

## Audience Research: Individuals with Emotional Needs

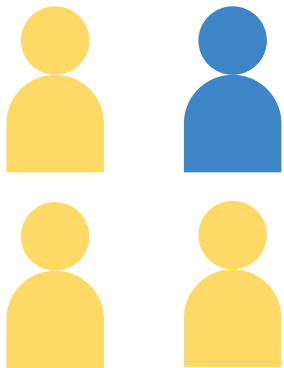
A research report on 18-35 year olds in the United States who for emotional support (ex. depression, anxiety, trauma, addiction, etc.) with no knowledge of Cru. This audience has been divided into Curious and Follower groups.

**Objectives:** To better understand the background of people seeking emotional support US.

**Why:** Because we want to have God's heart for all people, specifically the those who are looking for answers during their struggles.

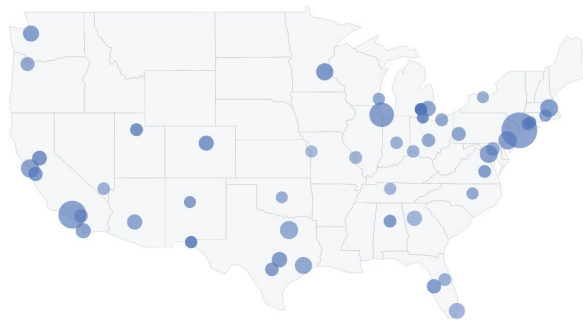
## **What we'll learn:**

- Statistics & Coping Mechanisms
- Emotional Support Audience Communication Style
- Emotional Support Audience Demographics
  - The audience has been tailored to 18-35 year olds in the United States who for emotional support (ex. depression, anxiety, trauma, addiction, etc.) with no knowledge of Cru.



1 in 4 Americans struggle with strong feelings of loneliness with Gen Z (people 16-24) feeling the most lonely.

*U.S. Loneliness Index Report, Cigna, 2018.*



Anxiety disorders are the most common mental illness in the U.S., affecting 40 million adults in the United States age 18 and older, or 18.1% of the population every year.

*Facts & Statistics, Anxiety and Depression Association of America, 2018.*



Suicide is the second leading cause of death among college students and third leading cause of death for young Americans ages 15 to 24.

*The crisis on Campus, American Psychological Association, 2011.*

## One in Four Adults Finds Time to Get Outside and Think Deeply

What kinds of practices do you participate in on a regular basis?



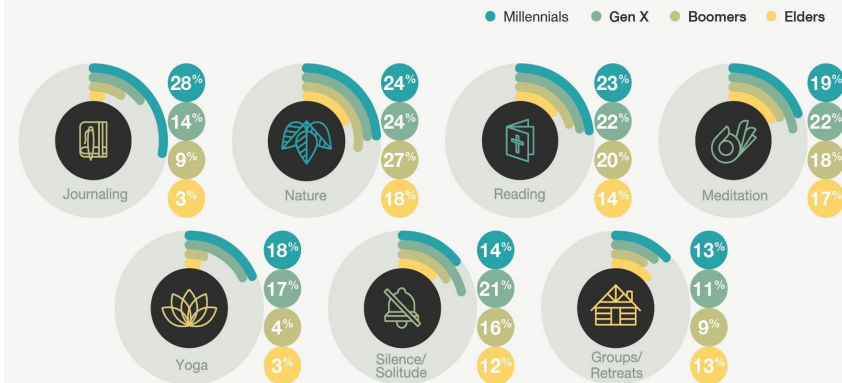
n=1,089 (self-identify as Christian or spiritual) | November 2016

© 2018 | barna.com

Barna

## Generations Unwind in Different Ways

What kinds of practices do you participate in on a regular basis?



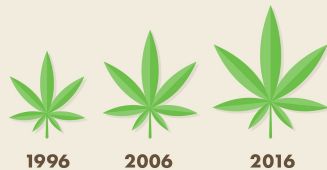
n=1,089 (self-identify as Christian or spiritual) | November 2016

© 2018 | barna.com

Barna

## MARIJUANA USE AMONG FULL-TIME COLLEGE STUDENTS AND NON-COLLEGE PEERS REMAINS A CONCERN

2016 Monitoring the Future College Students and Young Adults Survey Results



|                     |      |      |       |
|---------------------|------|------|-------|
| 19- to 22-Year-Olds | 4.0% | 5.3% | 7.8%  |
| College             | 2.8% | 4.3% | 4.9%  |
| Non-College         | 5.3% | 6.7% | 12.8% |

Daily marijuana use is at the highest level since the early 1980s for this age group.



