MARKETING TEAM

Audience Research: Empathic People

A research report on 25-34 year old people who have a strong sense of empathy in the United States with no knowledge of Cru.

Empathic Audience: Overview

September 2018

Objectives: To better understand the background and concerns of the marginalized in the US.

What we'll learn:

- What does Empathic mean?
- Traits of Empathic People
- The Science Behind Storytelling
- Communication Style of Empathic People
- Audience Demographics
    - The audience has been tailored to 25-34 year old people who have a strong sense of empathy in the United States with no knowledge of Cru.

Empathic Audience: What does Empathic Mean?

EMPATHIC

1. : involving, characterized by, or based on empathy
2. : the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

Empathic Audience: Traits of Empathic People

September 2018

Look for ways to engage people outside their social circle.

Focus on commonalities with others instead of differences.

Seek experiences that help them empathize with others.

Listen well and speak vulnerably.

Driven to serve others and advocate for justice.

Unconditional love those who are against them.

Written by Roman Krznaric, Ph.D. political sociology for the secular publication [Greater Good Magazine]

Large University Audience: State of Our World

August 2018

Giving vs Need

Giving by individuals totaled an estimated $286.65 billion, rising 5.2 percent in 2017 (an increase of 3.0 percent, adjusted for inflation). However, in 2017, there were 39.7 million people in poverty in 2017 within the United States.

Violence

There were 1.24 million violent crimes reported in 2016 in the United States. Of those murdered in the United States, 52% were Black/African American.

Hate-motivated crimes

Hate crimes in the nation's 10 largest cities increased by 12% in 2017. The most common hate crimes are against African Americans (27%) and people of Jewish faith (19%).

Empathic Audience: The Science Behind Storytelling

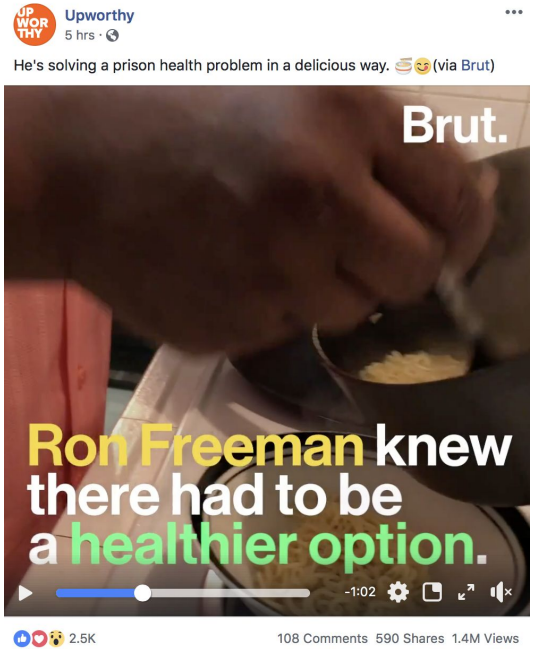
In 2012, Dr. Paul Zak conducted research on the biological influences that create empathy (click the image below to watch a 4 minute video on this study).

What we learned from this study is that ***storytelling releases empathy*** and ***results in action***.

Empathic: Communication Style

DATE: April 2018

Uplifting lists about topics that bring joy



Videos about successful people that seek to help the disenfranchised

Beautiful imagery with encouraging words

ES Audience: Key Data Definitions

September 2018

Definition

AFFINITY

What is distinctive of your target audience in comparison to the average consumer?

REACH

What percentage of my audience falls into this category (interest / trait / demographic)?

PENETRATION

What percentage of Americans possess this interest / trait / demographic and also belong to my target audience?

Examples

AFFINITY

Those that are interested in Religious Books are 3x more likely to be Music Lovers than the average U.S. consumer

