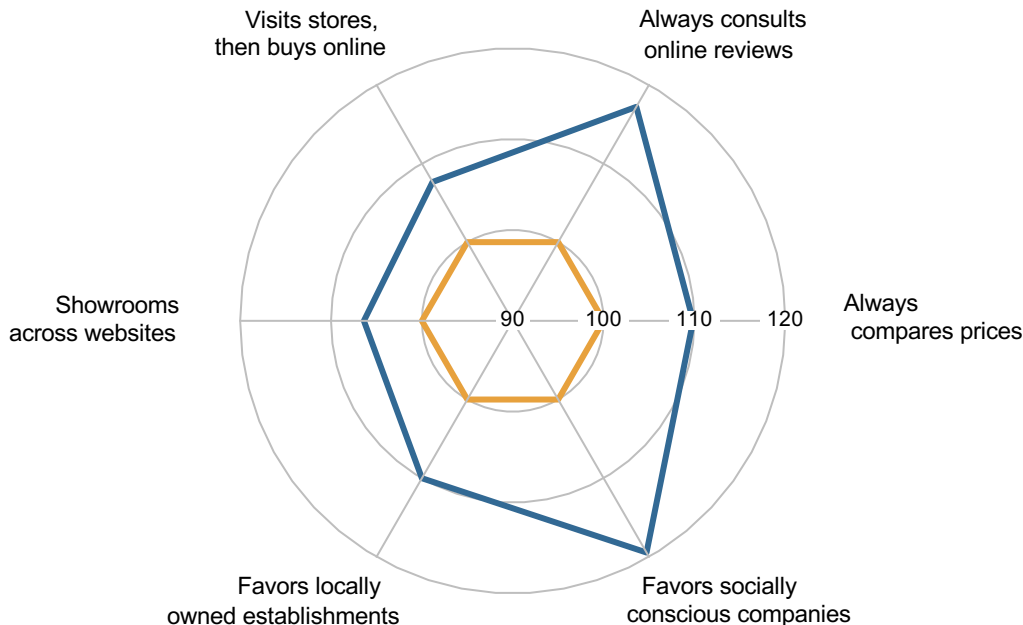
Aggregate



**Telemedicine Users
During COVID-19** 112

US Adult Gen Pop 100

Individual Attributes



Informed Consumer (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Always compares prices	54%	49%
Always consults online reviews	33%	28%
Visits stores, then buys online	73%	68%
Showrooms across websites	80%	75%
Favors locally owned establishments	42%	38%
Favors socially conscious companies	39%	32%

Tech Savvy

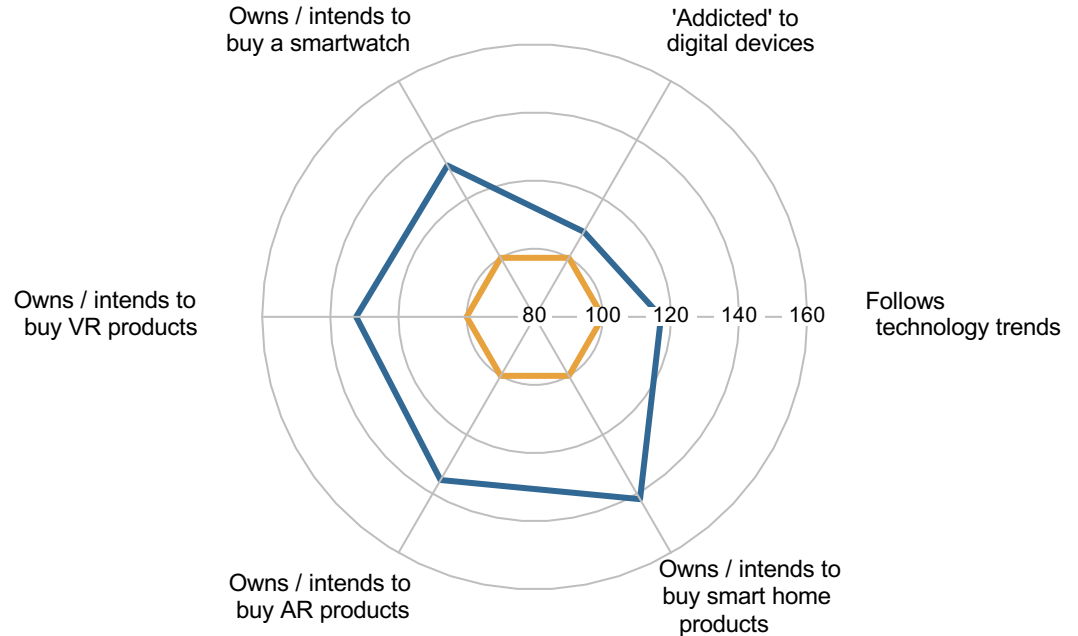
The Tech Savvy index aims to identify the extent to which segments use their digital devices and are informed about and aware of new technology.

