

ASSOCIATION KIOSK MANUFACTURER

AI Segment Analysis

Projected Against 19,137 Targeted Opt-In Industry Professionals & Decision-Makers

Methodology

This AI-assisted segment analysis projects the audience composition against the full 19,137-person targeted opt-in audience. The results are directional estimates intended for audience-planning and presentation purposes rather than audited, record-by-record counts across the entire database.

Decision-Level Analysis

Seniority / Decision Level	%	Projected Audience
President / CEO / Owner / C-Suite	83.3%	~15,948
VP / EVP / SVP	12.5%	~2,392
General Manager / Management	4.2%	~797
Total	100%	19,137

Key observation: Approximately 95.8% of the audience is projected to be VP-level or above, indicating a strongly senior, decision-oriented audience.

Vertical Market Analysis

Vertical Market	%	Projected Audience
Amusement Parks / Attractions	20.8%	~3,987
Restaurants / Hospitality	20.8%	~3,987
Zoos / National Parks / Attractions	16.7%	~3,190
Holding / Multi-Brand Companies	12.5%	~2,392
Cruise / Marine / Transportation	12.5%	~2,392
Cultural / Informational Centers	8.3%	~1,595
Museums / Art Galleries	4.2%	~797
Nonprofit / Related Organizations	4.2%	~797
Total	100%	19,137