REACH

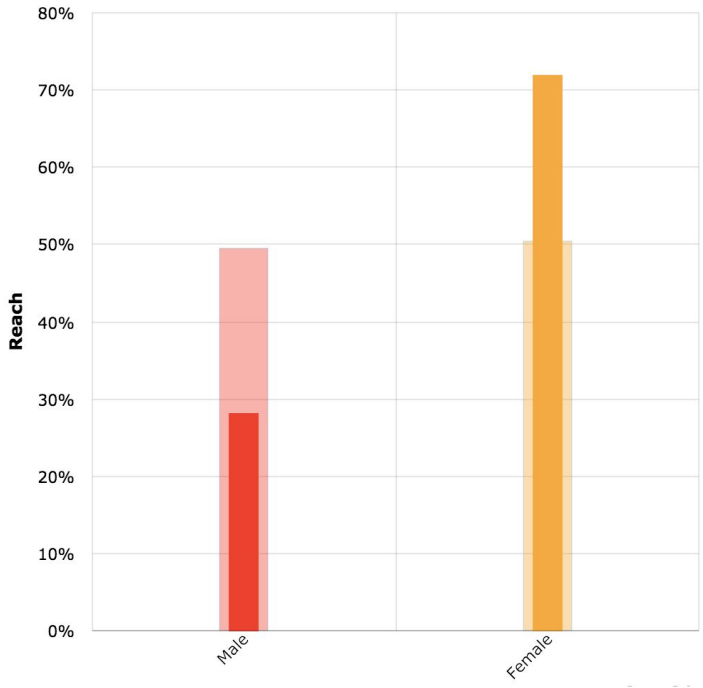
15% of interested in Religious Books are also Music Lovers.

PENETRATION

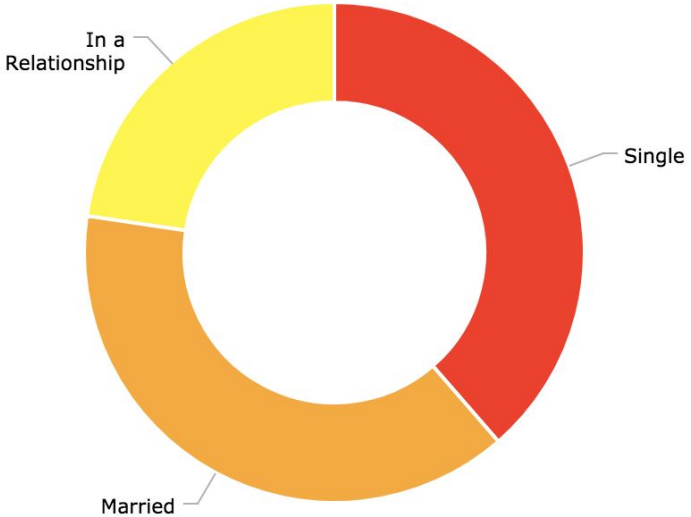
Of those in the U.S. that are Music Lovers, 0.05% are interested in Religious Books.