Aggregate



Telemedicine Users During COVID-19	128
US Adult Gen Pop	100

Individual Attributes



Tech Savvy (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Follows technology trends	59%	50%
'Addicted' to digital devices	53%	49%
Owns / intends to buy a smartwatch	34%	26%
Owns / intends to buy VR products	19%	14%
Owns / intends to buy AR products	9%	7%
Owns / intends to buy smart home products	30%	21%

Entertainment Technology

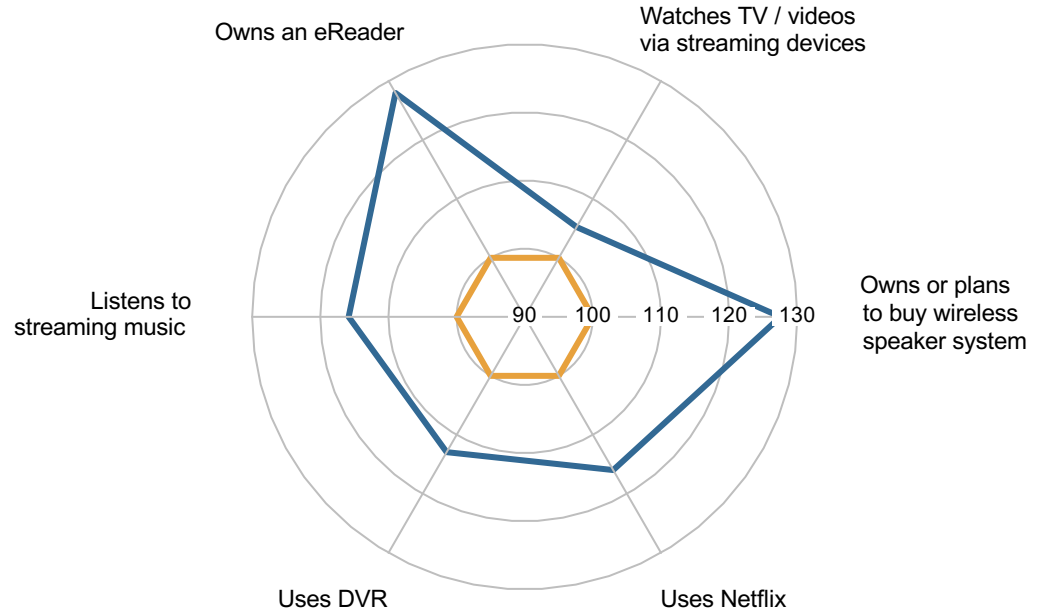
The Entertainment Technology index aims to identify the extent to which segments consume media via non-traditional methods or platforms.

Aggregate



Telemedicine Users During COVID-19	118
US Adult Gen Pop	100

Individual Attributes



Entertainment Technology (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Owens or plans to buy wireless speaker system	23%	18%
Watches TV / videos via streaming devices	69%	65%
Owens an eReader	34%	26%
Listens to streaming music	47%	40%
Uses DVR	59%	53%
Uses Netflix	60%	52%