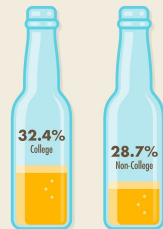
DRUGABUSE.GOV

## HEAVY ALCOHOL USE APPEARS TO BE HIGHER IN COLLEGE STUDENTS THAN NON-COLLEGE PEERS

2016 Monitoring the Future College Students and Young Adults Survey Results

### BINGE DRINKING

Five or more drinks in a row



Past 2 Weeks

### INTOXICATION

Having been drunk



Past Month



DRUGABUSE.GOV

## AMPHETAMINE MISUSE APPEARS TO BE HIGHER IN COLLEGE STUDENTS THAN NON-COLLEGE PEERS

2016 Monitoring the Future College Students and Young Adults Survey Results



### RITALIN

Past-Year Use

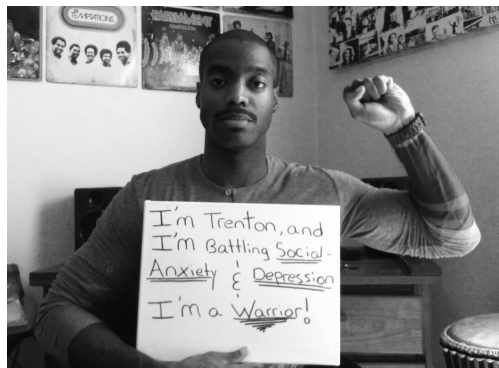


### ADDERALL

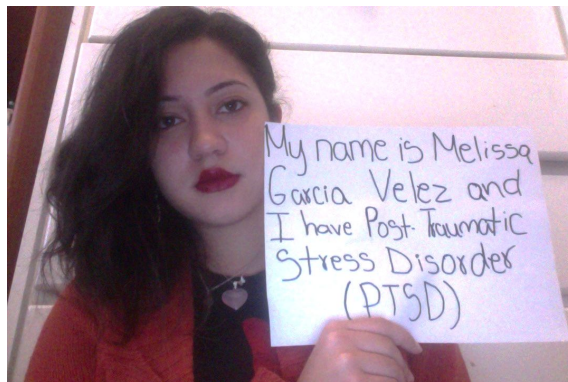
Past-Year Use



DRUGABUSE.GOV



African Americans are 20% more likely to experience serious mental health problems than the general population.



Only 36 percent of Hispanics with depression received care, versus 60 percent of whites.



Only 8.6 percent of Asian-Americans sought any type of mental health services or resource compared to nearly 18 percent of the general population.

40% of Native Americans die by suicide that are between the ages of 15 to 24 who die by suicide. Native Americans have the highest rate of young adult suicide of any ethnicity.

## Helping others understand their struggles

goodful

### 55 Memes About Anxiety That Will Make You Say "Me"

"Fashionably late? More like anxiously early."

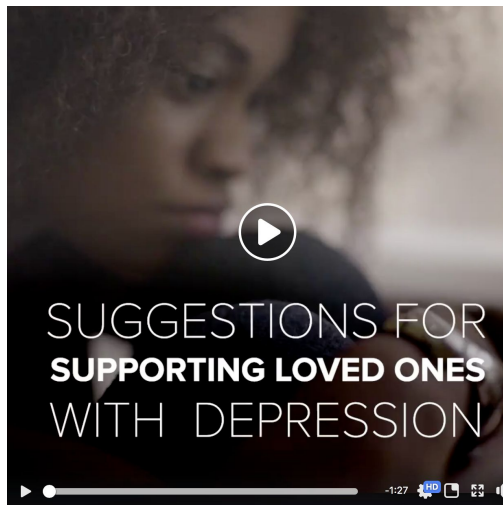
Posted on March 24, 2017, at 2:30 p.m.