Empathic Audience: Demographics

Gender

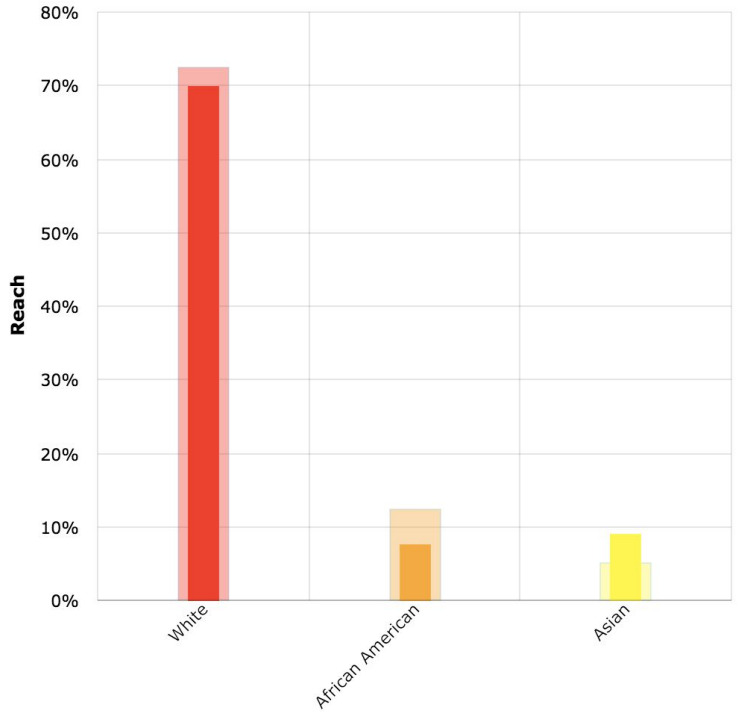


Relationship Status

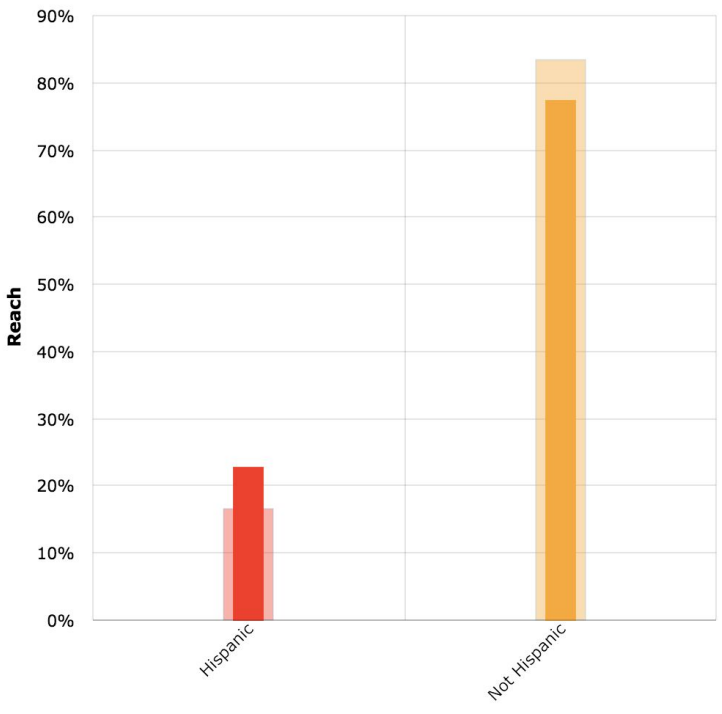


Empathic Audience: Demographics

Race



Ethnicity



Empathic Audience: Demographics

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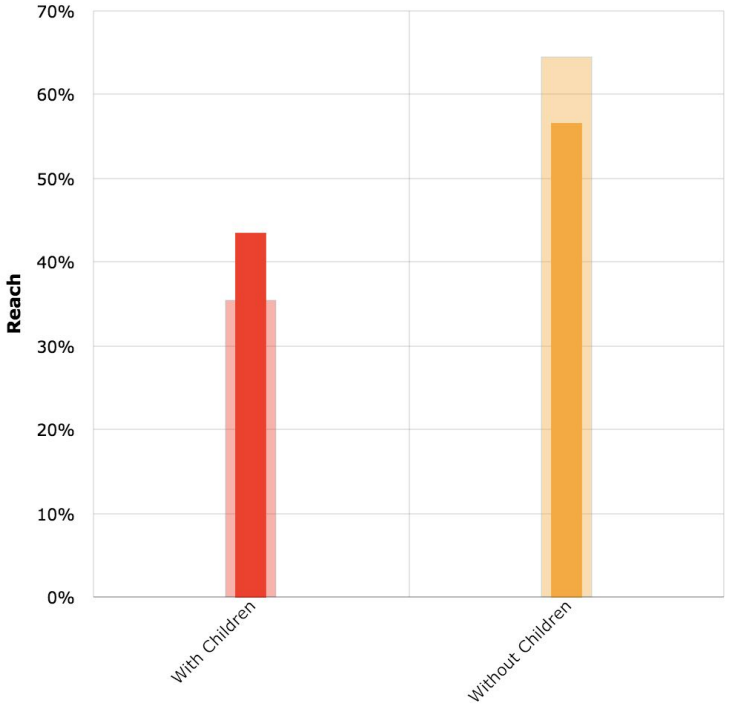
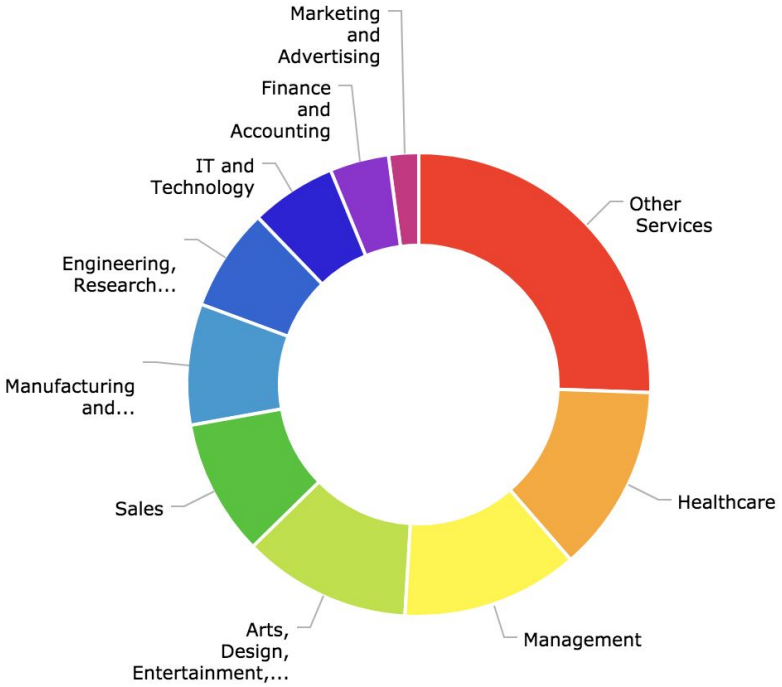
Children in Household