TV Viewing

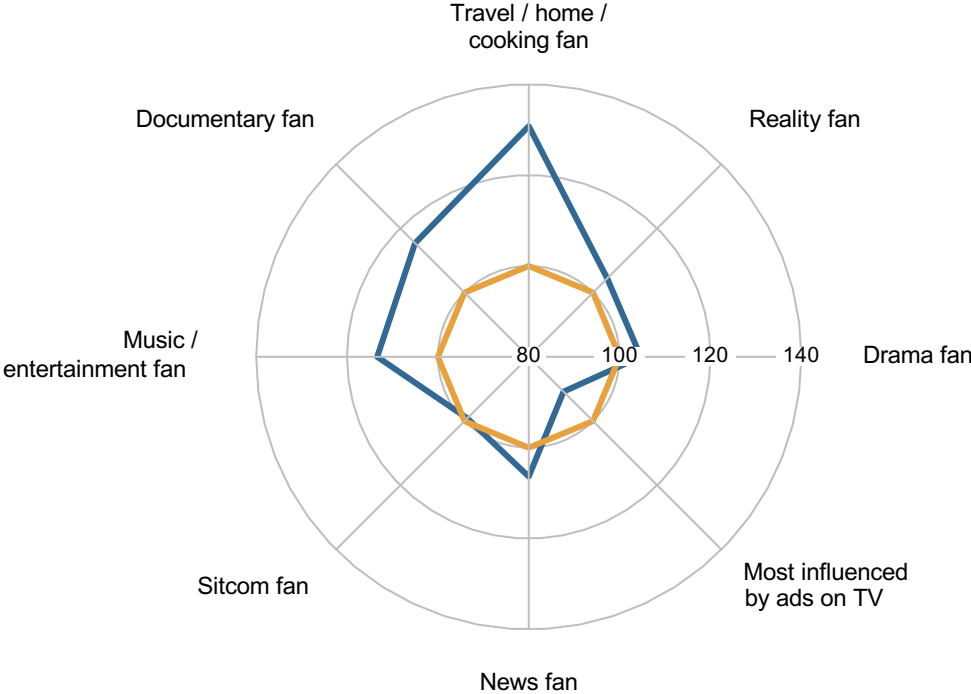
The TV Viewing index aims to identify the extent to which segments watch various genres of TV and are influenced by what they see on TV.

Aggregate



Telemedicine Users During COVID-19	108
US Adult Gen Pop	100

Individual Attributes



TV Viewing (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Drama fan	16%	15%
Reality fan	12%	11%
Travel / home / cooking fan	12%	9%
Documentary fan	9%	8%
Music / entertainment fan	30%	26%
Sitcom fan	11%	12%
News fan	34%	32%
Most influenced by ads on TV	43%	47%

Health & Wellness

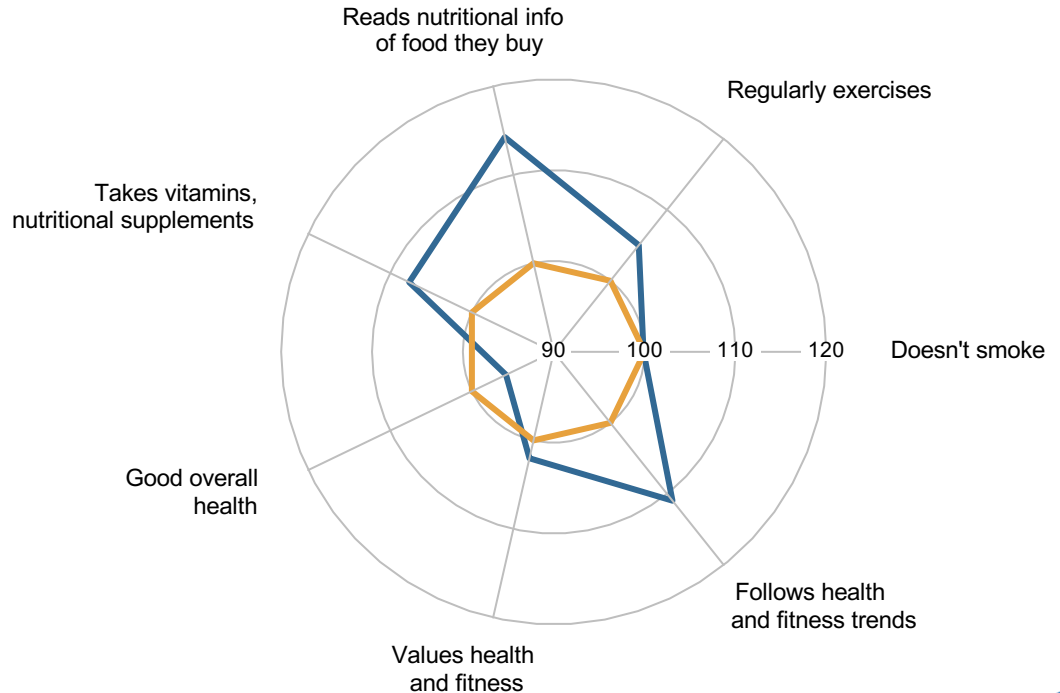
The Health & Wellness index aims to identify the extent to which segments monitor and maintain their health and well-being.

