

# Adoption Initiative Needs Assessment

## PURPOSE AND METHODOLOGY

At the outset of our work under EOG-RFP-266, the Executive Office of the Governor's Adoption Promotion and Media Campaign, we set out to conduct a comprehensive needs assessment to ensure the campaign we create delivers the correct messages, reaches the right target audiences, fills an existing gap or supplements existing efforts rather than duplicating them. The needs assessment also included focused research to determine attitudes of the general public and people who have shown an interest in adoption that may be leveraged or that may need to be corrected. This research included telephone surveys of the general public and of people who had contacted the state's adoption information line.

In addition, we worked with the Center for the Support of Families and Five Points Technology Group to create a comprehensive target audience analysis that identifies the characteristics of individuals and families that are most likely to respond to media messages about adoption in the State of Florida and the types of media messages to which they will respond. The analysis also includes recommendations for types of media to employ, messages to emphasize, and issues to address with these target audiences.

In all, we conducted several conference calls and meetings to discuss current practices, barriers and needs, as well as in-depth telephone interviews with the following 29 individuals with a significant role in Florida's public adoption system:

**Mike Watkins**, Big Bend Community Based Care

**Kathy Waters**, Department of Children and Families

**Renu Parker**, Hillsborough Kids, Inc.

**Bob Rooks**, Florida Adoption Information Center

**David Bundy**, Children's Home Society

**Angel Trejo**, Department of Children and Families

**Trudy Petkovich**, Florida State Foster and Adoptive Parents Association

**Valerie Holmes**, CBC of Brevard

**Melisa Page-Bailie**, Florida State Foster and Adoptive Parent Association

**Ron Zychowski**, Community Partnership for Children

**Kathy Donofro**, Big Bend CBC

**Marcie Biddleman**, Heartland for Children

**Cyndi Schuler**, Kids Central

**Jackie Barksdae**, Florida Baptist Children's Home

**Mike Cusick** and **Tracy Heller**, Florida Coalition for Children

**Cora Perry**, One Church One Child

**Glen Casel**, CBC of Seminole

**Margaret Taylor, Elena Aldridge**, Lakeview Center/Families First Network

**Alan Abramowitz**, Department of Children and Families

**Nick Cox, Mike Carroll, Lisa Mayrose, Beth Pasek**, Department of Children and Families

**Rachel Fasciani, Sandra Stewart, Jeanne Becker**, Our Kids

**Nadereh Salim**, Children's Network of South West Florida

Statewide, about 40% of foster kids are adopted by their foster families, 40% by relatives and 20% by people previously unknown. The primary objective of the Governor's initiative is to expand the pool of people who feed into the category of people previously unknown to the child. But we must be careful to properly communicate who these children are in order to generate real interest among people likely to adopt, not produce an avalanche of interest from people seeking children who are largely unavailable through the public adoption system.

Although there was no universal consensus about barriers, best practices and needs, regular and consistent themes emerged, which are detailed below. In some cases, we encountered opposing points of view on some critical issues and have listed those as well. While the primary purpose of the needs assessment is to guide the

communication strategy, some of the barriers identified relate to the actual adoption process and cannot be addressed with communication tactics. Still, these process barriers can undermine a successful communication campaign, so addressing them may prove crucial.

## **PROCESS BARRIERS**

### **A. ACCESS**

Caseworker issues. Many people identified issues relating to caseworkers being overburdened and unable to respond to prospective adoptive families.

- Caseworker turnover produces confusion about whom to contact, a lack of continuity for children, and delays in identifying families that may be a good match.
- Contact with prospective families. Prospective adoptive families that are interested in a particular child have trouble identifying the proper caseworker and making contact with them. Because of heavy workloads, multiple responsibilities and extensive paperwork requirements, caseworkers often don't have time to return calls to prospective families or to let interested families know that a child has been placed with a different family. This results in frustration and prospective families losing interest in the process. It was repeatedly cited that follow up with prospective adoptive parent, though critically important, is very inconsistent.

Possible solutions:

- Apparently several regions have adopted successful strategies to reduce turnover (Seminole was cited.) These could be shared and duplicated.
- Many districts employ dedicated "homefinders" to recruit and maintain contact with prospective parents and help match them to a child. This function is separate from the caseworker function, which is responsible for the child throughout foster care and adoption.
- Because workloads are so heavy throughout the system, it would also be valuable to create a way to remain in contact with prospective parents and keep adoption top-of-mind automatically, such as with an electronic newsletter. This doesn't take the place of personal contact but could help keep interest alive and empower prospective parents to take proactive steps (like searching the database of available children.)
- Examining factors that contribute to the paperwork burden and eliminating unnecessary or duplicative paperwork may be valuable.

### **B. SLOW AND INTRUSIVE**

It was suggested by many of those interviewed that the public adoption process is daunting, complicated, slow and overly intrusive. MAPP training in particular was repeatedly cited as a problem area, with prospective parents having to wait for months in some cases to get into a MAPP class that requires an extreme time commitment to complete. Adequate staff to provide MAPP training may be an issue. It was also noted that MAPP is not a flexible model and doesn't take into account the level of experience of the parents or the age of the child (ie. someone adopting a teenager doesn't need training about younger child issues.)

Possible solutions

- Some districts are exploring offering portions of MAPP training online, so adoptive parents can complete it at their convenience. The remaining portions of the class that require or benefit from face-to-face interaction would be more limited in scope and easier for prospective parents to accomplish.
- Also, in some parts of the state, MAPP trainers sometimes offer personal, intensive MAPP training for prospective parents who are eager to complete the training more quickly and willing to pay a little more. Since public adoption is such an economical process, it may be valuable to offer parents such an option, even if it costs more. Existing or new, private MAPP trainers could be recruited for this purpose.
- Some districts offer a separate orientation session independent of MAPP, while in other areas the first MAPP

session serves as the orientation. Offering a stand-alone orientation more regularly might be a good way to capitalize on prospective parents' early interest.

Many of the negative perceptions of the process may relate more to foster parents adopting children in their care rather than persons recruited just to adopt. For instance, it was suggested that judges give biological parents too many chances and, as result, an adoptable child becomes a hard-to-place teenager by the time TPR is accomplished. This frustration clearly impacts foster parents waiting for a child to be freed for adoption. For children already TPR'd, the adoption process can move relatively quickly, certainly quicker than other forms of adoption.

### **C. LACK OF STATEWIDE FOCUS**

While the many local partnerships and matching opportunities are great asset, in some ways, the focus of adoption efforts is overly local. There is an opportunity to support local adoption recruitment and matching efforts with statewide tools, such as the Web. But a number of people interviewed said there is a strong disincentive for placing a child across district lines because the district where the parents live (not where the child lives) gets the credit. Local community-based care organizations and other local adoption providers are judged based on achievement of specific placement goals, which drives contract renewals and funding. Department of Children and Families staff indicated they believe this is not a real barrier because goal levels are set low and providers will place children across district lines because it is the right thing to do. But local adoption providers perceive that this is a real problem with several consequences:

- Providers search first for adoptive families in their local area, looking statewide only if they cannot find a placement.
- Providers don't place children on the DCF searchable Web site until they have exhausted the local search. This may delay finding a home for a child across district lines. It also means only the hardest to place children appear on the DCF Web site, creating the impression that these are all the children available for adoption through the public system.
- Providers place the easiest to place children first to meet their goal, so harder to place children don't always get immediate attention.

#### Possible solutions

- The DCF searchable Web site is a powerful tool, which should be updated regularly and used to feature all children who are not being adopted by relatives or their foster parents.
- Provide credit toward placement goals for both the district where the child originates and the district where the adoptive family originates.
- Create an e-newsletter to drive traffic to the Web site, featuring waiting children and encouraging prospective parents to search statewide for a child who would be a good match for them.
- We learned there is a back-end searchable database on the DCF site, where caseworkers can search through home studies of prospective adoptive families, but this is very out-of-date. This could be a valuable tool for statewide matching if regularly updated. Perhaps it could be expanded to allow approved families to post searchable information about themselves (like a MySpace page) to allow homefinders to more easily find families statewide that would be a good match for certain types of children.
- Need to consolidate adoption Web sites to avoid confusion.

### **D. COMMUNICATION/CUSTOMER SERVICE**

The public adoption system's focus is very much on the child as the "customer," which is appropriate. But prospective adoptive parents are also an important customer base and need to be perceived/treated as such in order to meet

the children's needs. The lack of success in making prospective adoptive parents feel like valued customers is likely due, in part, to resources being stretched thin, the lack of a statewide focus and system of response and the lack of orientation toward prospective parents as a primary customer. But unless prospective parents feel valued and cultivated throughout the process, the likelihood of losing an excellent prospect is high.

Among the communication issues cited in our interviews were:

- Failure to engage and inform prospective parents.
- System not being responsive enough, not following up on inquiries.
- Poor communication with prospective parents about the special needs of children they are being matched with.
- Poor preparation/training of prospective parents to deal with certain issues (i.e. disabilities, depression, etc.) More care and feeding of prospective families needed. Need a stronger customer service protocol.
- Lack of communication between counties.
- Failure to communicate the benefits, financial incentives, etc. of adopting a foster child.
- Failure to communicate caseworker turnover/replacement information to adoption partners. People want to adopt children and when partner calls the caseworkers they can't reach them for months, and then families move on.
- Regular, coordinated contact with potential adoptive parents is essential to sustain their interest and enthusiasm.
- Cultivating, keeping in touch with, and troubleshooting problems for prospective adoptive parents needs to be a statewide function. We need a system that doesn't require the caseworker to do anything. Need handholding.

Possible solutions:

- Daniel Memorial's adoption information line presents a tremendous opportunity to not only link prospective adoptive parents to information, but to capture their contact information and maintain ongoing contact. Currently, people who call the 800-line to inquire about adoption are directed to their local community-based care provider, but their contact information is not acquired. By asking if they would like to receive an electronic newsletter and capturing their email addresses, we have the potential of communicating with approximately 18,000 people a year with a serious interest in adoption.
- A monthly electronic newsletter is a way to maintain contact with prospective adoption families, keep adoption top-of-mind, and put waiting children and adoptive success stories in front of people who have demonstrated an interest in adoption, without adding a workload to caseworkers or homefinders.
- The community-based care system, with its local focus, has many strengths that are helping to find homes for foster children faster. But the lack of a statewide structure makes it difficult to ensure consistency of response or to know if problems exist. It seems important that someone at a statewide level play an ombudsman function – a safety valve that prospective parents can tap if they run into problems. Perhaps the Daniel Memorial Adoption Information Center hotline and DCF/initiative Web sites can play that role if we direct people there: A central place to ask for help if you feel the system isn't responding. Those concerns could then be directed to an entity such as the Florida Coalition for Children, which is closely associated with the community-based care providers and could troubleshoot consumer problems.
- Additionally, perhaps existing adoptive parents could be recruited to mentor prospective parents through the process, serving as their advocates and guides.