Job Type



Empathic Audience: Interests

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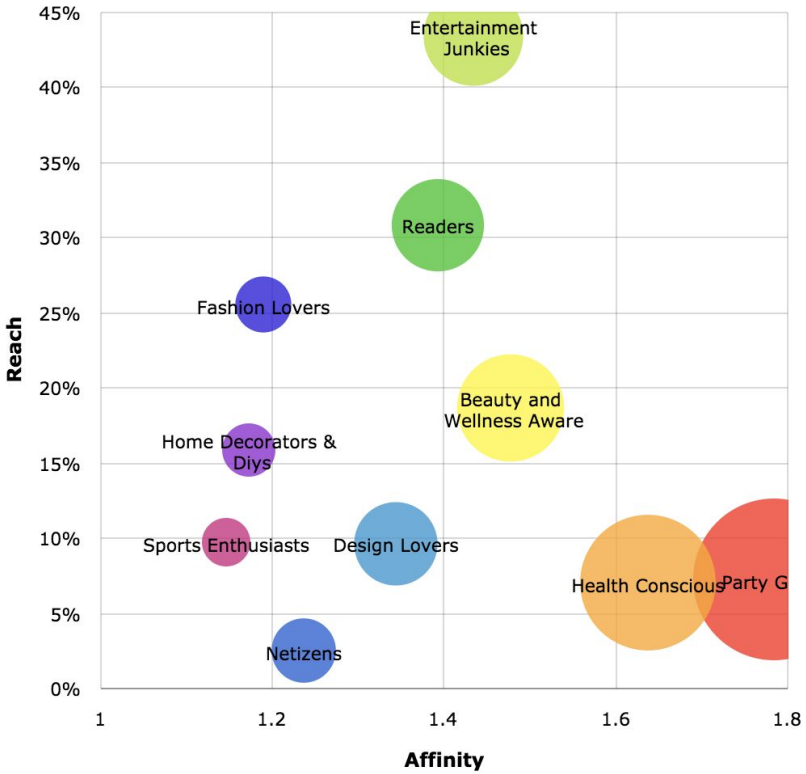
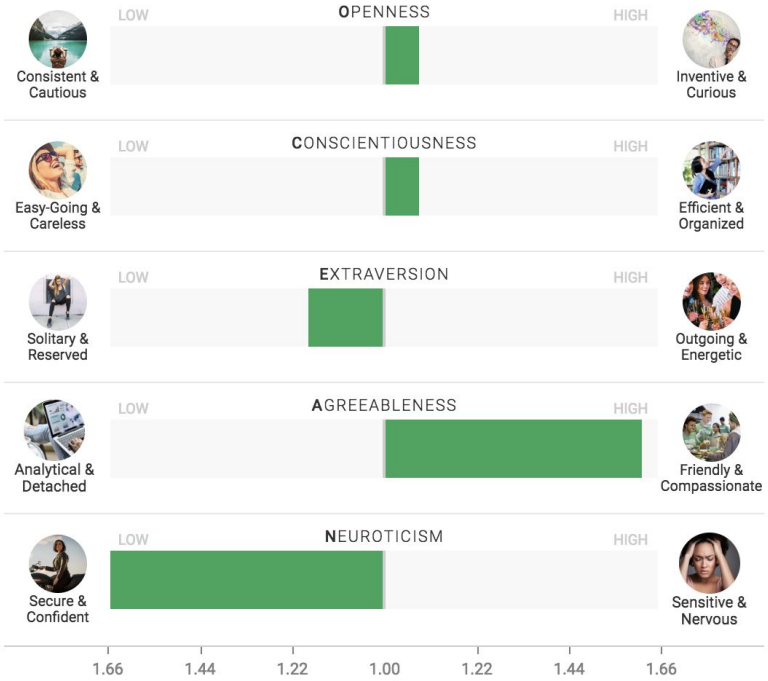
#	NAME	PENETRATION	REACH	AFFINITY
1	**Party Goers** Lifestyles > General Lifestyles	0.13%	7.19%	1.78x
2	**Health Conscious** Lifestyles > General Lifestyles	0.12%	7.00%	1.64x
3	**Beauty and Wellness Aware** Lifestyles > General Lifestyles	0.11%	18.67%	1.48x
4	**Entertainment Junkies** Lifestyles > General Lifestyles	0.10%	43.36%	1.44x
5	**Readers** Lifestyles > General Lifestyles	0.10%	30.83%	1.39x
6	**Design Lovers** Lifestyles > General Lifestyles	0.10%	9.63%	1.34x
7	**Netizens** Lifestyles > General Lifestyles	0.09%	2.45%	1.24x
8	**Fashion Lovers** Lifestyles > General Lifestyles	0.09%	25.50%	1.19x
9	**Home Decorators & Diys** Lifestyles > General Lifestyles	0.09%	15.88%	1.17x
10	**Sports Enthusiasts** Lifestyles > General Lifestyles	0.08%	9.70%	1.15x



