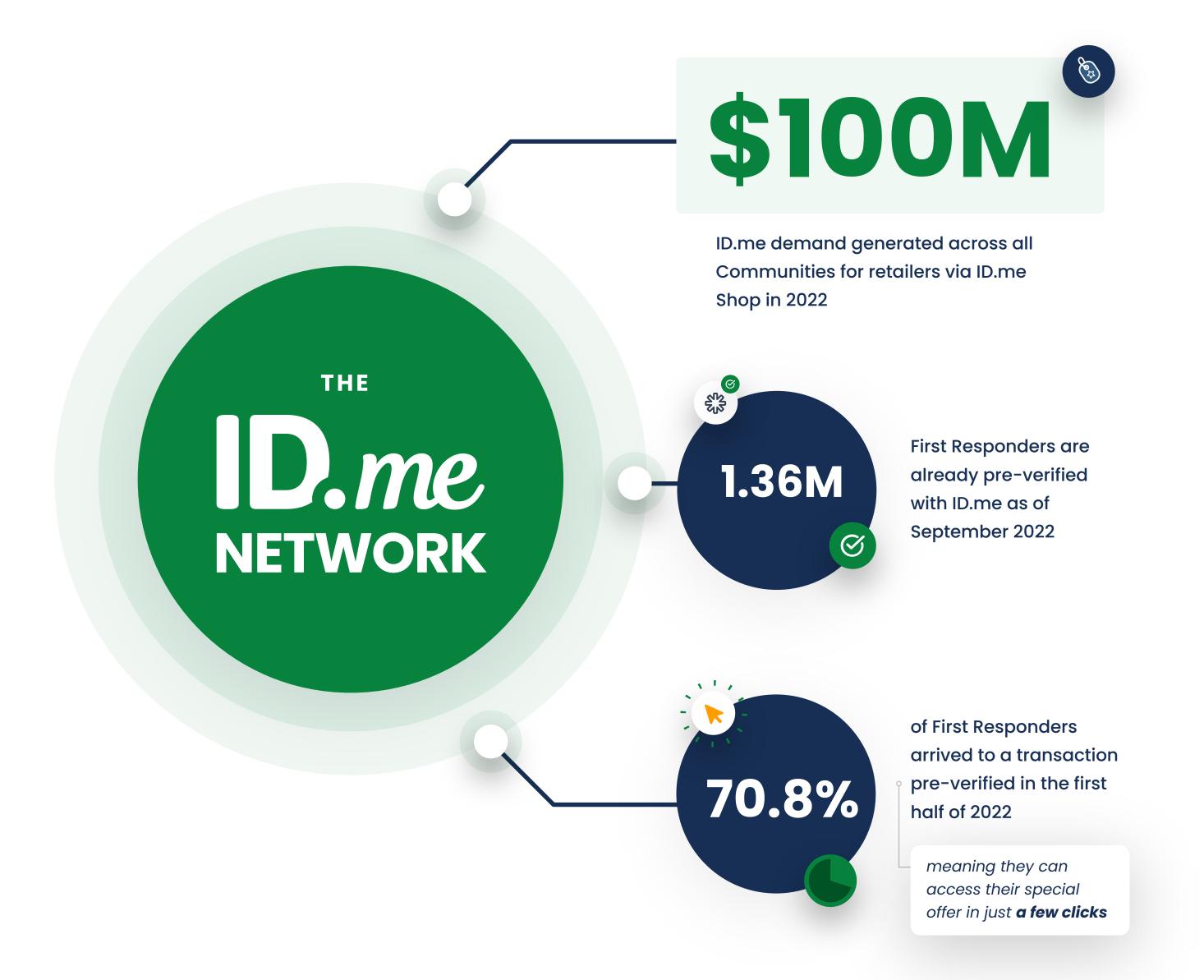
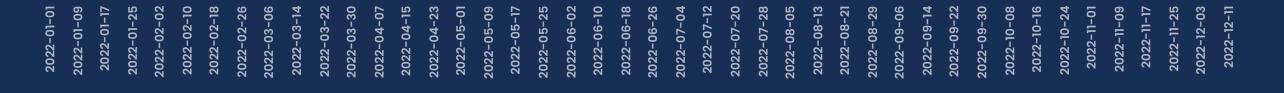
ID.me