## **E. PERCEPTIONS AND MISPERCEPTIONS**

Also identified as a problem are misperceptions about the types of kids who are in foster care, the process and adoption costs, with the biggest issue being the belief that young children (under age five) are available for adoption from foster care. While younger children and even infants are adopted from foster care, they are almost always adopted by family members, adopted by their foster parents or part of a larger sibling group. Other misperceptions gleaned from existing data, such as the recent Dave Thomas Foundation study, is that many people

believe foster children are delinquent, while, in fact, they are in foster care due to abuse, neglect or abandonment – not delinquency. This particular misperception was not borne out by our Florida survey data.

Among the comments made in our interviews were these:

- The three biggest misconceptions about adoption is that people still believe there are a lot of babies available, that there is a high fee for adoption, and that children will return to their birth family at age 18.
- There is a perception in the community that foster kids are “uncontrollable.”
- More people don’t adopt because there is a misconception about the fees associated with adoption, how long the adoption process will actually take, the impact adoption may have on biological children in the home, and what resources are available to families post adoption. Also, some families are concerned about adopting a special needs child or teenagers who have had a long history in the foster care system.
- The reason more people do not elect to foster is the daunting nature of the system, itself.
- Fear that the birth parents of the child can come back and take the child from them.
- Foster kids are damaged and come from drug dependent families. This is perceived to be truer of domestic adoptions than international.
- The 3 biggest misconceptions about adoption and the adoption process are:
  - Single parents can’t adopt.
  - You have to be rich to adopt.
  - After the adoption takes place the support and contact with the family is gone. Post adoption support does continue.

Possible solutions:

- It will be very important that the messaging and images of the campaign convey an accurate portrayal of the children who are likely to be available for adoption through foster care, specifically older children, African American and mixed race children, sibling groups and children with disabilities. This will overtly and subtly help to correct the perception that public adoption is a good route through which to adopt infants and young, healthy children.
- Similarly, people perceive that adoption is expensive and people without significant means cannot adopt. They’ve heard that private domestic or international adoptions can cost \$30,000 or more. They believe the process is too time consuming from first inquiry through the final adoption, that singles, seniors or renters and mobile home owners cannot adopt. The affordability of public adoption will be a key message point for this campaign, as is the broad diversity of people who can adopt – single, married, renters, homeowners, experienced parents and people who have never parented, people with extensive education and those with little formal education.
- The term “special needs” create the impression that all the children available for adoption through the public system are disabled or have severe behavioral issues. And while some do, many do not. “Special needs” is actually a legal term of art that applies to any children who qualify for subsidies, including children over 8, African Americans, sibling groups, and children with physical or mental disabilities. We need to avoid using the term “special needs” to define children available for adoption from foster care.
- There are quite a few benefits to adopting foster children, including financial support, health care, free college tuition, and the ability to get to know a child before finalizing an adoption. We will raise awareness of these benefits as part of the campaign.
- It was also suggested that we need to remind the public that all kids have behavior problems, and these kids aren’t any different.

## **F. LACK OF POST-ADOPTION SUPPORT**

It is somewhat ironic that the lack of structured post-adoption support is a perceived negative of the public adoption system because this has the potential to be one of the system’s great strengths. Compared to private

adoption, the potential exists for public adoption to link adoptive families to a large constellation of people who have already adopted or fostered and who are in a position to share expertise and support with new adoptive families. In addition, since privatizing adoption services through community-based care providers, many new, local partnerships have evolved that can support adoptive families. These partnerships will grow and strengthen through the Governor's adoption initiative.

Among the issues raised in our interviews:

- There is a misperception that, once kids are adopted, the community-based care provider steps out of the picture altogether. In fact, families can receive continuing support if they want or need it. Referrals are given to support organizations including mental health facilities.
- Failure to connect adoptive parents with available post-adoption support, information and resources.
- Dysfunction/limitations of the system, dealing with foster kids' parents, and the kids' challenging behavior.
- The closer the socio-economic level of child to family, the more successful the adoption – expectations and values are similar.
- There is a tremendous need for foster and adoptive parent liaisons to buffer them from some of the bureaucracy and to advocate for them and the children in their care.
- Increase number of psychiatrists in the Medicaid system who specialize in dealing with children who have been adopted from foster care.
- Institute "after care" for families that adopt a child from foster care.
- Additional funding is needed for the negotiated subsidies, as many foster kids have acute problems that could be an untenable financial burden to some families who otherwise would proceed with an adoption.
- Provide support for and improve support groups.
- Foster parents get a lot of support but that drops off after adoption. Need to change that to embrace partnership with adoptive parents.
- Need to have a system in place to help adoptive parents through the hard times so the adoptions don't fail.

## **G. IMPORTANCE OF CHILD-SPECIFIC RECRUITMENT**

It was cited by a number of a number of people we interviewed that the most effective method to find adoptive homes for foster children is child-specific recruitment. Many child-specific recruitment techniques are already in place, including "Tuesday's Child" type features in newspapers or on television, local "Heart Galleries" that feature professionally shot photographs of children available for adoption, local matching picnics and parties, and the state's Web-based, searchable database of children waiting for adoption.

This campaign will raise general, positive awareness of the public adoption option, which will help to drive prospective parents to more child-specific tools, including the state Web site, and local events. In addition, the Governor's initiative will broaden partnerships that will promote children in care to specific populations that may be more likely to adopt certain kinds of children.

Suggestions to promote targeted recruitment:

- Seek partnerships with newspapers and television stations to expand "Tuesday's Child"-type features.
- Promote the hosting of parties in the community to promote the idea of foster care and adoption with "fosterware" kits. (Kind of like Tupperware kits.) Provide tools to partner groups to host such events.
- Need to identify market segments that have not been reached and do more strategic targeting, ie. university system employees, state employees and teachers.
- Target people who have a child with a specific disability and who might consider adopting another child with special needs.
- Target coaches, people who enjoy working with teens, volunteers. Display information on bulletin boards. Look where the families that would be most willing to step forward are, such as community centers, faith-based centers, places where people receive services for children with specific disabilities or medical issues.

- Promote the DCF Web site as a statewide Heart Gallery.
- Targeted recruitment – have bulletin boards at Children’s Medical Services and other locations where children are seen and families with similar children with medical problems go. Families that have children with those medical challenges are not afraid of those challenges.
- Outreach needs to be multi-faceted. So many different people willing to adopt.
- In order to better match up children and prospective parents, a process needs to be created that will pair kids with parents who are most likely to take an interest in that child’s character and talents.
- Need to reach out to churches and the Hispanic population.
- 15,000 subsidy checks go out each month – this is a potential communication vehicle.
- Need a specific process to match kids up with people who are most likely to take an interest in that specific child’s character and talents—kind of like a match.com site but for children and prospective parents.
- DCF home page should feature foster children who are waiting – streaming banner highlighting sibling group, medically involved, a teen. Link to a video clip of the child.
- Promote adoption (of children not in their care) to foster parents.
- Social workers should be considered prospective adoptive parents. In the past, the State has been suspicious. In one case, a social worker wanting to adopt a child prompted an investigation.
- Pair kids with organizations that share their interest. A child who wants to be a firefighter might be “adopted” by a fire station until he/she can be placed.

Suggestions to promote general awareness:

- More money is needed for recruitment materials and to purchase media time.
- More news coverage of positive stories about adoption.
- Provide local agencies with collateral materials from our effort that they can send to prospective parents.
- PSAs on TV and radio, especially on faith-based radio stations.
- A statewide, online Heart Gallery.
- Newsletters.
- Better coordination and sharing of information by adoption homefinders statewide
- “Adoption Champions” that mentor new staff and participate in monthly adoption meeting with the lead agency.
- Adoptive parents are the best recruiters. Equip them with literature and messages to take with them to speaking events and everyday places.
- Promoting at faith-based community events.
- “Adoption Open House” information sessions have also generated interest and been very successful.
- Speaking in churches and schools.
- Partnerships with Children’s Home Society and Guardian Ad Litem.
- Word of mouth.
- Partnerships with faith-based groups.
- Monthly communication with potential adoptive parents.

## **TACTICS TO AVOID**

In general, we were counseled to avoid mass recruitment efforts that yield interest from people with an unrealistic expectation of the children available for adoption through foster care. It will be important to present an accurate portrayal of the types of children available and to target segments likely to have a genuine interest and unique abilities suited to these children.

Among the tactics that were identified by some as things to avoid are:

- Generic recruitment.
- Mass media approach.
- “Doom and gloom” pictures to promote sympathy.

- Paid advertising in newspapers.
- Family picnics are awkward for both the children and prospective parents (others identified such events as very useful.)

## **LITERATURE REVIEW**

### ***National Foster Care Adoption Attitudes Survey, November 2007***

#### **Dave Thomas Foundation for Adoption**

Survey of 1,660 adults

#### KEY FINDINGS

##### GENERAL PUBLIC

- 45 % believe children in foster care are juvenile delinquents
- 67 % expressed concern that birth parents can take back children
- 61 % underestimate the number of children in foster care awaiting adoptive families
- 68 % overestimate the percentage of African American children in the system
- 85 % overestimate the number of children in group or institutional care
- 79 % expressed concern about being able to pay for the adoption
- 77 % expressed concern about having the financial resources needed to educate the child
- 73 % expressed concern about the cost of raising the child to adulthood
- Less than half of Americans believe that a single parent raising an adoptive child definitely can provide a healthy environment
- 37 % believe a person over the age of 55 can provide a healthy environment
- One-third believe same-sex parents can provide a healthy environment
- Three in 10 Americans have considered or are considering adoption and 71 % of those have considered foster care adoption as their primary method for creating or expanding their family

##### FOSTER PARENT SUBSET

##### BIGGEST CONCERNS ABOUT ADOPTING FROM FOSTER CARE:

- 26 % - personal reasons
- 16 % - health reasons
- 15 % - interference of a child's biological parents
- 12 % - process

##### RECOMMENDATIONS:

- Inform potential adoptive parents about the need, affordability and finality of foster care adoption
- Broaden society's definition of who can be a successful parent so potential adoptive parents do not exclude themselves
- Overcome concerns by providing adequate post-adoption counseling and support services

### ***Social Marketing Campaign Report, September 2007***

#### **Hillsborough Kids, Inc.,**

Survey of 137 Hillsborough County foster parents

#### KEY FINDINGS

- 92 % report a Christian religious affiliation; 80 % of those attending services once a week and 70 % attending twice weekly

- 70 % are married and 14 % are single
- 60 % indicated it was their inability to biologically conceive that led them to become a foster parent
- 46 % have either a four-year or graduate diploma; 5% didn't finish high school
- 45 % are employed full-time outside the home
- 41 % reported annual household income > \$70,000; 17 % > \$100,000
- 77 % had biological children
- 27 % have adopted a foster child that was placed with them
  - One-third of these have adopted three or more foster kids
  - 62 % would consider adopting a foster child that was placed with them