Aggregate



Telemedicine Users During COVID-19	105
US Adult Gen Pop	100

Individual Attributes



Health & Wellness (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Doesn't smoke	83%	83%
Regularly exercises	63%	60%
Reads nutritional info of food they buy	64%	56%
Takes vitamins, nutritional supplements	70%	65%
Good overall health	80%	84%
Values health and fitness	40%	40%
Follows health and fitness trends	54%	48%

Food & Cooking

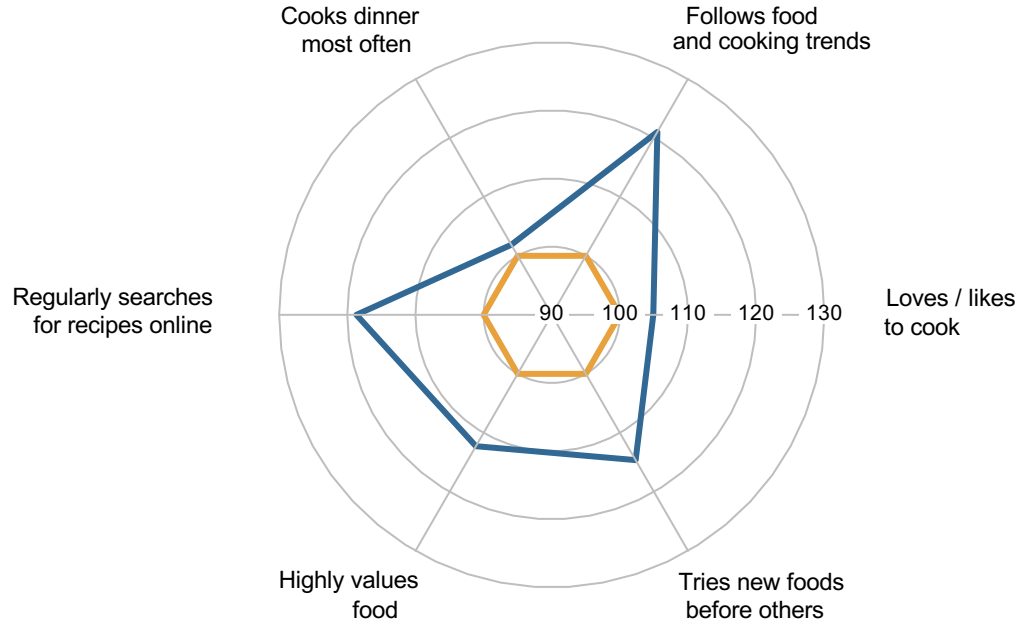
The Food & Cooking index aims to identify how passionate segments are about food and how often they cook.

Aggregate



Telemedicine Users During COVID-19	112
US Adult Gen Pop	100

Individual Attributes



Food & Cooking (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Loves / likes to cook	68%	65%
Follows food and cooking trends	42%	34%
Cooks dinner most often	65%	64%
Regularly searches for recipes online	52%	43%
Highly values food	58%	51%
Tries new foods before others	45%	39%

