

Attributes

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There are six attributes available in AudienceLens.

Demographics: CivicScience obtains demographic information from consumers' direct answers to questions.

Location: Urbanicity is established through answers to questions. Geography is extrapolated from a respondent's IP address.

Brand favorability: Respondents' attitudes toward various brands are established by asking specific questions.

Interest: Our [interest attributes](#) article explores the factors that determine those.

Purchase intent: The factors that determine purchase intent are explored in our [purchase intent](#) article.

Consumption: Here, we target respondents' interactions with specific categories. This enhances our understanding of consumer behaviors and preferences.