### ***Voices from the Inside: Human costs of Foster Care, May 2003***

#### **The Pew Commission on Children in Foster Care**

Survey of 812 randomly selected voters

#### FACTS AND KEY FINDINGS

- In the U.S., half a million children and youth are in foster care, removed from their homes because of abuse or neglect
- On average, children in foster care have three different placements – almost half of these children spend at least two years in care, while almost 20 percent wait five or more years
- While in care, many children do not receive appropriate services
- Title IV-E of the Social Security Act is the largest source of federal funding for child welfare, accounting for nearly half of federal child welfare spending in state fiscal year (SFY) 2000
- The two largest IV-E programs – Foster Care and Adoption Assistance – are permanently authorized, open-ended entitlements – which means that states may claim federal reimbursement on behalf of every income-eligible child they place in a licensed foster home or institution, and every income-eligible child who is adopted from foster care
- States may claim reimbursement for three types of services:
  - (1) Maintenance payments to foster and adoptive families, intended to help cover the costs of shelter, food and clothing
  - (2) Placement and administrative costs, including case management, eligibility determination, licensing and court preparation
  - (3) Training for staff and foster and adoptive parents
- Title IV-E income eligibility is based on each state's Aid to Families with Dependent Children (AFDC) eligibility
- Title IV-B provides flexible funds that can be used by states for a broad array of child welfare services; no federal income or other eligibility requirements; funds may be used for family preservation services, community-based family support services, time-limited family reunification services and adoption promotion and support.
- Title IV-B accounted for only \$693 million in federal child welfare spending in FY 2004, compared to \$4.8 billion for Title IV-E foster care and \$1.6 billion for IV-E adoption assistance

### ***Demographics of Children in Foster Care, September 2003***

#### **The Pew Commission on Children in Foster Care**

#### FACTS AND KEY FINDINGS

- While 542,000 children were in foster care on September 30, 2001, 805,000 spent some time in care over the course of that year

- Children in care in 2001 had been in foster care for an average 33 months. More than 17 % (91,217) of the children had been in care for 5 or more years
- 60 % of children enter foster care when removed from their homes by a child protective agency because of abuse and/or neglect
- 17 % enter care because of the absence of their parents, resulting from illness, death, disability or other problems
- 10 % enter care because of delinquent behavior
- 5 % enter care because they have committed a juvenile status offense, such as running away or truancy
- Roughly 5 % enter care because of disability

***A Child's Journey Through the Child Welfare System, July 2003***  
**The Pew Commission on Children in Foster Care**

**FACTS AND KEY FINDINGS**

- A child's journey through foster care usually begins when a mandated reporter or concerned citizen makes a report of abuse/neglect to a state agency
- The U.S. Dept. of Health and Human Services estimates that in 2001, CPS agencies received nearly three million referrals of maltreatment involving five million children. Approximately 903,000 of these cases were substantiated after investigation
- Approximately 33 % of children who were reunified with their families re-entered foster care within three years.
- Approximately 17 % of children who entered foster care had been in foster care before
- In 2001, more than 65,000 children's living parents had their parental rights terminated
- In 2001, 51,000 children were adopted. Nearly 59 % were adopted by their foster family and nearly 24 % were adopted by a relative
- In 2001, more than 126,000 children in foster care were considered 'waiting to be adopted' because they have the goal of adoption or because of TPR (termination of parental rights); these children had been in foster care for an average of more than 3\_ years, and their average age was eight
- Because children adopted from foster care may have been abused, neglected, or may have lived in multiple homes, the transition to an adoptive home can be difficult. Some states are beginning to explore ways to offer post-adoption services, such as respite care, to ensure the adoptions stay intact
- In 2001, approximately 19,000 youth left foster care when they reached the age of 18 (or 21, in some cases).
- Studies have found significantly lower levels of education, higher rates of unemployment, and higher rates of homelessness for adults who spent time in foster care as children
- A study by Westat, Inc. reported that only 54 % of young adults who grew up in foster care had completed high school, 40 % continued to rely on public support in some way (were receiving public assistance, incarcerated, or receiving Medicaid) and 25 % had been homeless for some period. Other studies indicate that a significant percentage of the homeless population in many cities were adults who once had been foster children.

***Fostering the Future: Safety, Permanence and Well-Being for Children in Foster Care, May 2004***  
**The Pew Commission on Children in Foster Care**

**RECOMMENDATIONS**

- Provide federal adoption assistance to all children adopted from foster care and those who leave foster care to live with a permanent, legal guardian
- Every child should be protected from abuse/neglect

- Federal government should join states in paying for foster care for every child
- Allow states to “reinvest” federal dollars that would have been expended on foster care into other child welfare services if they safely reduce foster care
- Child and Family Services Reviews (CFSRs) should include more and better measures of child well-being
- The federal government should continue to help states build their accountability systems by maintaining the federal match for State Automated Child Welfare Information Systems
- Promote innovation and constant exploration of the best ways to help children who’ve been abused/neglected
- Every dependency court should adopt the court performance measures developed by the nation’s leading legal associations
- To protect and promote their well-being, courts and public agencies should be required to demonstrate effective collaboration on behalf of children
- To safeguard children’s best interest in dependency court proceedings, children and their parents must have a direct voice in court, effective representation and the timely input of those who care about them
- Chief Justices and state court leadership must take the lead, acting as the foremost champions for children in their court systems and making sure the recommendations here are enacted in their states

# **Strategic Recruitment Family Portraits State of Florida Small Towns and Rural Communities**

**09: Big Fish Small Pond**

**32, 33: Midscale Rural Families**

**51, 64: Rural Roads**

**Developed By:  
The Center for Support of Families  
& the Five Points Technology Group  
January 25, 2008**





## Table of Contents

<u>Segment #09: Big Fish Small Pond</u> .....	4
<u>DEMOGRAPHICS</u> .....	5
<u>SPECIAL NEEDS</u> .....	6
<u>RECEPTIVITY FACTORS</u> .....	7
<u>MEDIA USAGE</u> .....	8
<u>Segment #32, 33: Mid-scale Rural Families</u> .....	10
<u>DEMOGRAPHICS</u> .....	11
<u>SPECIAL NEEDS</u> .....	12
<u>RECEPTIVITY FACTORS</u> .....	13
<u>MEDIA USAGE</u> .....	15
<u>Segment #51, 64: Rural Roads</u> .....	17
<u>SPECIAL NEEDS</u> .....	19
<u>RECEPTIVITY FACTORS</u> .....	20
<u>MEDIA USAGE</u> .....	21

## *Segment #09: Big Fish Small Pond*



*Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.*

## SEGMENT #09

### “BIG FISH, SMALL POND” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household age falls between 45-64 years old
- Average annual household income is \$75-150K
- Tend to be college educated. Over 40% have a college degree

### RACE & LANGUAGE:

- The majority (94%) of this segment is White
- 3% of this segment is Black
- 3.52% of this segment Hispanic
- 2.75% of the segment speaks Spanish at home

### HOUSEHOLD MAKEUP:

- Average household size is 2 people
- Majority of households are empty nesters and couples who have no children

### HOUSING INFORMATION:

- 73% of this population lives in small towns and 27% lives in the rural area
- The majority have lived in their homes for 5+ years
- 96% own their homes

## SEGMENT #09

### “BIG FISH, SMALL POND” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Experienced parents of grown children
- Good candidate for all age groups
- Especially good candidates for teens with babies

### BLACK AND HISPANIC PLACEMENT

- This population is not ethnically diverse

### MEDICAL AND BEHAVIORAL SPECIAL NEEDS

- Likely to find candidates in medical profession or who are medically trained
- Likely to find candidates who are educated about working with children with Medical & Clinical Needs
- Likely to find candidates who are educated about working with children with developmental delays and disabilities
- Likely to find candidates who are educated about working with children with emotional or severe behavioral problems

### SIBLING GROUPS

- Likely to have the resources and space to accommodate sibling groups

## SEGMENT #09

### “BIG FISH, SMALL POND” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Compare information from many sources
- Web sites and Internet sources
- Academic sources
- News/ Talk Radio
- Television news channels
- Newspaper articles
- Books

### WHOSE OPINION DO THEY TRUST?

- Adoptive parents within their own segment
- Co workers (of the same status as themselves)
- Politicians
- Experts (PhDs) in the field of child welfare/ education/ parenting
- Doctors

### HOW DO THEY MAKE DECISIONS?

- Gather and compare information from many different media sources
- Research the facts and impact of an issue
- Ask advice from people who most reflect their segment and whom they trust
- Weigh the factual evidence primarily and then the emotional influence secondarily

### HOW DO THEY SEE THEMSELVES?

- Intelligent, influential individuals
- Accomplished career people
- Accomplished parents (many have children who have recently moved away from home)
- People who use their influence to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that speak to their higher education level
- Messages that come from a factual point of view
- Messages that appeal to them as influential individuals who can make a difference
- Messages that address them as strong, accomplished parents

## SEGMENT #09

### “BIG FISH, SMALL POND” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Average listeners of the radio
- Most likely to listen weekdays 6am-10am and 3pm-7pm
- Most likely to listen weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- News/Talk Radio
- Country
- Adult Contemporary Radio

### WEB AND INTERNET USAGE

- Above average users of the Internet
- Likely to own a PC and use Internet at home
- Likely to use Internet for news/ current affairs as well as e-mail
- Most likely to use Google and Yahoo as browser
- Very likely to use Internet to research topics of interest (actively visit websites)

### PRINT MEDIA

- Above average readers of the newspaper (both daily and Sunday edition)
- When reading the newspaper, will tend to look at the general news, business/finance, editorials, and sports sections
- Above average users of the Yellow Pages (both printed and Internet) 1/mo
- Above average readers of magazines

### MOST READ MAGAZINES

- |                          |                       |
|--------------------------|-----------------------|
| • Parade                 | • National Geographic |
| • People                 | • Newsweek            |
| • Better Homes & Gardens | • USA Weekend         |

## SEGMENT #09

### “BIG FISH, SMALL POND” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Above average television viewers
- Above average viewers cable television
- Slightly above average viewers of primetime television
- More likely to watch entertainment and professional football specials and general drama

#### MOST WATCHED CABLE STATIONS

- The Weather Channel
- CNN
- Discovery Channel
- Fox News Channel
- History Channel
- ESPN

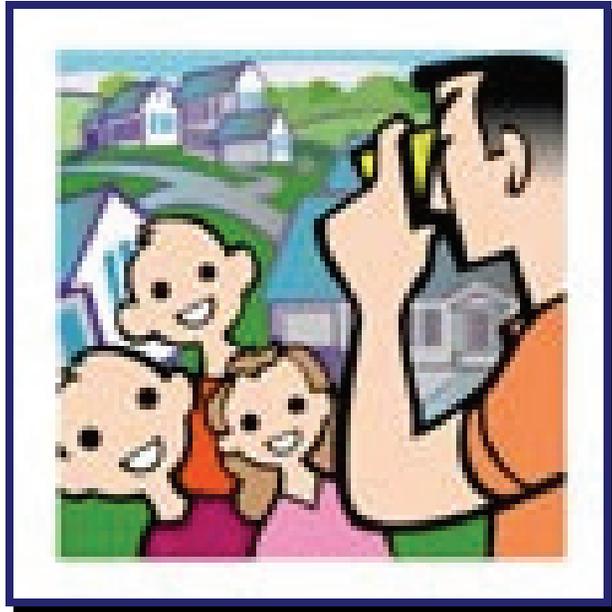
#### MOST WATCHED TELEVISION PROGRAMS

- Super bowl
- CSI
- 60 Minutes
- Everybody Loves Raymond
- Law & Order: SVU
- Tennis