Dining Out

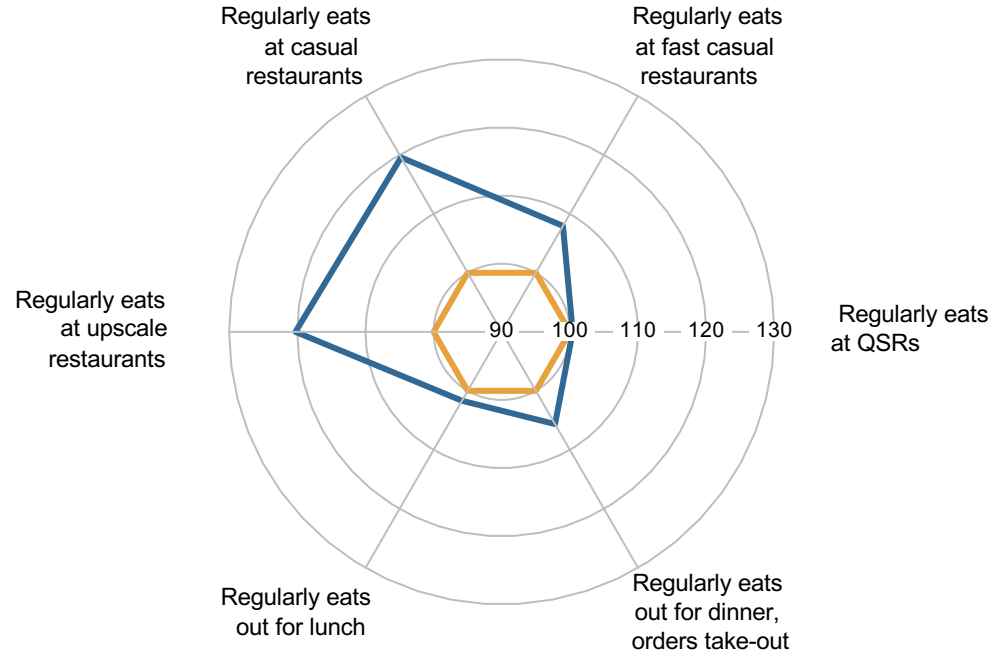
The Dining Out index aims to identify how often segments eat meals outside of their home and at what types of restaurants.

Aggregate



Telemedicine Users During COVID-19	109
US Adult Gen Pop	100

Individual Attributes



Dining Out (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Regularly eats at QSRs	48%	48%
Regularly eats at fast casual restaurants	26%	24%
Regularly eats at casual restaurants	32%	27%
Regularly eats at upscale restaurants	9%	7%
Regularly eats out for lunch	18%	18%
Regularly eats out for dinner, orders take-out	39%	37%

Money Manager

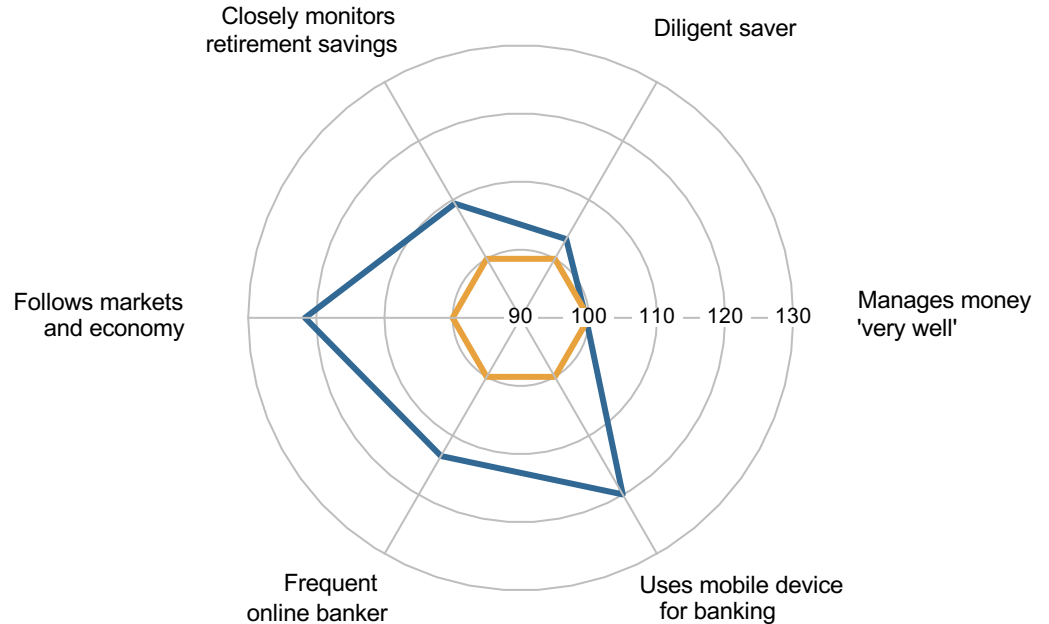
The Money Manager index aims to identify the extent to which population segment manage their personal finances and keep up with financial news.