Compared to the daily average, sales by First Responders increased by 470% on Black Friday in 2022





Top 5 Shopping Categories by Purchases on ID.me











Men's Apparel

Women's Apparel

Shoes

Athleisure

Camping & Outdoors

McKinsey Survey Insights:

62.0%

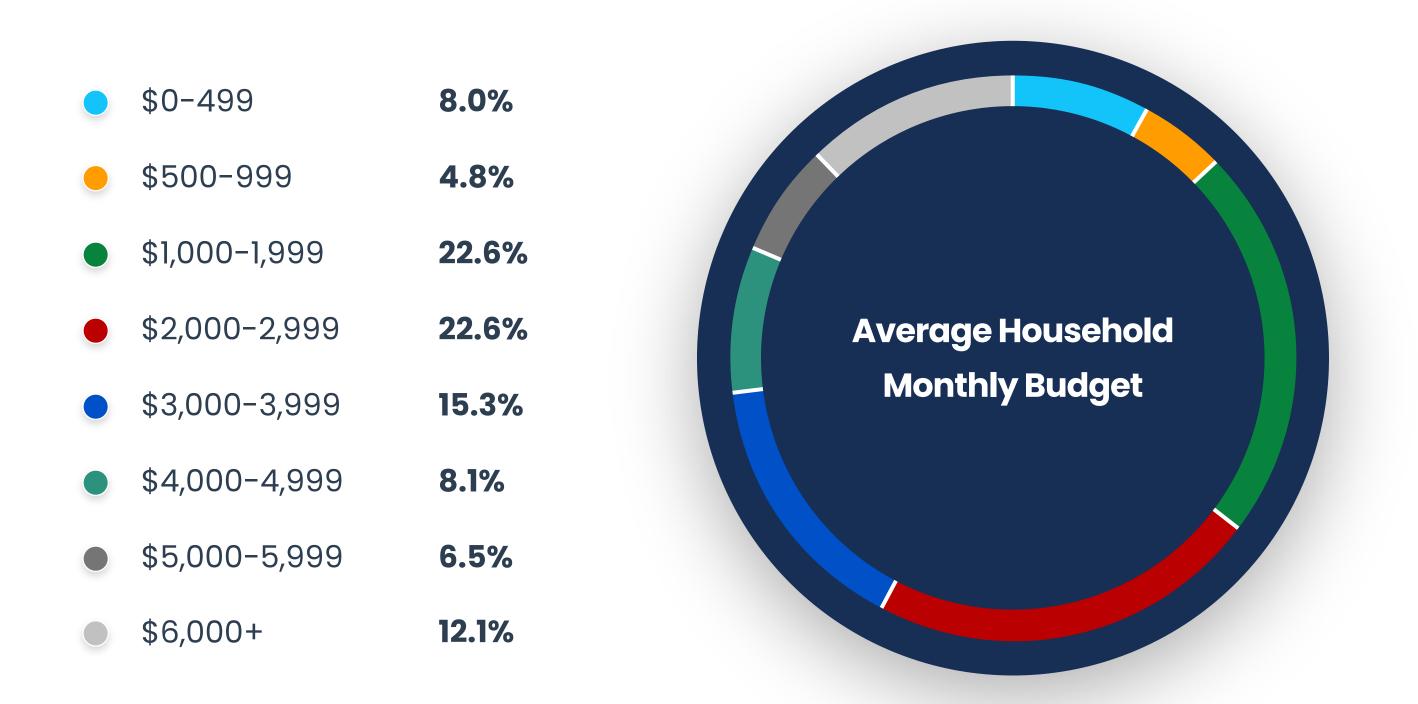
First Responders report that they are much more likely to make a purchase if they are getting a deal or discount, or they will never make a purchase unless they are getting a deal or discount.¹