#### SUCCESSFUL MEDIA STRATEGIES

- Television news story discussing the need for healthcare professionals to adopt children with special needs
- Discussing the topic on a morning (6-10am) news talk radio station
- Newspaper editorials about the need for “empty nesters” to adopt
- Newspaper article featuring adoption parents in their socio-economic status and age group
- Internet articles on local Internet news web sites
- Include web site information on all media outreach

## *Segment #32, 33: Mid-scale Rural Families*



*Scattered in rural areas and small towns, these young, upper-middle class families have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. These dual-income couples have fashioned comfortable, child-centered lifestyles.*

## SEGMENT #32, 33

### “MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is between 25-44 years old
- Average annual household income is \$50-75K
- Tend to be college educated. Over 40% have a college degree

### RACE & LANGUAGE:

- The majority (94%) segment is White
- 5% of this segment is Black
- 6% of this segment Hispanic
- 2.75% of the segment speaks Spanish at home

### HOUSEHOLD MAKEUP:

- Average household size is 3-4 people
- Majority of households are married couple with children between 6-17 years old

### HOUSING INFORMATION:

- 69% of this population lives in small towns and 31% lives in the rural area
- The majority have lived in their homes for 5+ years
- 86% own their homes and 14% rent

## SEGMENT #32, 33

### “MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Experienced parents of children for older children
- Good candidate for all age groups

### BLACK AND HISPANIC PLACEMENT

- This population is not ethnically diverse

### MEDICAL AND BEHAVIORAL SPECIAL NEEDS

- Likely to find candidates who may have social awareness about working with children with medical, behavioral or emotional special needs, but no professional training or experience

### SIBLING GROUPS

- Likely to have the resources and space to accommodate sibling groups

## SEGMENT #32, 33

### “MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Internet sources and websites
- Radio
- Cable TV
- Books

### WHOSE OPINION DO THEY TRUST?

- Word of mouth from co workers, friends and family
- Parents within their own segment
- Parents who have adopted
- Professionals who work with children (pediatricians, teachers, etc)
- Experts in the field of child welfare/ education/ parenting

### HOW DO THEY MAKE DECISIONS?

- Weigh the impact of adopting on their families standard of living
- Will gather and compare factual information from many different sources (especially from Internet)
- Will ask advice from people they trust
- Will weigh the impact of decision on their future opportunities
- Will be most influenced by learning about experiences of current parents who have adopted and discussing matter with people they know

### HOW DO THEY SEE THEMSELVES?

- Intelligent, young tech-savvy individuals
- Informed people; finger on pulse of social change and social responsibility
- Innovative career people and responsible parents
- People who use their skills, talents and influence to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that highlight the advantage of adoption to their family
- Messages that focus on social responsibility of their age group (will be motivated by a generational cause)
- Messages that appeal to a tech-savvy, educated population
- Messages that appeal to them as an influential age group (rather than influential individuals) who can make a difference in their community

**SEGMENT #32, 33**

**“MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

- Messages that address them as strong, accomplished parents

## SEGMENT #32, 33

### “MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Above average listeners of the radio
- Most likely to listen weekdays 6am-10am and 3pm-7pm
- Most likely to listen weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Classic Rock
- Country
- Contemporary Hit Radio

### WEB AND INTERNET USAGE

- Above average users of the Internet
- Likely to own a PC and use Internet at home
- Likely to use Internet for news/ current affairs as well as e-mail
- Most likely to use Google and Yahoo as browser
- Very likely to use Internet to research topics of interest (actively visit websites)

### PRINT MEDIA

- Average readers of the newspaper (daily and Sunday edition)
- When read paper, more likely to look at classified, general news, sports, and comics sections
- More likely to use the Yellow Pages (both printed and Internet) 1-3 times a week
- Slightly above average readers of magazines

### MOST READ MAGAZINES

- |                          |                   |
|--------------------------|-------------------|
| • Parade                 | • Newsweek        |
| • People                 | • Reader's Digest |
| • Better Homes & Gardens | • USA Weekend     |

## SEGMENT #32, 33

### “MID-SCALE RURAL FAMILIES” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Below average viewers of television overall
- Above average viewers of cable television
- Below average watchers of primetime television
- More likely to watch professional football, situation comedies, entertainment specials and general dramas

#### MOST WATCHED CABLE STATIONS

- The Weather Channel
- Discovery Channel
- TBS
- ESPN
- USA
- TNT

#### MOST WATCHED TELEVISION PROGRAMS

- Super bowl
- CSI
- Everybody Loves Raymond
- American Idol
- Law & Order: SVU
- Fear Factor

#### SUCCESSFUL MEDIA STRATEGIES

- Include web site links in all advertisements (radio, visuals, TV, etc)
- Internet articles on local Internet news web sites
- Agency web site links added to news and browser sites
- Radio PSAs featured on Country, Contemporary Hit Radio or Classic Rock stations during weekday driving hours (morning 6-10am and evening 5-7pm)
- Cable television PSAs

## *Segment #51, 64: Rural Roads*



*These young, working-class couples are known for their large families, work ethics and insular communities. With -more than half of households having two or more kids—these families tend to live in small houses, mobile homes and manufactured housing in the rural areas and, isolated towns.*

## SEGMENT #51, 64

### “RURAL ROADS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is between 25 and 44 years old
- Average annual household income <\$30k
- Tend to have no more than a high school diploma

### RACE & LANGUAGE:

- The majority (83%) of this segment is White
- 15% of this segment is Black
- 9% of this segment is Hispanic
- 4% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Average household size is 3-4 people
- Average household is a married couples with children
- Average family has 1-2 children between the ages of 6-17

### HOUSING INFORMATION:

- 68% of this population lives in the rural area. 31% live in small towns
- The majority have lived in their homes for 5+ years
- 62% own their homes and 38% rent
- 27% live in mobile homes

## SEGMENT #51, 64

### “RURAL ROADS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Tend to be parents of children 6-17 years old
- Good candidates for school aged children and teens

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Significant Hispanic population

### MEDICAL & CLINICAL NEEDS

- Less likely to find candidates who are trained to work with children with clinical medical, behavioral or emotional special needs.

### SIBLING GROUPS

- Likely to be willing to care for small sibling groups
- Less likely to have the financial resources to accommodate large sibling groups

## SEGMENT #51, 64

### “RURAL ROADS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Much more likely to trust word of mouth of people they know than external media sources
- Friends & Family
- Church
- Local institutions that work with families (schools, social services, clinics, etc.)
- Television

### WHOSE OPINION DO THEY TRUST?

- People they know vs. outside authorities
- School professionals (of their kids' schools)
- The family doctor (doctors in the family clinic)
- Family, local friends and close neighbors

### HOW DO THEY MAKE DECISIONS?

- Gather information and weigh decisions with people they know and trust
- Weigh the impact that decisions will have on their families
- Weigh what they will be able to manage in addition to their work and family

### HOW DO THEY SEE THEMSELVES?

- Hard working, blue collar 'salt of the earth' families with strong work ethics and family values
- Take pride in their family, work, home

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that appeal to the sentimentality of the population
- Messages that are very child focused
- Messages that focus on the moral importance of adopting kids
- Messages that reflect that the parents in this segment are strong, capable and needed
- Messages that reflect the importance of work ethic and family values
- Messages that subtly mirror conservative values (fiscal, social, political)

## SEGMENT #51, 64

### “RURAL ROADS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Average listeners of the radio
- Most likely to listen weekdays 6-10am and 3-7pm
- Most likely to listen weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Country
- Contemporary/ Adult Contemporary Radio
- Rock/ Classic Rock

### WEB AND INTERNET USAGE

- Average users of Internet (though use it for limited uses)
- Less likely to own a PC and use Internet at home
- Much less likely to use Internet for information or trust web sites as an information source

### PRINT MEDIA

- Below average readers of the newspaper (both daily and Sunday edition)
- When reading the newspaper, will tend to look at general news section, classifieds and the coupon inserts
- Average users of the Yellow Pages (both printed and internet)
- Average readers of magazines

### MOST READ MAGAZINES

- People
- Better Homes & Gardens
- Readers Digest
- Parents Magazine
- TV Guide
- Sports Illustrated

## SEGMENT #51, 64

### “RURAL ROADS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of television overall
- Average viewers of cable and primetime television
- Most likely to watch weekdays 9am-4pm and 8-11pm
- Most likely to watch weekends 8-10pm
- More likely to watch situation comedy and reality based shows

#### MOST WATCHED CABLE STATIONS

- Lifetime
- TBS
- The Weather Channel
- USA Network
- Discovery Channel
- Cartoon Network

#### MOST WATCHED TELEVISION PROGRAMS

- Fear Factor
- Everybody Loves Raymond
- CSI
- Cops
- The Simpson's
- American Idol

#### SUCCESSFUL MEDIA STRATEGIES

- Media that gets the \*entire\* community talking about the subject of adoption (this segment is most influenced by word of mouth).
- Radio PSAs featured on Country, Contemporary or Classic Rock stations during weekday driving hours (morning 6-10am and evening 5-7pm)
- Advertisement in the coupon section of the newspaper
- Billboards and posters that reflect blue color families (positioned on highways near Wal-Marts)
- Be sure to reflect a familiar local image in your media and use short, repeatable phrases that will be spread word of mouth in community

**SEGMENT #51, 64**

**“RURAL ROADS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

# **Strategic Recruitment Family Portraits State of Florida Smaller Metropolitan Cities**

**27: Middleburg Managers  
34, 35: Small City Centers  
63: Family Thrifts**

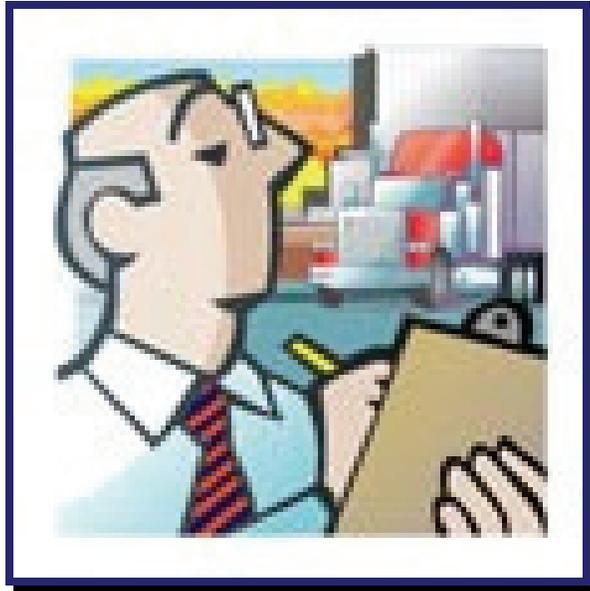
**Developed By:  
The Center for Support of Families  
& the Five Points Technology Group  
January 25, 2008**