Aggregate



**Telemedicine Users
During COVID-19** 111
US Adult Gen Pop 100

Individual Attributes



Money Manager (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Manages money 'very well'	23%	23%
Diligent saver	53%	51%
Closely monitors retirement savings	54%	49%
Follows markets and economy	26%	22%
Frequent online banker	65%	57%
Uses mobile device for banking	59%	49%

Sports Fan

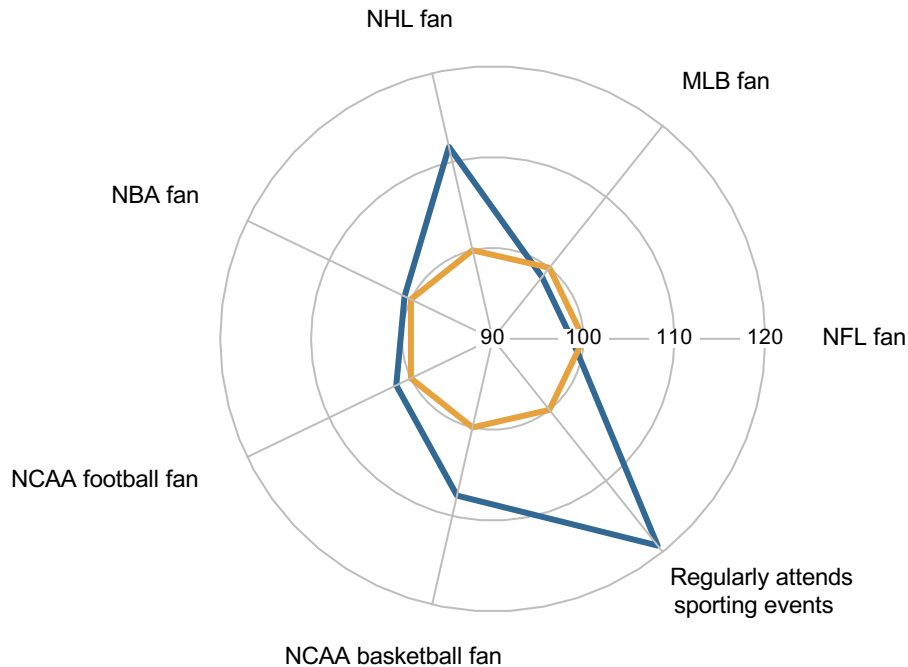
The Sports Fan index aims to identify the extent to which segments are interested in different types of sports.

Aggregate



Telemedicine Users During COVID-19 105
US Adult Gen Pop 100

Individual Attributes



Sports Fan (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
NFL fan	38%	38%
MLB fan	23%	23%
NHL fan	13%	12%
NBA fan	13%	13%
NCAA football fan	28%	28%
NCAA basketball fan	20%	18%
Regularly attends sporting events	11%	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.