**Anna Borges**  
BuzzFeed News Reporter



Use of humor as a coping mechanism



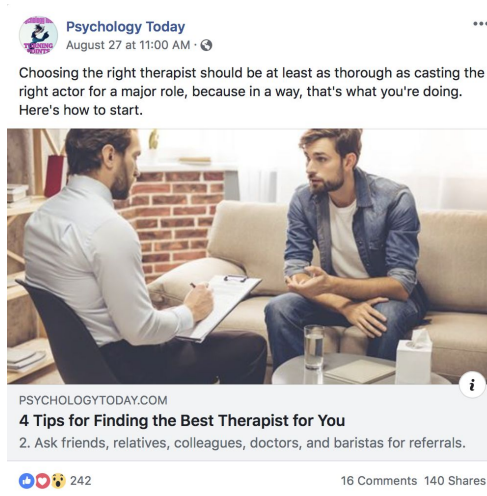
Suggestions For Helping A Loved One...

Like Comment Share



Follow

80 4 Comments 66 Shares



Resources for mental health support



## 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.

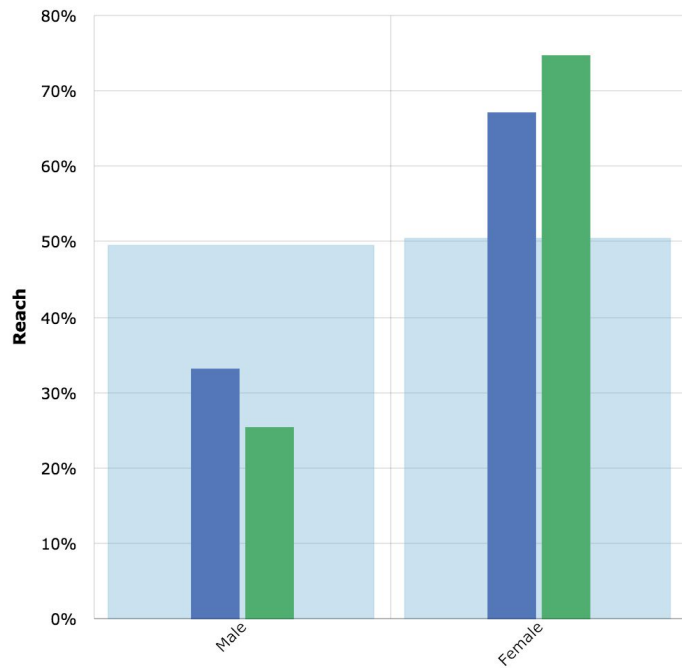


We have separated our audience into Curious and Follower. For the following section, **Curious** data will be dark blue, **Follower** data will be green, and the **US average** will be light blue.

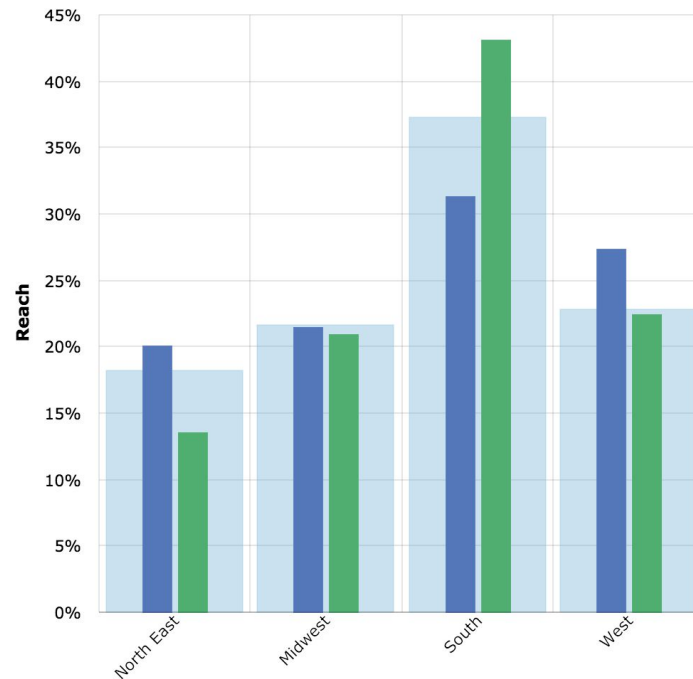


| AUDIENCE NAME     | SIZE    | OVERLAP |
|-------------------|---------|---------|
| Curious 18-35 ES  | 318,799 | 8.89%   |
| Follower 18-35 ES | 273,729 | 10.35%  |