## Table of Contents

<u>Segment #27: Middleburg Managers</u> .....	3
<u>DEMOGRAPHICS</u> .....	4
<u>SPECIAL NEEDS</u> .....	5
<u>RECEPTIVITY FACTORS</u> .....	6
<u>MEDIA USAGE</u> .....	8
<u>Segment #34, 35: Small City Centers</u> .....	10
<u>DEMOGRAPHICS</u> .....	11
<u>SPECIAL NEEDS</u> .....	12
<u>RECEPTIVITY FACTORS</u> .....	13
<u>MEDIA USAGE</u> .....	15
<u>Segment #63: Family Thrifts</u> .....	17
<u>DEMOGRAPHICS</u> .....	18
<u>SPECIAL NEEDS</u> .....	19
<u>RECEPTIVITY FACTORS</u> .....	21
<u>MEDIA USAGE</u> .....	22

## *Segment #27: Middleburg Managers*



*Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today, segment residents tend to be middle-class and over 45 years old, with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.*

## SEGMENT #27

### “MIDDLEBURG MANAGERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 45-64 years old
- Average annual household income is \$40-75k
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (91%) of this segment is White
- (7%) of this segment is Black
- 7% of this segment is Hispanic
- 2% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are married couples
- Average parent has grown children who no longer live at home

### HOUSING INFORMATION:

- The majority of the segment lives in the second (satellite) cities of Florida
- 91% own their home
- Majority have lived in their home 5+ years

## SEGMENT #27

### “MIDDLEBURG MANAGERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Experienced parents of grown children
- Good candidate for older children and teens

### BLACK AND HISPANIC PLACEMENT

- Population is not very ethnically diverse

### MEDICAL AND BEHAVIORAL SPECIAL NEEDS

- Likely to find candidates in medical profession or who trained to work with medically fragile children
- Likely to find candidates who are educated about working with children with Medical & Clinical Needs
- Likely to find candidates who are educated about working with children with developmental delays and disabilities
- Likely to find candidates who are educated about working with children with emotional or severe behavioral problems

### SIBLING GROUPS

- Likely to find couples who have the financial resources to accommodate sibling groups

## SEGMENT #27

### “MIDDLEBURG MANAGERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- People from their own age, education and professional level
- Compare information from many sources
- Research topics from articles, books and internet sources
- Academic sources
- News/ Talk Radio
- Television news channels
- Newspaper articles
- Books

### WHOSE OPINION DO THEY TRUST?

- Professionals within their own segment
- Friends, family & neighbors of their own educational level and socioeconomic status
- Politicians
- Experts (PhDs) in the field of child welfare/ education/ parenting

### HOW DO THEY MAKE DECISIONS?

- Gather and compare information from many different sources
- Research the facts and impact of an issue
- Weigh the practicality of the issue: if they have the time, energy and physical ability to care for a child in their retirement age
- Ask advice from people who most reflect their segment and whom they trust
- Weigh the factual evidence primarily and then the emotional influence secondarily

### HOW DO THEY SEE THEMSELVES?

- Intelligent, influential individuals
- Accomplished career people
- Accomplished parents (many have a child(ren) who have recently moved away from home)
- Older individuals who are adjusting to a retirement lifestyle and needing new focus
- People who use their professional skills to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that speak to their expertise as professionals
- Messages that focus on new opportunities for them to use their professional skills in retirement
- Messages that focus on their ability to make a difference in their community during their retirement

**SEGMENT #27**

**“MIDDLEBURG MANAGERS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

- Messages that speak to them as influential experts in their field

## SEGMENT #27

### “MIDDLEBURG MANAGERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Average radio listeners
- Likely to listen weekdays 6am-10am and 3-7pm
- Likely to listen on weekends 6am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Country
- Oldies
- News/Talk

### WEB AND INTERNET USAGE

- Average users of Internet
- Average number of households own a PC and use Internet at home
- Likely to use Internet for e-mail and for general news/ current affairs
- As likely as the state population to look actively visit web sites to research topics of interest (more likely to look for non web written sources)
- Most likely to use Yahoo and Google as browser

### PRINT MEDIA

- Above average readers of newspaper
- More likely to read the daily paper than the Sunday edition
- Most likely to read the general news, editorial, business and sports sections of newspaper
- Average users of the Yellow Pages (both printed and internet)
- Average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- Reader's Digest
- USA Weekend
- Better Homes and Gardens
- National Geographic

## SEGMENT #27

### “MIDDLEBURG MANAGERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of television overall
- Average viewers of both cable and primetime television
- Likely to watch TV M-F 9am-4pm and 8-11pm
- Likely to watch TV SS 7pm-10pm
- Most likely to watch entertainment specials, professional football specials and general dramas

#### MOST WATCHED CABLE STATIONS

- The Weather Channel
- Discovery Channel
- CNN
- Fox News
- A&E
- History Channel

#### MOST WATCHED TELEVISION PROGRAMS

- CSI
- Everybody Loves Raymond
- Law & Order
- 60 Minutes
- 20/20
- ABC World News

#### SUCCESSFUL MEDIA STRATEGIES

- Television evening news story featuring professionals adopting children with special needs
- Billboards featuring older medical professionals adopting children with special needs
- Newspaper editorials and articles that address the need for older professional couples to adopt children
- Talk radio segment on older professionals adopting teenagers and children with special needs
- Cite articles and professional opinions, statistical data and web site information on all advertisements and outreach materials

## *Segment #34, 35: Small City Centers*



*Midpoint on the socioeconomic ladder, residents in Small City Centers look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity--including a disproportionate number of Hispanics and African-Americans.*

## SEGMENT #34, 35

### “SMALL CITY CENTERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household age is 25-44 years old
- Average annual household income is \$30-75K
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (82%) of this segment is White
- A significant percentage (17%) of this population is Black
- 16% of this segment is Hispanic
- 8% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Equal mix of married couples and singles
- Average household size is 3-4 people
- Significant percentage of married couples in segment have children (6-17 years old)
- Many singles in this segment desire to have children

### HOUSING INFORMATION:

- The majority of the segment lives in the second (satellite) cities of Florida
- The majority have lived in their homes for less than 4 years
- Families tend to own homes. Singles tend to rent well maintained apartments

## SEGMENT #34, 35

### “SMALL CITY CENTERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Married couples in this segment tend to have children 6-17 years old
- Good candidate for school aged children and teens
- Singles and newly married couples are good candidate for school aged children

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Significant Hispanic population

### MEDICAL AND BEHAVIORAL SPECIAL NEEDS

- Likely to find candidates in medical profession or who are medically trained
- Likely to find candidates who are educated about working with children with Medical & Clinical Needs
- Likely to find candidates who are educated about working with children with developmental delays and disabilities
- Likely to find candidates who are educated about working with children with emotional or severe behavioral problems

### SIBLING GROUPS

- Likely to have the resources and space to accommodate sibling groups

## SEGMENT #34, 35

### “SMALL CITY CENTERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Friends and family
- Neighbors and co-workers
- Television news
- Spanish speakers: Word of mouth from Hispanic community

### WHO DO THEY TRUST?

- Word of mouth from co-workers, friends and family
- Parents within their own segment
- Parents who have adopted
- Professionals who work with children (pediatricians, teachers, etc)
- Experts in the field of child welfare/ education/ parenting
- The local Spanish speaking community

### HOW DO THEY MAKE DECISIONS?

- Weigh the impact of adopting on their families standard of living
- Will gather and compare factual information from many different sources
- Will ask advice from people they trust
- Will weigh the impact of decision on their future opportunities
- Will be most influenced by learning about experiences of current parents who have adopted and discussing matter with people they know

### HOW DO THEY SEE THEMSELVES?

- Young families have better socioeconomic opportunities than their parents or grandparents had
- Strong parents who will make a better future for their children
- Intelligent, young educated professionals
- Dedicated parents
- Families with conservative family values and strong work ethics

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that reflect racial diversity (emphasis on Black)
- Messages that reflect the individual family (rather than the community)
- Messages that focus on them as strong parents able to better a child's life

**SEGMENT #34, 35**

**“SMALL CITY CENTERS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

- Messages that appeal to the sentimentality of the population
- Messages that reflect the importance of work ethic and family values

## SEGMENT #34, 35

### "SMALL CITY CENTERS" FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Average listeners of the radio
- Most likely to listen weekdays 6-10am and 3pm-7pm
- Most likely to listen weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Adult Contemporary
- Country
- Urban Contemporary
- Rock and Classic Rock

### INTERNET AND WEB USAGE

- Slightly above average users of the Internet
- Average number of households own a PC and use Internet at home
- Likely to use Internet for e-mail and for general news/ current affairs and to play online games
- Likely to use Internet to research topics of interest (actively visit websites)
- Most likely to use Yahoo and Google as browser

### PRINT MEDIA

- Below average readers of the newspaper
- More likely to look at Sunday edition than the daily paper
- When reading the newspaper, will tend to look at general news and classified sections
- Average users of the Yellow Pages (both printed and Internet) 1/mo
- Average readers of magazines

### MOST READ MAGAZINES

- People
- Parade
- Time
- National Geographic

## SEGMENT #34, 35

### “SMALL CITY CENTERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

- USA Weekend
- Sports Illustrated

### CABLE AND NETWORK TELEVISION USAGE

- Below average viewers of television overall
- More likely to watch cable than primetime television
- Likely to watch M-F 9am-4pm and 8-11pm
- Likely to watch weekends 8-10pm
- Likely to watch situational comedies, general dramas and entertainment specials

### MOST WATCHED CABLE STATIONS

- Discovery Channel
- The Weather Channel
- TNT
- TNS
- TBS
- Fox News

### MOST WATCHED TELEVISION PROGRAMS

- CSI
- Fear Factor
- American Idol
- Law and Order
- Everybody Loves Raymond
- The Simpson's

### SUCCESSFUL MEDIA STRATEGIES

- Billboards featuring young, Black, professional singles adopting school-aged children
- Billboards featuring young segment couples and singles adopting children with developmental or medical special needs
- Cable news story about need for adoption which debunks the myth that single parents cannot adopt
- Morning rush hour radio PSA on Contemporary, Country or Classic Rock station
- Include web site on all advertisements and outreach materials
- Translate printed materials into Spanish dialect of the neighborhood

## *Segment #63: Family Thrifts*



*The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops.*

**SEGMENT #63**

**“FAMILY THRIFTS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

**DEMOGRAPHICS**

**AGE, INCOME, EDUCATION:**

- Average head of household is 25-44 years old
- Average annual household income is \$20-40K
- Most have no more than a high school degree