52.4%

First Responders Agree or Strongly Agree that they **make an effort to shop at stores that offer them discounts.**²

67.7%

First Responders Agree or Strongly Agree that they feel valued and appreciated when stores offer them discounts.³

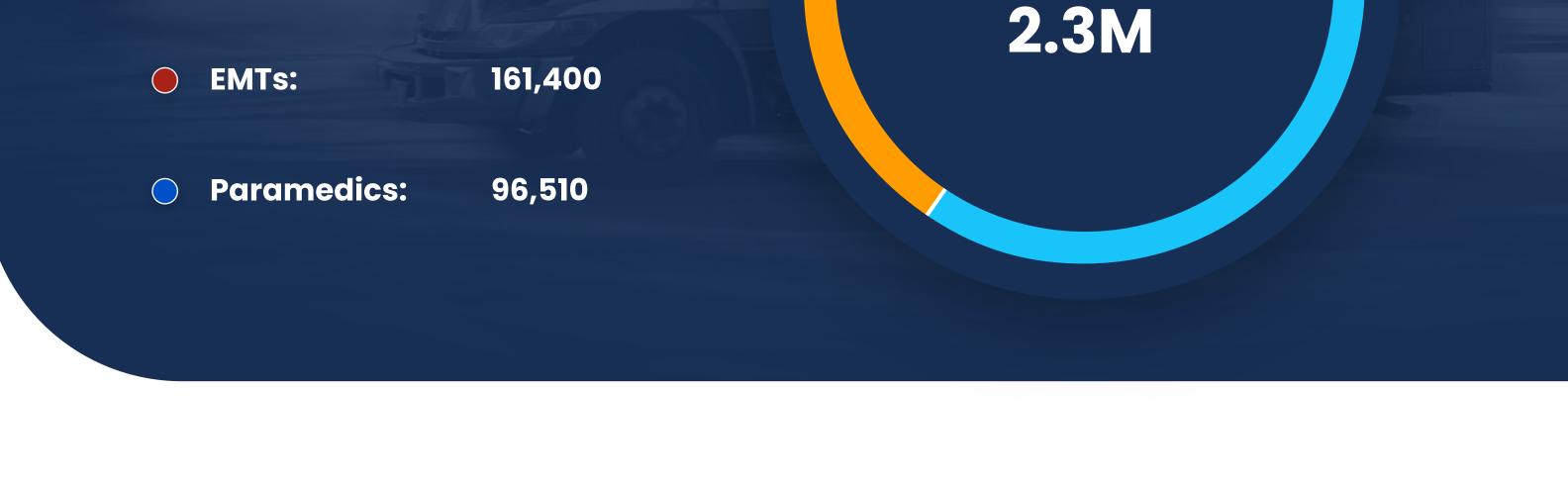


^{1, 2, 3} Third party consumer insights research conducted on behalf of ID.me (n=1752).