Empathic Audience: Big 5

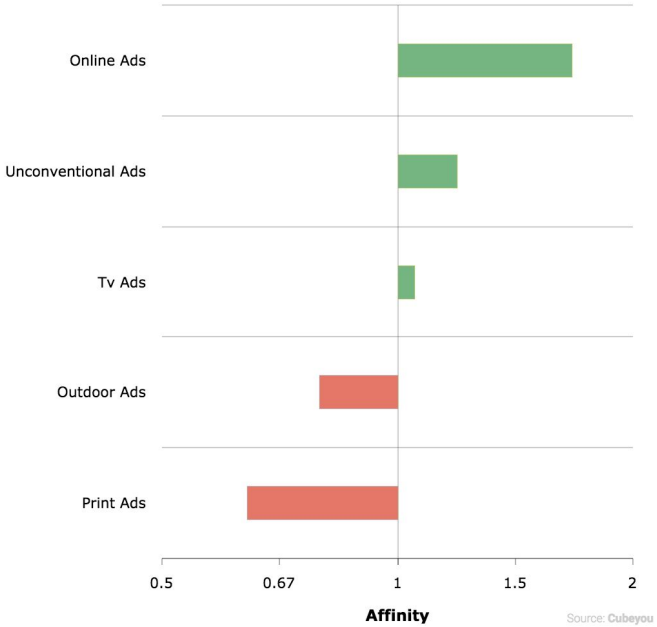
The Big Five personality traits, also known as the five factor model (FFM), is a taxonomy for personality traits. These personality traits include Extraversion, Emotional Stability, Agreeableness, Conscientiousness, and Openness to Experience (Murray R. Barrik, Personnel psychology).

#	NAME	PENETRATION	REACH	AFFINITY
1	**Secure & Confident** Personalities > Big Five	0.12%	100.00%	1.66x
2	**Friendly & Compassionate** Personalities > Big Five	0.12%	100.00%	1.62x
3	**Solitary & Reserved** Personalities > Big Five	0.09%	43.83%	1.18x
4	**Inventive & Curious** Personalities > Big Five	0.08%	44.72%	1.08x
5	**Efficient & Organized** Personalities > Big Five	0.08%	61.69%	1.08x
6	**Consistent & Cautious** Personalities > Big Five	0.07%	55.28%	0.94x
7	**Easy-Going & Careless** Personalities > Big Five	0.07%	38.31%	0.90x
8	**Outgoing & Energetic** Personalities > Big Five	0.07%	56.17%	0.89x