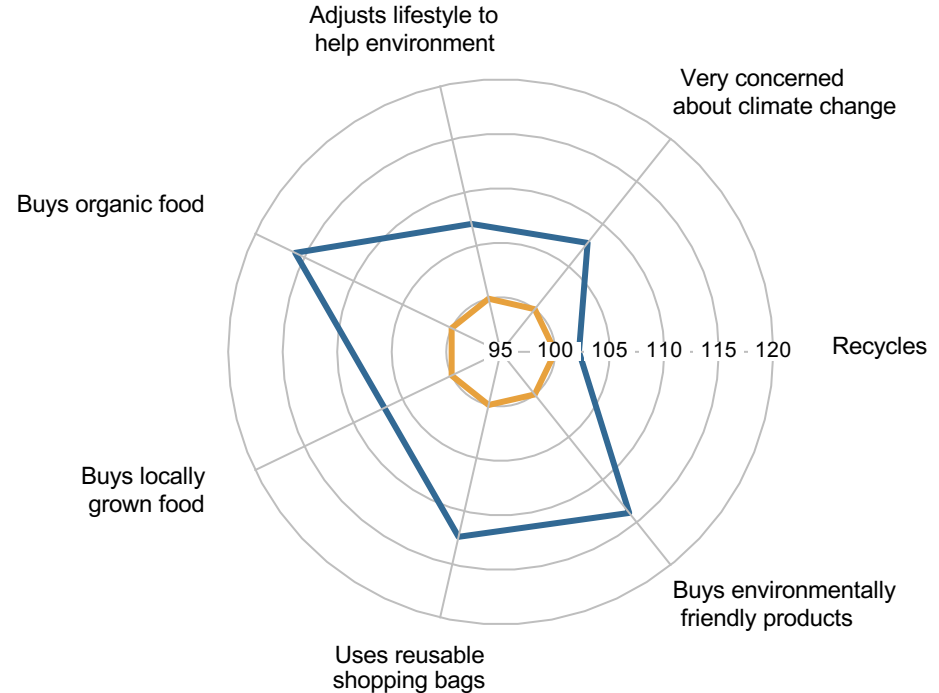
Aggregate



**Telemedicine Users
During COVID-19** 109

US Adult Gen Pop 100

Individual Attributes



Environmental Consciousness (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Recycles	75%	74%
Very concerned about climate change	50%	46%
Adjusts lifestyle to help environment	70%	65%
Buys organic food	36%	31%
Buys locally grown food	70%	66%
Uses reusable shopping bags	57%	51%
Buys environmentally friendly products	46%	40%

Charitable Giving

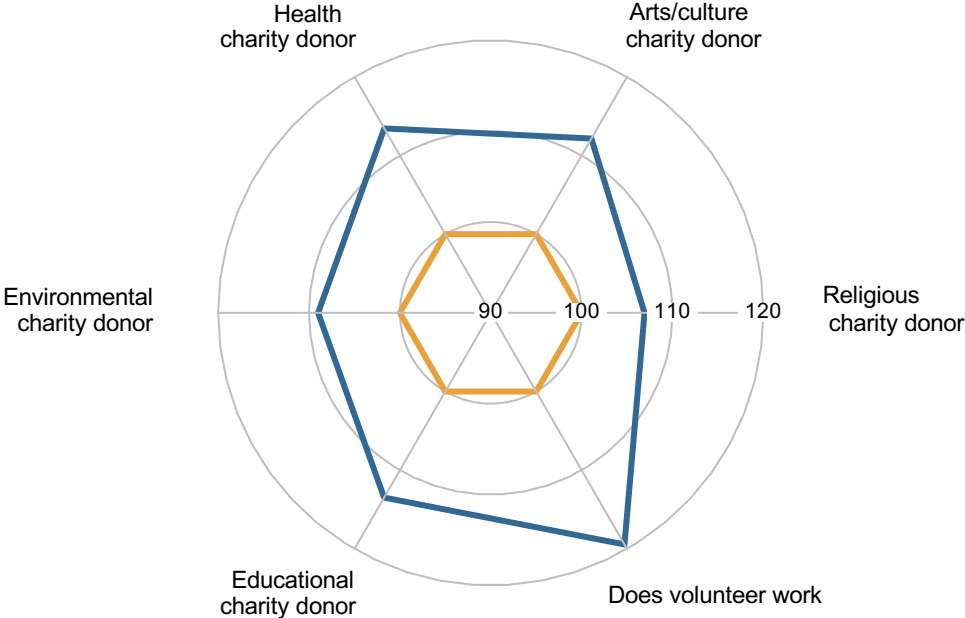
The Charitable Giving index aims to identify how generous segments are with their time and money.

Aggregate



Telemedicine Users During COVID-19 112
US Adult Gen Pop 100

Individual Attributes



Charitable Giving (continued)

<i>Attribute</i>	<i>Telemedicine Users During COVID-19 Percentage</i>	<i>US Adult Gen Pop Percentage</i>
Religious charity donor	52%	49%
Arts/culture charity donor	60%	54%
Health charity donor	65%	57%
Environmental charity donor	56%	51%
Educational charity donor	58%	51%
Does volunteer work	47%	39%

DeepProfile Indices Summary

<i>Index</i>	<i>Telemedicine Users During COVID-19</i>	<i>US Adult Gen Pop</i>
Market Maven	113	100
Social Media Influence	116	100
Social Media Platforms	116	100
Price Sensitivity	92	100
Informed Consumer	112	100
Tech Savvy	128	100
Entertainment Technology	118	100
TV Viewing	108	100
Health & Wellness	105	100
Food & Cooking	112	100
Dining Out	109	100
Money Manager	111	100
Sports Fan	105	100
Environmental Consciousness	109	100
Charitable Giving	112	100

Questions?

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

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