Community Breakdown

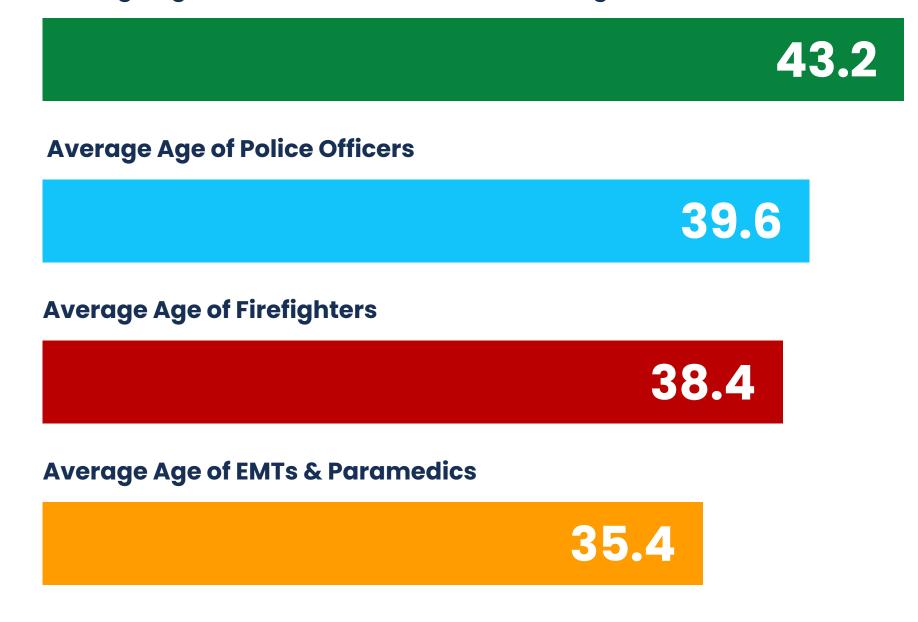
	Firefighters:	1,200,000
•	Police Officers:	665,380
\bigcirc	911 Dispatchers:	194,330

First Responder Population:

