

# **Audience Research by Sami Mamun**

The target audience for the Formula Halo safety device comprises adults between 18 and 50 years old. This demographic includes urban dwellers, working professionals, frequent commuters, students, and generally tech-savvy individuals who are concerned about personal safety, convenience, and adopting modern wearable technologies.

Younger adults and middle-aged adults, who are very open to wearable based safety solutions, typically fall into the 18-50 age range. Research shows that as of 2024, nearly half of U.S. internet households own at least one wearable device such as a smartwatch or fitness tracker, a broad adoption that points to strong familiarity with and acceptance of wearable technology (Parks Associate). Approximately 22% of U.S. Internet households use smartwatches or other wearables for safety purposes (e.g., location tracking, emergency alerts), according to a 2022 survey of wearable users (Parks Associate).

Moreover, many in the 18-50 age segment, especially those in their 20s and 30s, report feeling vulnerable or anxious about personal safety, particularly in urban environments or while commuting, socializing, or traveling alone(QuickStats). Younger adults in this group, for instance, are among the most likely to carry alert devices or share their location with friends as preventative measures. This suggests a strong demand for a discreet, reliable, and easy-to-use safety device.

The ideal user profile is someone who values a mix of technology, convenience, and peace of mind. They may not like large or noticeable solutions, but they are concerned about personal security. They are likely comfortable with wearables, appreciate seamless integration into everyday life, and prefer smart safety devices that fit naturally into their lifestyle (commuting, late nights out, traveling, walking alone, etc.). Additionally, they may be interested in multipurpose wearables that integrate wellness, safety, and connectivity features, or they may be health-conscious. The demand for wearable safety technology, GPS-enabled emergency alerts, and real-time monitoring solutions is driving the smart personal safety device market's rapid expansion, according to recent market data.

The flyer's target audience consists of adults between the ages of 18 and 50 who are conscious of personal safety and the risks of urban living or solo travel, likely already utilizing smart devices and at ease with wearable technology. Interested in stealthy, useful, and modern safety solutions and motivated by convenience and the peace of mind that comes with real-time protection and safety monitoring.

Using this profile helps position the Formula Halo not merely as a safety gadget, but as a lifestyle-integrated accessory, an essential item for modern, security-aware adults who want to stay protected without compromising mobility or style.

## **References**

Centers for Disease Control and Prevention. (2022, May 19). *QuickStats: Percentage of adults aged  $\geq 18$  years who felt that crime makes it unsafe to walk, by sex and age group - national health interview survey, United States, 2020*. Centers for Disease Control and Prevention.

<https://www.cdc.gov/mmwr/volumes/71/wr/mm7120a5.htm>

*Nearly 50% of US internet households own and use a wearable*. Parks Associates. (n.d.).

<https://www.parksassociates.com/blogs/connected-health-pr/nearly-50-of-us-internet-households-own-and-use-a-wearable>