**RACE & LANGUAGE:**

- The majority (70%) of this segment is White
- A significant percentage (28%) of this segment is Black
- 25% of this segment is Hispanic 15% speak Spanish at home

**HOUSEHOLD MAKEUP:**

- Average head of household is a married couple with 1-2 children
- Average family has children who are 2-17 years old

**HOUSING INFORMATION:**

- The majority of the segment lives in the second (satellite) cities of Florida
- Majority rent apartments in the lower income neighborhoods of city
- Majority have lived in their home less than 5 years

## SEGMENT #63

### “FAMILY THRIFTS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- This segment is experienced with all ages of children
- Good candidate for all age groups

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish speaking Hispanic population

### MEDICAL AND BEHAVIORAL SPECIAL NEEDS

- Likely to find people working as medical support professionals
- Likely to find people trained to work with children with medical or developmental disabilities

### SIBLING GROUPS

- Unlikely to have the resources and space to accommodate large sibling groups

**SEGMENT #63**

**“FAMILY THRIFTS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

## SEGMENT #63

### “FAMILY THRIFTS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Verbal sources: Radio and word of mouth
- Much more likely to trust word of mouth of people they know than external media sources
- Friends & Family
- Church
- Local institutions that work with families (schools, social services, clinics, etc.)
- Television
- Spanish speakers: Word of mouth from Hispanic community

### WHOSE OPINION DO THEY TRUST?

- Family and Neighbors
- Co-workers
- Parents within their own segment
- Church members
- Spanish Speakers: The local Spanish speaking community

### HOW DO THEY MAKE DECISIONS?

- Weigh how the decision will effect them as individuals (rather than as a community)
- Assess if they are able to afford another child (time and money)
- Weigh the impact of the decision on their family
- The opinion of people they trust will influence them more than factual information or expert opinions

### HOW DO THEY SEE THEMSELVES?

- Resourceful and strong parents
- Support professionals (sales, medical, administrative)
- Families who work hard to make ends meet and provide for their children

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that speak to the individual family (rather than the community)
- Messages and visuals that feature ethnic diversity
- Addressing the financial and social supports given to adoptive parents
- Emotional and sentimentally motivating messages about the need for adoption
- Messages that address them as strong, accomplished parents
- Messages that reflect the dialect of local Spanish speakers

## SEGMENT #63

### “FAMILY THRIFTS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Average radio listeners
- Likely to listen M-F 6-10am and 3-7pm
- Likely to listen weekends, 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Contemporary, Adult Contemporary and Urban Contemporary Radio
- Country
- Hispanic Radio

### INTERNET AND WEB USAGE

- Below average users of the Internet
- Less likely to have a PC and use the Internet at home
- Very unlikely to go to web sites to research information

### PRINT MEDIA

- Below average readers of the newspaper (both the daily and Sunday edition)
- When reading the newspaper, will tend to look at classifieds and general news sections
- Average users of the Yellow Pages (both printed and internet)
- Average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- TV Guide
- USA Weekend
- Sports Illustrated
- Parents Magazine

## SEGMENT #63

### “FAMILY THRIFTS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of television overall
- Average viewers of cable and primetime television
- Likely to watch TV M-F 9am-6pm and 8pm-11pm
- Likely to watch TV S-S 8pm-11pm
- Likely to watch situation comedy, general drama, and professional football specials

#### MOST WATCHED CABLE STATIONS

- Discovery Channel
- TBS
- TNT
- Animal Planet
- HBO
- Lifetime

#### MOST WATCHED TELEVISION PROGRAMS

- Fear Factor
- The Simpson's
- Cops
- American Idol
- Law and Order
- That 70s Show

#### SUCCESSFUL MEDIA STRATEGIES

- Media that gets the neighborhood community talking about the subject of adoption (this segment is most influenced by word of mouth).
- Radio PSAs on Contemporary, Country and Hispanic Stations
- Target Hispanic population with verbal media (avoid printed media)
- Urban Billboards that feature ethnically diverse, lower class couples with children

# **Strategic Recruitment Family Portraits State of Florida City Suburbs**

**36: Blue Chip Blues**

**44: New Beginnings**

**52: Suburban Pioneers**

**Developed By:  
The Center for Support of Families  
& the Five Points Technology Group  
January 25, 2008**



## Table of Contents

<u>Segment #36: Blue Chip Blues</u> .....	3
<u>DEMOGRAPHICS</u> .....	4
<u>SPECIAL NEEDS</u> .....	5
<u>RECEPTIVITY FACTORS</u> .....	6
<u>MEDIA USAGE</u> .....	8
<u>Segment #44: New Beginnings</u> .....	10
<u>DEMOGRAPHICS</u> .....	11
<u>SPECIAL NEEDS</u> .....	12
<u>RECEPTIVITY FACTORS</u> .....	13
<u>MEDIA USAGE</u> .....	14
<u>Segment #52: Suburban Pioneers</u> .....	16
<u>DEMOGRAPHICS</u> .....	17
<u>SPECIAL NEEDS</u> .....	18
<u>RECEPTIVITY FACTORS</u> .....	19
<u>MEDIA USAGE</u> .....	20

## *Segment #36: Blue Chip Blues*



*Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse--with a significant presence of Hispanics and African-Americans--the segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.*

## SEGMENT #36

### “BLUE CHIP BLUES” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 25-44 years old
- Average annual household income is \$40-75K
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (75%) of this segment is White
- A significant percentage (20%) of this segment is Black
- 17% of this segment is Hispanic
- 8% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are married couples with 1-2 children
- Average family has children between the ages of 6-17

### HOUSING INFORMATION:

- The majority of the segment lives in the suburban areas of major Florida cities
- Majority own their home
- Majority have lived in their home 1-4 years

## SEGMENT #36

### "BLUE CHIP BLUES" FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Parents in this segment have children 6-17 years old
- Good candidate for school aged children and teens

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large Spanish speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Less likely to find people who are professionally trained or have experience working with children with medical, emotional or behavioral special needs.

### SIBLING GROUPS

- Likely to have the resources and space to accommodate sibling groups

## SEGMENT #36

### “BLUE CHIP BLUES” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Radio
- Books
- Internet and web sources (blogs, news sites)
- Spanish speakers: Word of mouth from Hispanic community

### WHOSE OPINION DO THEY TRUST?

- Other parents
- Professionals who work with children (teachers, pediatricians, etc)
- Local dialect Spanish speakers (rely on verbal messages rather than written)
- Neighbors, co-workers and church members
- Friends and friends

### HOW DO THEY MAKE DECISIONS?

- Make decisions based on it's impact on their families standard of living
- Will gather information from word of mouth and online sources mostly
- Influenced by their social obligation to their community
- Likely to do factual research online but will be most influenced by learning about experiences of current parents who have adopted

### HOW DO THEY SEE THEMSELVES?

- Intelligent, young, talented individuals
- Informed people; finger on pulse of social change and social responsibility
- Innovative career people and responsible parents
- People who use their skills, talents and influence to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that highlight the advantage of adoption to their family
- Messages that focus on social responsibility of their age group (will be motivated by a generational cause)
- Messages that appeal to a young, tech-savvy, educated population
- Messages that appeal to them as an influential age group (rather than influential individuals) who can make a difference in their community
- Messages that address them as strong, accomplished parents

**SEGMENT #36**

**"BLUE CHIP BLUES" FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

## SEGMENT #36

### "BLUE CHIP BLUES" FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Above average radio listeners
- Likely to listen weekdays 6am-10am and 3-7pm
- Likely to listen on weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Urban and Adult Contemporary Hit Radio
- Country
- Rock

### WEB AND INTERNET USAGE

- Above average users of Internet (heavy users)
- Likely to own a PC and use Internet at home
- Likely to use Internet for news/ current affairs
- Likely to use Internet as a research topics of interest (actively visit web sites)
- Most likely to use Google, Yahoo and AOL as browser

### PRINT MEDIA

- Below average readers of the newspaper
- More likely to read the Sunday paper than the daily paper
- When reading the newspaper, will tend to look at general news, classified and sports sections
- Above average users of the Yellow Pages (both printed and internet) (1/wk)
- Above average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- Better Homes and Gardens
- Sports Illustrated
- Readers Digest
- Time

## SEGMENT #36

### “BLUE CHIP BLUES” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of network and cable television
- Slightly above average viewers of primetime television
- Most likely to watch TV M-F 9am-4pm and SS 7pm-11pm
- Most likely to watch situational comedies, professional football specials, entertainment specials and general dramas

#### MOST WATCHED CABLE STATIONS

- Discovery Channel
- The Weather Channel
- Cartoon Network
- TNT
- ABC Family Channel
- Animal Planet

#### MOST WATCHED TELEVISION PROGRAMS

- Super Bowl
- CSI
- American Idol
- Fear Factor
- Law & Order
- Will and Grace

#### SUCCESSFUL MEDIA STRATEGIES

- Billboards on major commute highways
- Include web site links in all advertisements (radio, visuals, TV, etc)
- Internet articles on local Internet news web sites
- Agency web site links added to news and browser sites
- Radio PSAs featured on Country, Contemporary Classic Rock stations during weekday driving hours (morning 6-10am and evening 5-7pm)

## *Segment #44: New Beginnings*



***Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are young singles and couples just starting out on their career paths--or starting over after recent divorces or company transfers. Ethnically diverse--with nearly half its residents Hispanic, Asian or African-American--New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.***

## SEGMENT #44

### “NEW BEGINNINGS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household age is between 18-35 years old
- Average annual household income is \$20-30K
- Large percentage have recently completed a degree or started a new job

### RACE & LANGUAGE:

- The majority (70%) of this segment is White
- A significant percentage (26%) of this population is Black
- 16% of this segment is Hispanic
- 9% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Average household size is 1-4 people
- Majority of households are singles
- 25% of these households are a single mother raising 1-2 children (ages 2-11)

### HOUSING INFORMATION:

- The majority of the segment lives in the suburban areas of major Florida cities
- The majority have lived in their homes for less than 4 years
- The vast majority of the population live in rented apartments

## SEGMENT #44

### “NEW BEGINNINGS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Good candidate for younger, school aged children (6-11)

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Likely to find recent graduates who are educationally trained to work with children with medical, emotional or behavioral special needs.