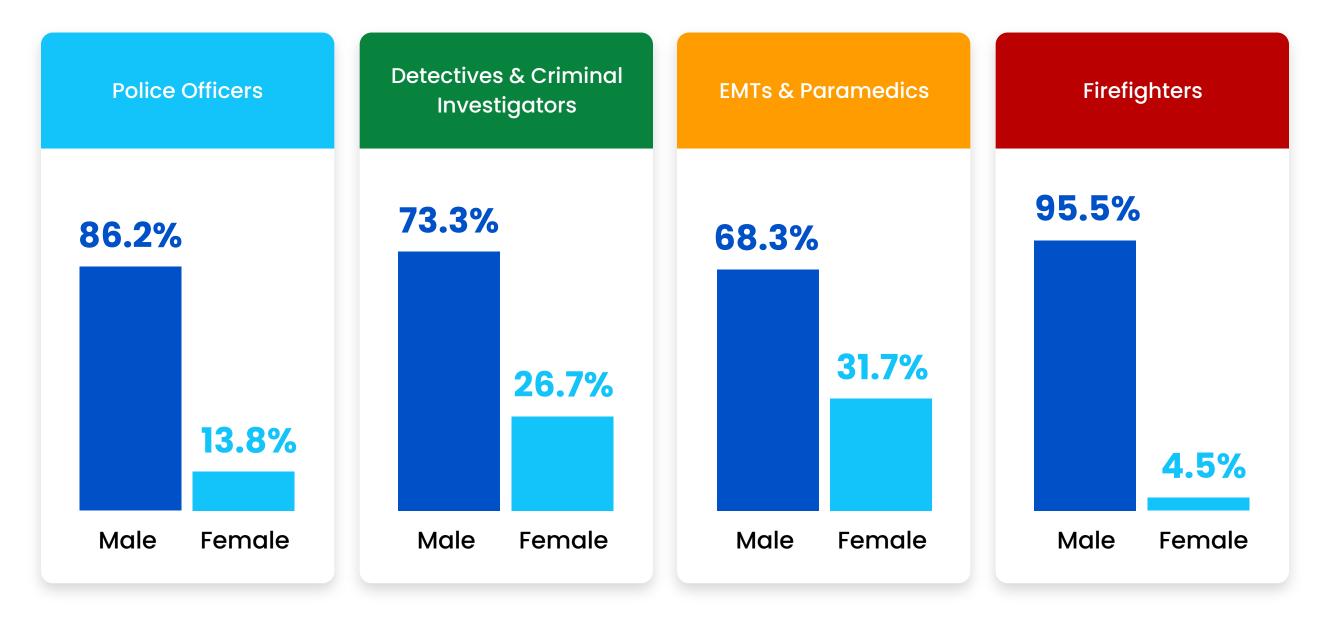


Age

Average Age of Detectives & Criminal Investigators



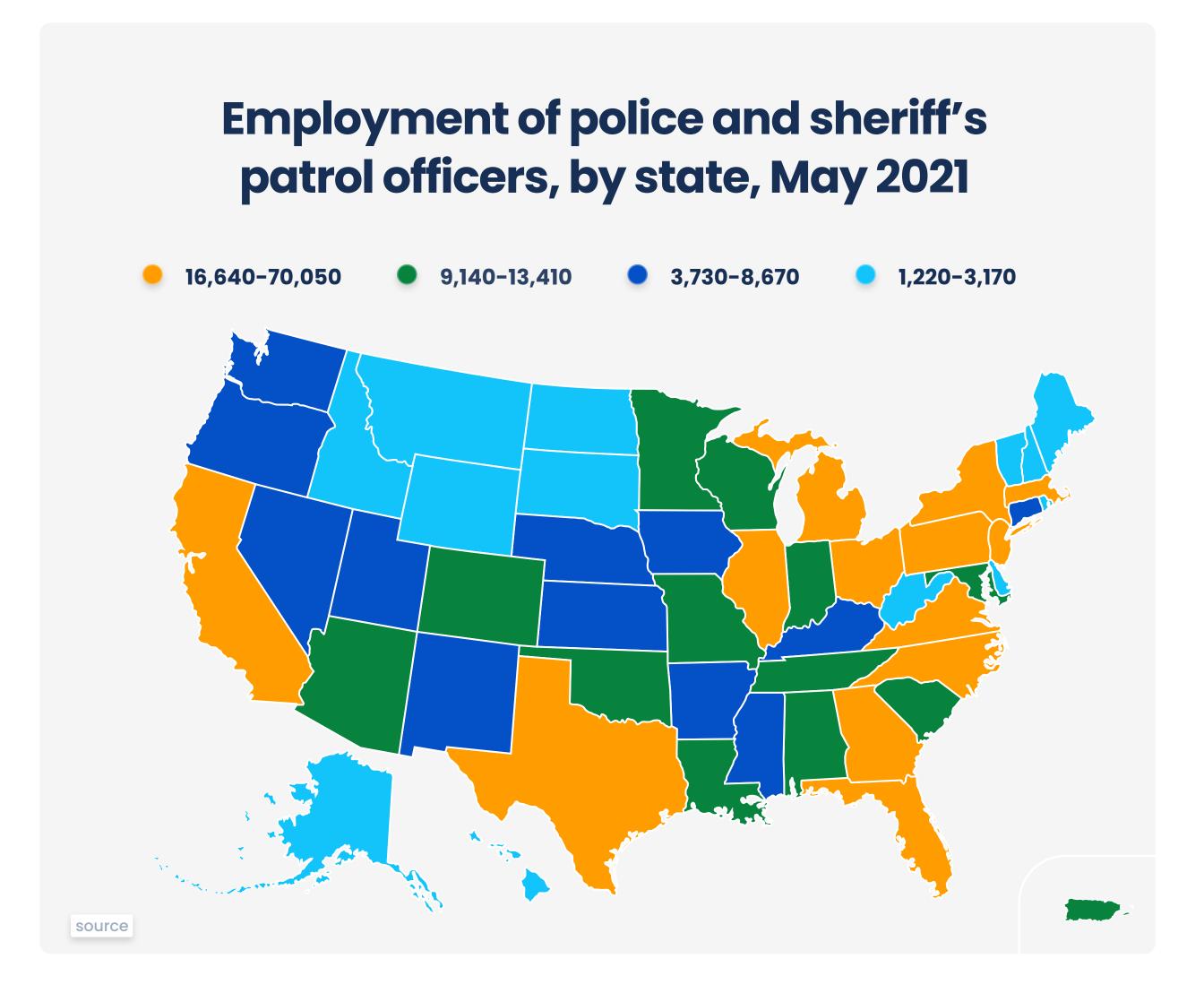