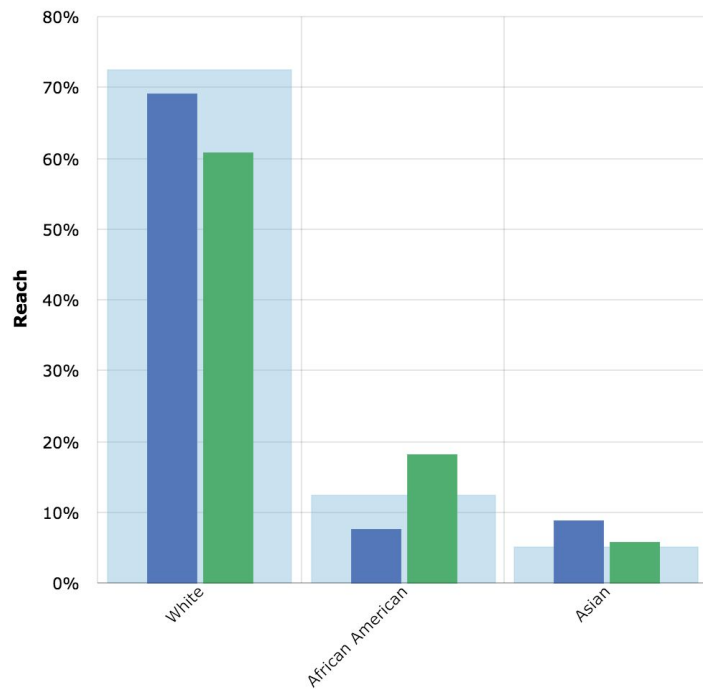
## GENDER



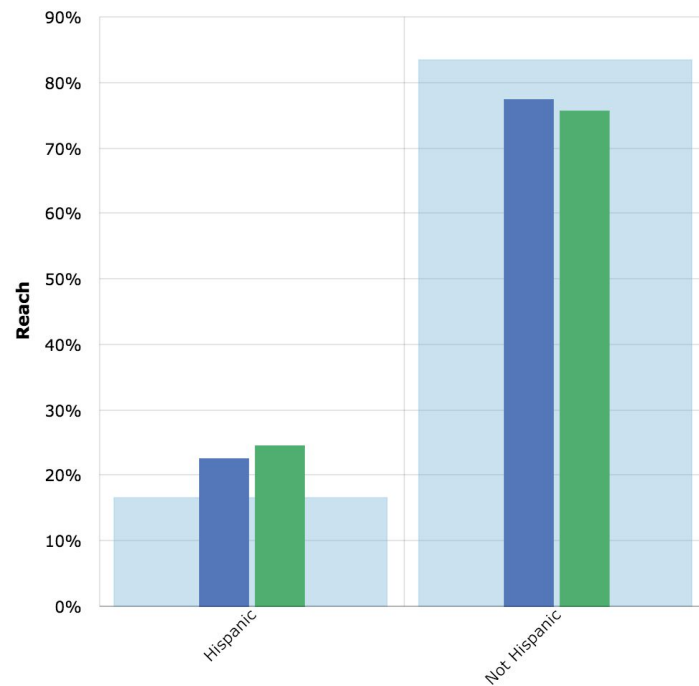
## REGION



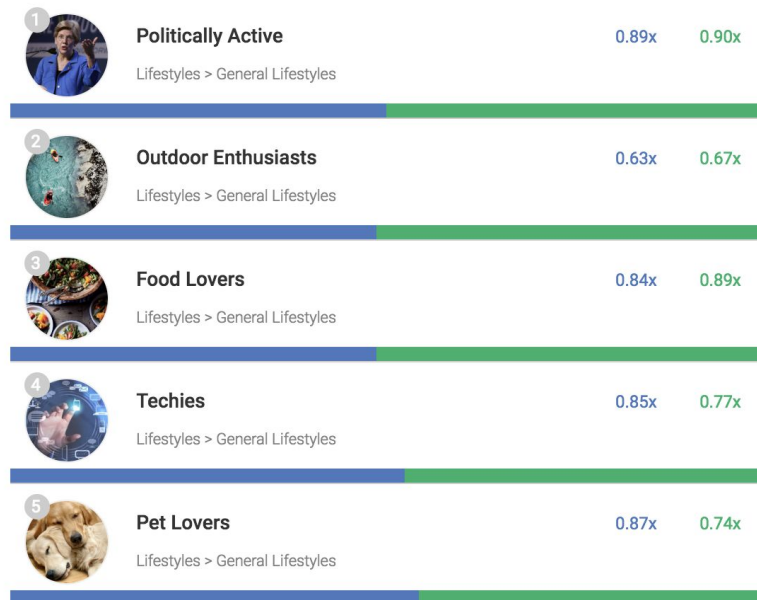
## RACE



## ETHNICITY

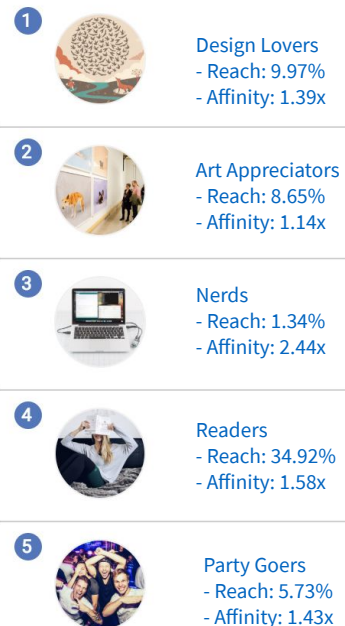


## SIMILAR

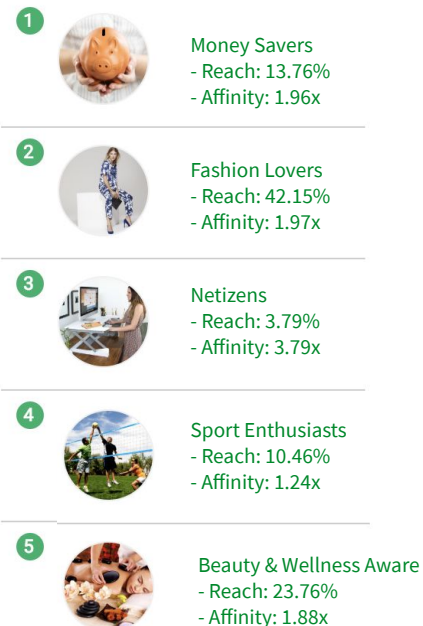