### SIBLING GROUPS

- Unlikely to have the resources and space to accommodate sibling groups

## SEGMENT #44

### “NEW BEGINNINGS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Friends and family
- Other single parents their age (especially in neighborhood)
- Spanish speakers: Word of mouth from Hispanic community

### WHOSE OPINION DO THEY TRUST?

- Word of mouth from co workers, friends and family
- Teachers and professors
- Fellow young parents within their own segment
- Experts in the field of child welfare/ education/ parenting
- Doctors
- The local Spanish speaking community

### HOW DO THEY MAKE DECISIONS?

- Gather and compare information from many different sources
- Research the facts and impact of an issue
- Ask advice from people they trust
- Weigh the impact of decision on their future opportunities

### HOW DO THEY SEE THEMSELVES?

- Young people trying to better their lives through education or a starting career
- Often adjusting to a new lifestyle (new income or living situation)
- Enjoying new opportunities in job, career, friendships and living situation
- Having a great amount of potential for the future
- Having to compete for opportunities

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that reflect racial diversity (emphasis on Black population)
- Messages that show that young and/or single parents are desirable adoption candidates
- Emotional messages
- Messages that address them as strong, accomplished parents
- Messages that speak to how adopting can benefit both their future and a child's

## SEGMENT #44

### “NEW BEGINNINGS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Average listeners of the radio
- Most likely to listen weekdays 6-10am and 3pm-7pm
- Most likely to listen weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Contemporary Radio

### INTERNET AND WEB USAGE

- Below average users of the Internet
- Less likely to own a PC or have Internet access at home
- Most likely to use Internet to play computer games
- Very unlikely to use Internet to research topics of interest (actively visit web sites)

### PRINT MEDIA

- Below average readers of the newspaper (both Sunday and daily newspaper)
- When reading the newspaper, will tend to look at general news, classified and comics sections
- Average user of the Yellow Pages (both printed and internet) (1/wk)
- Average readers of magazines

### MOST READ MAGAZINES

- |            |                      |
|------------|----------------------|
| • Parade   | • Sports Illustrated |
| • People   | • USA Weekend        |
| • TV Guide | • Cosmopolitan       |

## SEGMENT #44

### “NEW BEGINNINGS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of network and cable television
- Likely to watch M-F 4pm-7:30pm
- Likely to watch weekends 7-10pm
- Likely to watch situational comedies and general dramas

#### MOST WATCHED CABLE STATIONS

- TNT
- MTV
- USA
- TBS
- Lifetime
- Discovery Channel

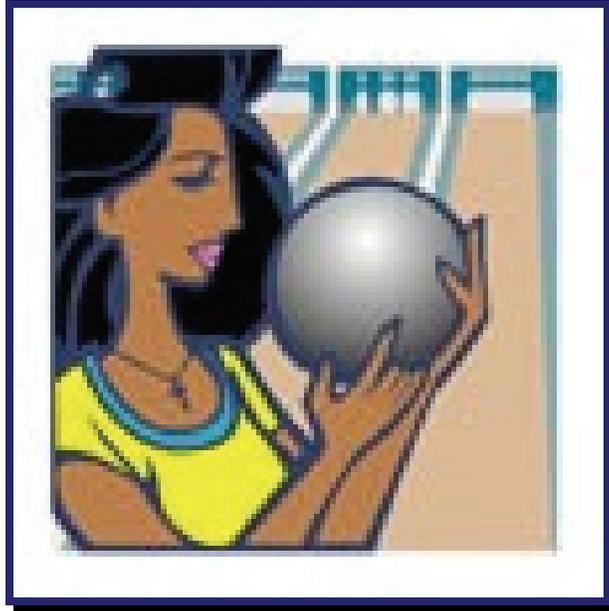
#### MOST WATCHED TELEVISION PROGRAMS

- Cops
- Fear Factor
- Simpson's
- Law & Order
- CSI
- American Idol

#### SUCCESSFUL MEDIA STRATEGIES

- Radio PSAs during morning and evening rush hour times
- Drive to work radio story featuring Black adoption parents and experts from the child welfare field addressing the need for adoption
- Billboards that specifically reflect the age and socioeconomic status of this group
- Hispanic Radio PSA
- Radio PSAs debunking the myth that single parents can't adopt

## *Segment #52: Suburban Pioneers*



*Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are blue-collar and the money is tight. But what unites these residents (a diverse mix of Whites, Hispanics and African-Americans) is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.*

## SEGMENT #52

### “SUBURBAN PIONEERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 45-64 years old
- Average annual household income is \$20-30K
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (79%) of this segment is White
- A significant percentage (20%) of this segment is Black
- 20% of this segment is Hispanic
- 11% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are single or unmarried individuals
- Average household size is 1-4 people
- About 20% of households have children under 18 (most are 6-17 years old)

### HOUSING INFORMATION:

- The majority of the segment lives in the suburbs of mid and large cities in Florida
- Majority own their home
- Majority have lived in their home 5+ years
- 13% live in mobile homes

## SEGMENT #52

### “SUBURBAN PIONEERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Most parents in this segment have children 6-17 years old
- Good candidate for school aged children and teens

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Less likely to find people who are professionally trained or have experience working with children with medical, emotional or behavioral special needs.

### SIBLING GROUPS

- Unlikely to have the resources and space to accommodate sibling groups

## SEGMENT #52

### “SUBURBAN PIONEERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Friends & Family
- People they know
- Church
- Local institutions that work with families (schools, social services, clinics, etc.)
- Spanish speakers: Word of mouth from Hispanic community

### WHOSE OPINION DO THEY TRUST?

- Fellow single, blue collar parents
- Neighbors
- Co-workers
- Church members
- The local Spanish speaking community

### HOW DO THEY MAKE DECISIONS?

- Assess if they are able to afford another child (time and money)
- Weigh the impact of the decision on their family
- The opinion of people they trust will influence them more than factual information, media or expert opinions

### HOW DO THEY SEE THEMSELVES?

- Resourceful, hard-working people
- Single parents who work hard to make ends meet and provide for their children

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that show that single parents are desirable adoptive parents
- Addressing the financial and social supports given to adoptive parents
- Emotional and sentimentally motivating messages about the need for adoption
- Messages that address them as strong, accomplished parents
- Verbal outreach (radio) to the Hispanic section of this segment (avoid print media)
- Visual images of Black, middle aged singles with kids that reflect segment demographics

## SEGMENT #52

### “SUBURBAN PIONEERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## MEDIA USAGE

### RADIO USAGE

- Average radio listeners
- Likely to listen M-F 6-10am
- Likely to listen S-S 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Urban and Adult Contemporary Hit Radio
- Oldies
- Hispanic Radio
- Classic Rock

### INTERNET AND WEB USAGE

- Below average users of the Internet
- Average numbers of households own a PC and have Internet access, but are less likely to use the Internet at home
- Most likely to use Internet to play computer games
- Very unlikely to use Internet to research topics of interest (actively visit web sites)

### PRINT MEDIA

- Below average readers of the newspaper
- More likely to read the Sunday paper than the daily paper
- When reading the newspaper, will tend to look at general news and classified sections
- Average users of the Yellow Pages (both printed and internet) (1/wk)
- Average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- TV Guide
- National Geographic

## SEGMENT #52

### “SUBURBAN PIONEERS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

- USA Weekend
- Sports Illustrated

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of network and cable television
- Likely to watch TV M-F 9am-6pm and 8pm-11pm
- Likely to watch TV S-S 8pm-11pm
- Likely to watch situation comedy, general drama, and professional football specials

#### MOST WATCHED CABLE STATIONS

- Discovery Channel
- Weather Channel
- TBS
- Fox News
- USA
- Lifetime

#### MOST WATCHED TELEVISION PROGRAMS

- CSI
- Everybody Loves Raymond
- American Idol
- Law & Order
- The Simpson's
- ABC World News Tonight

#### SUCCESSFUL MEDIA STRATEGIES

- Media that gets the neighborhood community talking about the subject of adoption (this segment is most influenced by word of mouth from co-workers and neighbors)
- Visual images (billboards) that show Black individuals (vs. couples) of this socioeconomic status with older children
- Hispanic Radio PSAs (be sure to use local dialect)
- TV and radio PSAs that address the need for adoption of older children and debunking the myth that single parents cannot adopt children

# **Strategic Recruitment Family Portraits State of Florida Larger Metropolitan Cities**

**26: The Cosmopolitans**

**29: American Dreams**

**54: Multi-Culti Mosaic**

**Developed By:  
The Center for Support of Families  
& the Five Points Technology Group  
January 25, 2008**



## Table of Contents

<u>Segment #26: The Cosmopolitans</u> .....	3
<u>DEMOGRAPHICS</u> .....	4
<u>SPECIAL NEEDS</u> .....	5
<u>RECEPTIVITY FACTORS</u> .....	6
<u>MEDIA USAGE</u> .....	7
<u>Segment #29: American Dreams</u> .....	9
<u>DEMOGRAPHICS</u> .....	10
<u>SPECIAL NEEDS</u> .....	11
<u>RECEPTIVITY FACTORS</u> .....	12
<u>MEDIA USAGE</u> .....	14
<u>Segment #54: Multi-Culti Mosaic</u> .....	16
<u>DEMOGRAPHICS</u> .....	17
<u>SPECIAL NEEDS</u> .....	18
<u>RECEPTIVITY FACTORS</u> .....	19
<u>MEDIA USAGE</u> .....	20

## *Segment #26: The Cosmopolitans*



***Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America's fast-growing cities. These households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.***

## SEGMENT #26

### “THE COSMOPOLITANS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 55-74 years old
- Average annual household income is \$40-75k
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (78%) of this segment is White
- A significant percentage (17%) of this segment is Black
- 17% of this segment is Hispanic
- 7% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are married couples
- Many of these couples have grown children not living at home
- 6% of these households have children (6-17 years old) living at home

### HOUSING INFORMATION:

- The majority of the segment lives in the urban areas of Florida
- The majority own their home
- Many live in condominiums
- Majority have lived in their home 5+ years

## SEGMENT #26

### “THE COSMOPOLITANS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Experienced parents and grandparents
- Good candidate for teens with babies and teens (target 55-65 year old range of this segment)

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Likely to find candidates who are educated about the needs of children with emotional or medical special needs

### SIBLING GROUPS

- Likely to find couples who have the financial resources to accommodate sibling groups

## SEGMENT #26

### “THE COSMOPOLITANS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Compare information from the influential people they know
- Seek out and compare information given from people educated about the topic
- News/ Talk Radio
- Television news channels
- Newspaper articles
- Books

### WHOSE OPINION DO THEY TRUST?

- People within their own segment
- Politicians
- Experts (especially those they know) in the field of child welfare/ education/ parenting
- Doctors

### HOW DO THEY MAKE DECISIONS?

- Gather and compare information from many different media sources
- Research the facts and impact of an issue
- Ask advice from people who most reflect their segment and whom they trust
- Likely to be most influenced by gathering information verbally

### HOW DO THEY SEE THEMSELVES?

- Intelligent, influential individuals
- Accomplished career people and parents
- Accomplished parents (many have a child(ren) who has recently moved away from home)
- People with important connections in the community (likely to depend on these when making decisions)
- Altruistic people (likely to aide philanthropic causes)
- People who use their influence to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that speak to their higher education level
- Messages that link them with a cause (especially if they receive public recognition)
- Messages that appeal to them as influential individuals who can make a difference
- Messages that address them as strong, accomplished parents

## SEGMENT #26

### “THE COSMOPOLITANS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Average radio listeners
- Likely to listen M-F 6am-3pm and 3-7pm
- Likely to listen S-S 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- News/Talk Radio and All News Radio
- Urban Contemporary
- Oldies
- Hispanic Radio