Gender

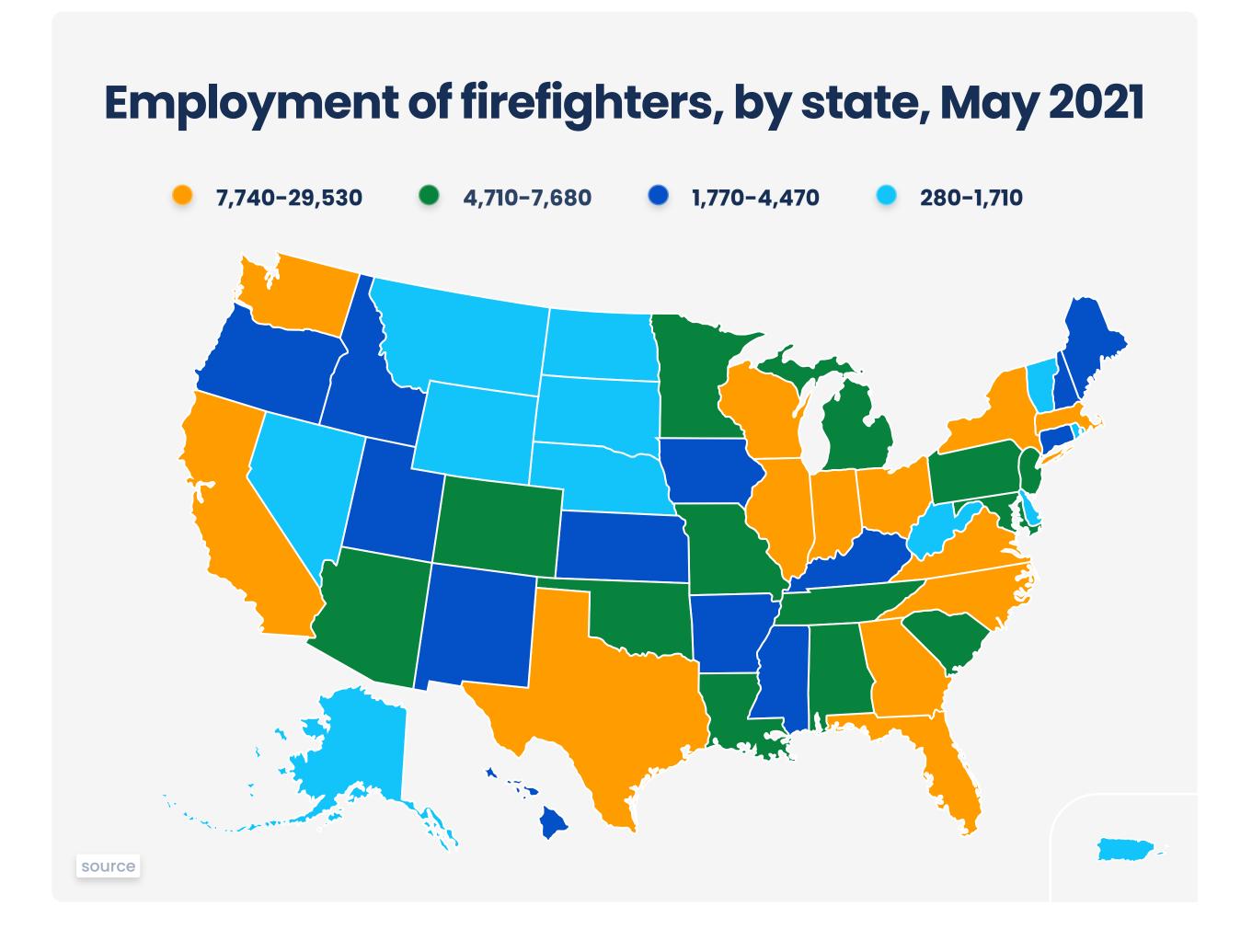


Average Salary



Income & Wealth





Difference of the Difference o