## DIFFERENT

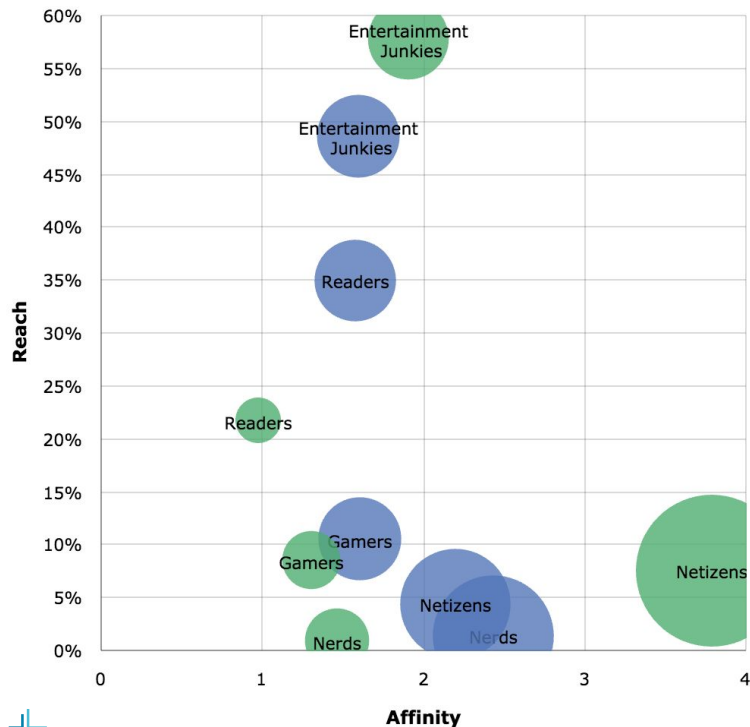
### Curious 18-35 ES



### Follower 18-35 ES

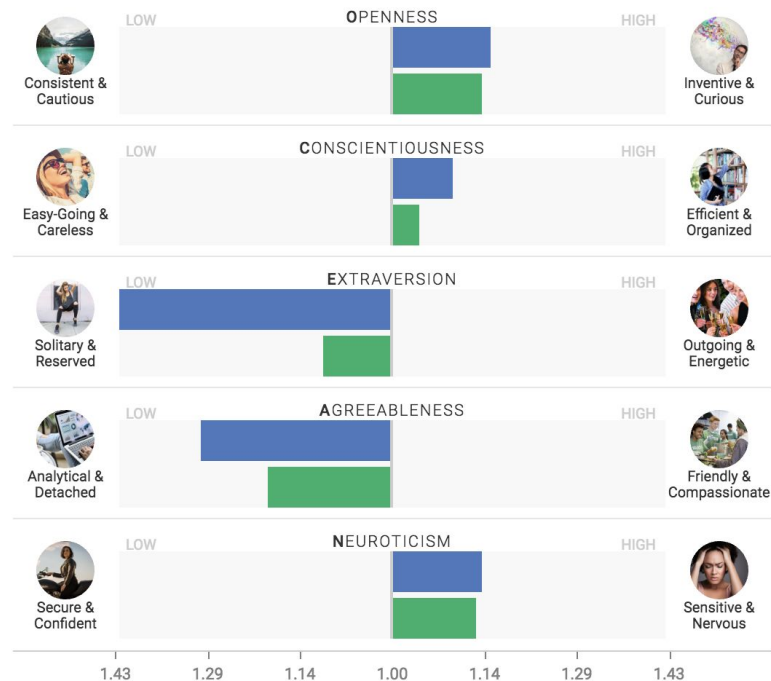


## Interests

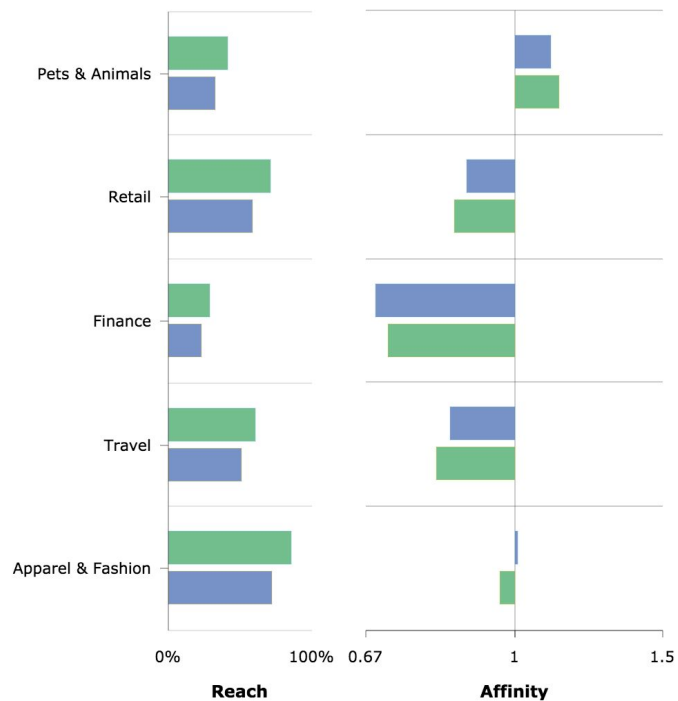


## The Big 5

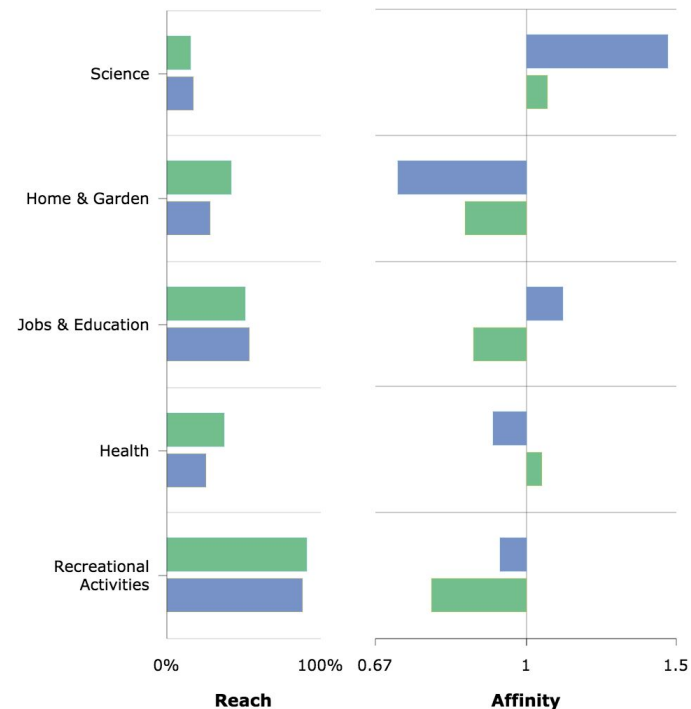
The Big Five personality traits, also known as the five factor model (FFM), is a taxonomy for personality traits. These personality traits include Extraversion, Emotional Stability, Agreeableness, Conscientiousness, and Openness to Experience (Murray R. Barrik, Personnel psychology).