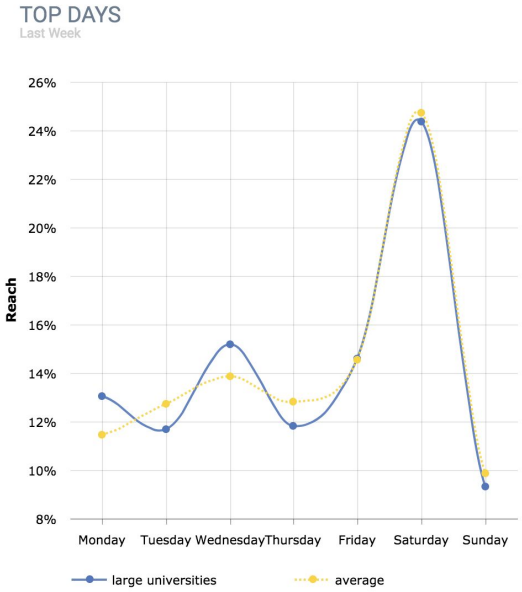


Empathic Audience: Digital Engagement

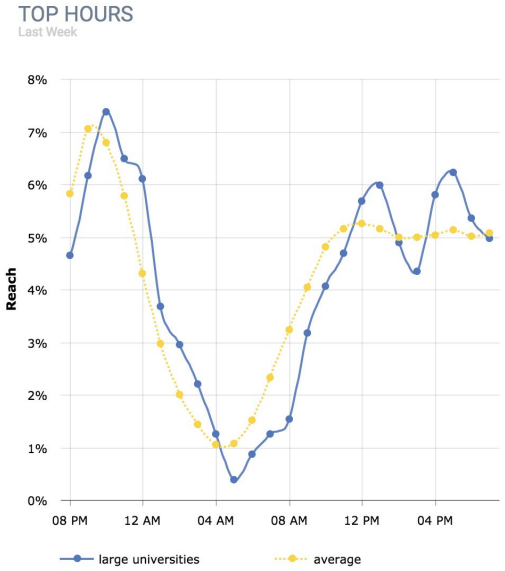
September 2018



Wednesdays & Saturdays

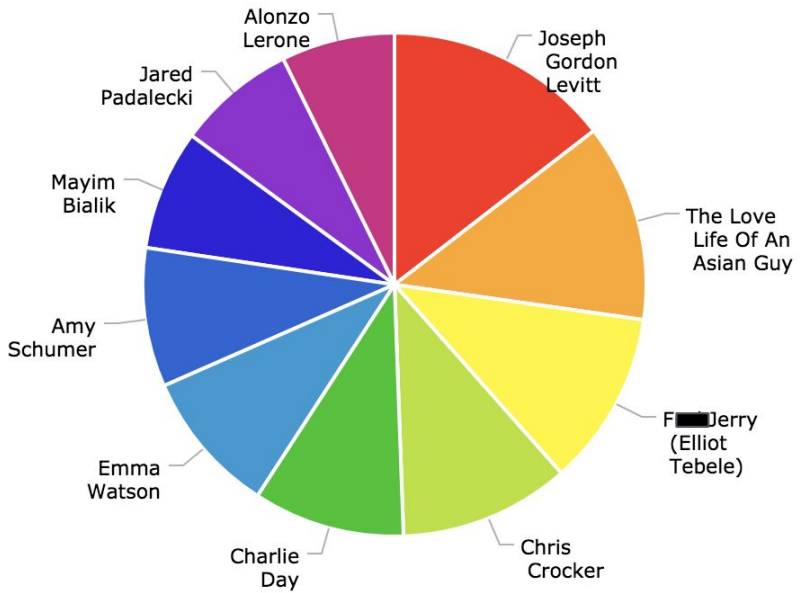


4-5pm or 10-11pm

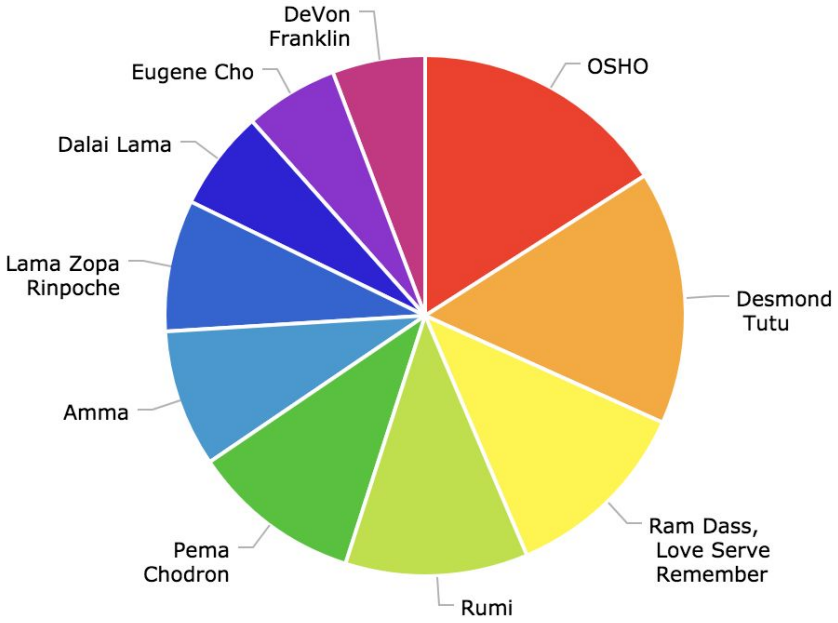


Empathic Audience: Interests