### WEB AND INTERNET USAGE

- Slightly above average users of Internet
- As likely as rest of state population to own a PC and use Internet at home
- Likely to use Internet for news / current affairs and to look up financial information
- Average likely to use Internet as a research topics of interest (actively visit web sites)
- Most likely to use Google, Yahoo and AOL as browser

### PRINT MEDIA

- Above average readers of newspaper (both daily and Sunday paper)
- Most likely to read the general news, finance, sports and editorial sections of newspaper
- Average users of the Yellow Pages (both printed and internet) (1/mo)
- Average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- Reader's Digest
- National Geographic
- Better Homes and Gardens
- AARP, The Magazine

## SEGMENT #26

### “THE COSMOPOLITANS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Above average viewers of television overall
- Slightly above average cable and primetime television viewers
- Likely to watch TV M-F 9am-4pm and 8-11pm
- Likely to watch TV SS 7pm-10pm
- Most likely to watch primetime situation comedies, football specials and general dramas

#### MOST WATCHED CABLE STATIONS

- CNN
- Discovery Channel
- Fox News
- TNT
- The Weather Channel
- USA Network

#### MOST WATCHED TELEVISION PROGRAMS

- 60 Minutes
- Everybody Loves Raymond
- CSI
- Law & Order
- ABC World News Tonight
- 20/20

#### SUCCESSFUL MEDIA STRATEGIES

- Feature the need for experienced parents to adopt as a topic on a news talk radio station
- Featuring a newspaper editorial about the need for “empty nesters” to adopt
- Newspaper article featuring adoption parents in their socio-economic status and age group
- TV PSAs (evening news)

## *Segment #29: American Dreams*



*American Dreams is a living example of how ethnically diverse the nation has grown: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods, one in ten speaks a language other than English. Middle-aged immigrants and their children live in middle-class comfort in their urban neighborhoods.*

## SEGMENT #29

### “AMERICAN DREAMS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 35-54 years old
- Average annual household income is \$50-75k
- Most have high school degrees or some college

### RACE & LANGUAGE:

- The majority (77%) of the segment is White
- A significant percentage (17%) of this segment is Black
- 29% of this segment is Hispanic
- 12% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are married couples
- Average household is 3-4 people (kids between ages of 6-17)

### HOUSING INFORMATION:

- The majority of the segment lives in the urban areas of Florida
- The majority own their home
- Majority have lived in their home 5+ years

## SEGMENT #29

### “AMERICAN DREAMS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## SPECIAL NEEDS

### AGE RANGES:

- Experienced parents- many with children 6-17 years old
- Good candidate for older children and teens

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Likely to find people working as medical support professionals
- Likely to find people trained to work with children with medical or developmental disabilities

### SIBLING GROUPS

- Likely to find couples who have the financial resources to accommodate sibling groups

## SEGMENT #29

### “AMERICAN DREAMS” FAMILY PORTRAIT

*Segment statistics are state specific and compared to entire Florida population*

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- People from their own age, culture, education and professional level
- Compare information from many sources
- Research topics from articles, books and internet sources
- Radio
- Academic sources
- Newspaper articles

### WHOSE OPINION DO THEY TRUST?

- Professionals within their own segment
- Friends, family & neighbors of their own educational level and socioeconomic status
- Cultural leaders
- Experts (PhDs) in the field of child welfare/ education/ parenting

### HOW DO THEY MAKE DECISIONS?

- Gather and compare information from many different sources
- Research the facts and impact of an issue
- Impact on their families standard of living
- Will gather information from word of mouth and online sources mostly
- Influenced by their social obligation to their community
- Likely to do factual research online but will be most influenced by learning about experiences of current parents who have adopted

### HOW DO THEY SEE THEMSELVES?

- Intelligent, influential individuals
- Accomplished career people
- A political voice
- Accomplished parents
- People who use their professional skills to better their workplace, neighborhood and community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that speak to their expertise as professionals
- Messages that link them to a social cause
- Messages that focus on their ability to make a difference in their community
- Messages that speak to them as influential experts in their field

**SEGMENT #29**

**“AMERICAN DREAMS” FAMILY PORTRAIT**

*Segment statistics are state specific and compared to entire Florida population*

## SEGMENT #29

### “AMERICAN DREAMS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Above average radio listeners
- Likely to listen weekdays 6am-10am and 3-7pm
- Likely to listen on weekends 10am-3pm

### MOST LISTENED TO RADIO PROGRAMMING

- Contemporary Hit
- Variety Radio
- Hispanic Radio

### WEB AND INTERNET USAGE

- Above average users of Internet
- Likely to own a PC and use Internet at home
- Likely to use Internet as major source of news/ current affairs
- Likely to actively look up information online (actively visit web sites to research topics)
- Most likely to use Yahoo and Google as browser

### PRINT MEDIA

- Average readers of newspaper (both daily and Sunday paper)
- More likely to read online news sources than printed news
- Most likely to read the sports and business/financial sections of newspaper
- Average users of the Yellow Pages (both printed and internet)
- Average readers of magazines

### MOST READ MAGAZINES

- Parade
- People
- Time
- Newsweek
- Sports Illustrated
- Better Homes and Gardens

## SEGMENT #29

### “AMERICAN DREAMS” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Average viewers of television overall
- Average cable and primetime television viewers
- Likely to watch TV M-F 9am-4pm and 8-11pm
- Likely to watch TV SS 7pm-10pm
- Most likely to watch primetime situation comedies, football specials and general dramas

#### MOST WATCHED CABLE STATIONS

- Discovery Channel
- CNN
- Fox News
- HBO
- TNT
- Animal Planet

#### MOST WATCHED TELEVISION PROGRAMS

- CSI
- Everybody Loves Raymond
- American Idol
- Law & Order
- Fear Factor
- ER

#### SUCCESSFUL MEDIA STRATEGIES

- Radio PSAs on Contemporary and Variety Stations
- PSAs on Hispanic Radio
- Billboards featuring professional Black parents and children
- Print Spanish translations in correct regional dialect and reflect the socioeconomic status of the segment (this higher socioeconomic Hispanic segment is more likely to respond to written outreach (billboards, posters, etc) than the lower socioeconomic segments who are more likely to trust verbal rather than printed outreach)
- Include web site info on all advertisements

## *Segment #54: Multi-Culti Mosaic*



***A diverse mix of cultural communities, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. This segment is a mecca for ethnically diverse Americans who are striving to improve their lower-middle-class status.***

## SEGMENT #54

### “MULTI-CULTI MOSAIC” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## DEMOGRAPHICS

### AGE, INCOME, EDUCATION:

- Average head of household is 35-54 years old
- Average annual household income is \$20-40K
- Most have no more than a high school degree

### RACE & LANGUAGE:

- The majority (70%) of this segment is White
- A significant percentage (26%) of this segment is Black
- 35% of this segment is Hispanic (the majority are of Mexican descent)
- 22% speak Spanish at home

### HOUSEHOLD MAKEUP:

- Majority of heads of households are married couples
- Average household size is 3-4 people
- Over one third of households have children between the ages of 6-17 years old

### HOUSING INFORMATION:

- The majority of the segment lives in the larger urban cities in Florida
- Majority own their home
- Majority have lived in their home 5+ years

## SEGMENT #54

### “MULTI-CULTI MOSAIC” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## SPECIAL NEEDS

### AGE RANGES:

- Most parents in this segment have children 6-17 years old
- Good candidate for school-aged children and teens

### BLACK AND HISPANIC PLACEMENT

- Significant Black population
- Large, Spanish-speaking Hispanic population

### MEDICAL & CLINICAL NEEDS

- Likely to find people working as medical support professionals
- Likely to find people trained to work with children who have medical or developmental disabilities

### SIBLING GROUPS

- Unlikely to have the resources and space to accommodate sibling groups

## SEGMENT #54

### “MULTI-CULTI MOSAIC” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## RECEPTIVITY FACTORS

### WHERE DO THEY GO FOR INFORMATION?

- Verbal sources: Radio and word of mouth
- Friends and people they know
- Family
- Spanish speakers: Word of mouth from Hispanic community

### WHOSE OPINION DO THEY TRUST?

- Other neighborhood parents
- Friends and family
- Co-workers
- Church members
- The local Spanish speaking community

### HOW DO THEY MAKE DECISIONS?

- Assess if they are able to afford another child (time and money)
- Weigh the impact of the decision on their family
- The opinion of people they trust will influence them more than factual information or expert opinions

### HOW DO THEY SEE THEMSELVES?

- Resourceful and strong parents
- Families who work hard to make ends meet and provide for their children
- Part of a neighborhood or neighborhood community

### WHAT WILL MOTIVATE THEM TO ADOPT?

- Messages that tie them to their neighborhoods
- Addressing the financial and social supports given to adoptive parents
- Emotional and sentimentally motivating messages about the need for adoption
- Messages that address them as strong, accomplished parents
- Messages that reflect the language and the culture of their population

## SEGMENT #54

### “MULTI-CULTI MOSAIC” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

## MEDIA USAGE

### RADIO USAGE

- Above average radio listeners
- Likely to listen M-F 6am-3pm and 10am-3pm
- Likely to listen S-S 3-7pm

### MOST LISTENED TO RADIO PROGRAMMING

- Urban Contemporary Radio
- Hispanic Radio
- Contemporary Hit Radio

### INTERNET AND WEB USAGE

- Slightly below average users of the Internet
- Average likelihood of owning a PC, but less likely to use Internet at home
- Very unlikely to go to web sites to research information

### PRINT MEDIA

- Below average readers of the newspaper (both daily and Sunday editions)
- When reading the newspaper, will tend to look at classifieds and comics sections
- Below average users of the Yellow Pages (both printed and internet)
- Below average readers magazines

### MOST READ MAGAZINES

- Parade
- People
- Readers Digest
- Time
- TV Guide
- Better Homes and Gardens

## SEGMENT #54

### “MULTI-CULTI MOSAIC” FAMILY PORTRAIT

Segment statistics are state specific and compared to entire Florida population

#### CABLE AND NETWORK TELEVISION USAGE

- Average watchers of television overall
- Below average watchers of cable
- Average viewers of primetime television
- Likely to watch TV M-F 9am-6pm and 8pm-11pm
- Likely to watch TV S-S 8pm-11pm
- Likely to watch situation comedy, general drama, and professional football specials

#### MOST WATCHED CABLE STATIONS

- Discovery Channel
- TBS
- TNT
- Animal Planet
- HBO
- Lifetime

#### MOST WATCHED TELEVISION PROGRAMS

- CSI
- Cops
- America's Funniest Videos
- The Simpson's
- Noticiero Univision
- Law & Order

#### SUCCESSFUL MEDIA STRATEGIES

- Radio PSAs played on Urban Contemporary and Contemporary Hits stations
- Billboards featuring Black couples and families reflecting segment demographics
- Spanish PSAs played on Hispanic Radio
- Avoid print media
- Concentrate on verbal outreach to Hispanic population