## SIMILAR



## DIFFERENT

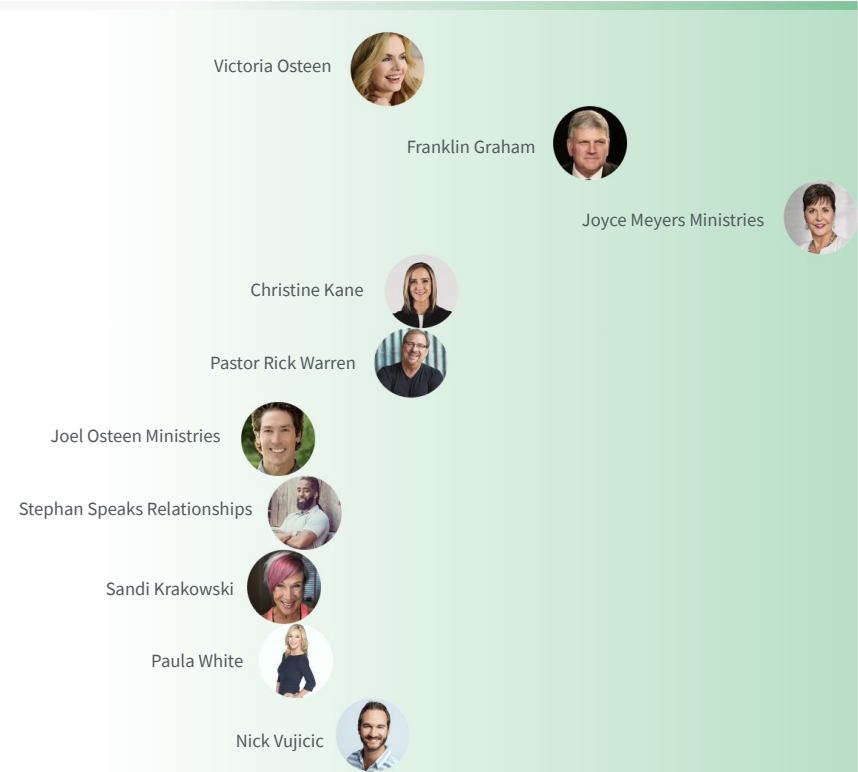


## Curious 18-35 ES



## DIFFERENT

## Follower 18-35 ES





- <https://www.cigna.com/newsroom/news-releases/2018/new-cigna-study-reveals-loneliness-at-epidemic-levels-in-america>
- <https://adaa.org/about-adaa/press-room/facts-statistics>
- <http://www.apa.org/monitor/2011/09/crisis-campus.aspx>
- <https://www.barna.com/research/spiritual-americans-practice-self-care/>
- <https://www.drugabuse.gov/related-topics/trends-statistics/infographics/drug-alcohol-use-in-college-age-adults-in-2016>
- <http://www.mentalhealthamerica.net/issues/latinohispanic-communities-and-mental-health>
- <http://www.apa.org/pi/oema/resources/ethnicity-health/asian-american/article-mental-health.aspx>
- [https://www.cdc.gov/nchs/data/hestat/suicide/racial\\_and\\_gender\\_2009\\_2013.pdf](https://www.cdc.gov/nchs/data/hestat/suicide/racial_and_gender_2009_2013.pdf)
- <https://www.nami.org/Find-Support/Diverse-Communities/African-Americans>