Top Influencers

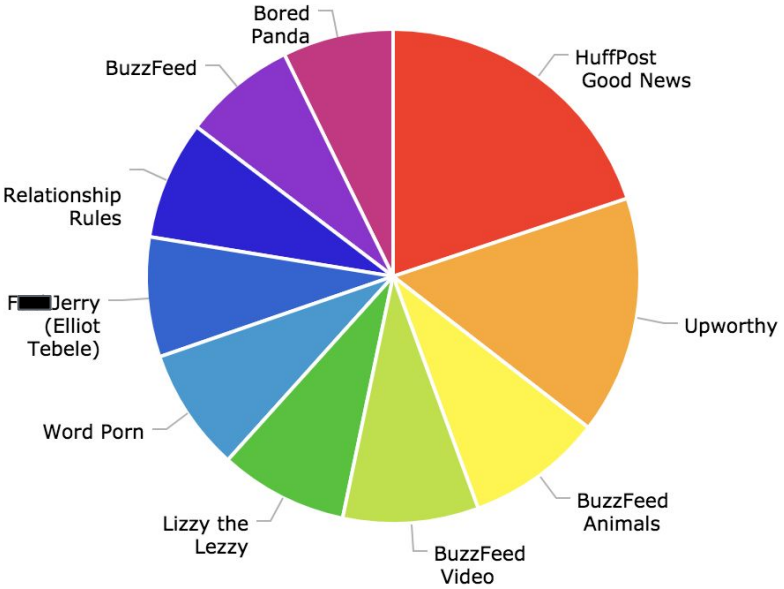


Top Religious Influencers

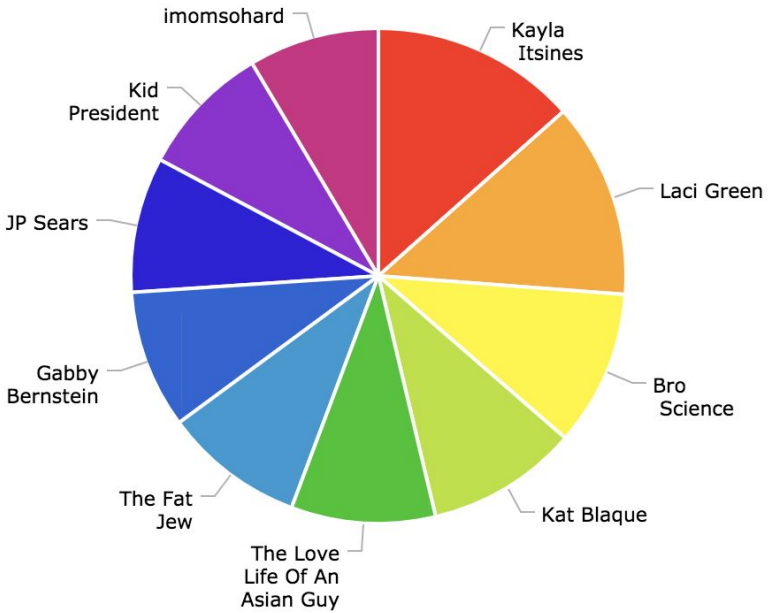


Empathic Audience: Interests

Top Media



Top Online Celebrities



Empathic Audience: Citations

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