

THE *EXPLORE* *ADOPTION* TARGETED RECRUITMENT RESOURCE GUIDE

Central Region Edition



Prepared for the State of Florida Department of Children and Families 04/01/2010

Visit *Explore Adoption* at: <http://www.adoptflorida.org/>

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Targeted Recruitment

What is it?

Targeted Recruitment is a special resource family recruitment model based on a social marketing model that focuses on the specific kinds of children and teens in a community who may have been waiting an extended period of time for a permanent home. The strategy involves taking a closer look at the pool of resource families available to provide permanency for these “special needs” children. Targeted Recruitment develops outreach and public awareness, using statistical analysis and demographics data to design campaigns that generate a strong positive response from targeted audiences.

According to the federal guidelines, any Foster / Adoptive Recruitment Plan must include both general and **targeted recruitment** activities.

How does it work?

First, the Recruitment Specialist must consider the age, gender, sibling status, race or ethnic background; the child’s physical, medical, social, emotional, and cognitive needs.

Next, the Recruitment Specialist reviews the assessment of the community from the research that has already been completed. The research (contained in Family Portraits and the Regional Matrix) will further the Recruitment Specialist’s understanding of the community’s potential to provide adoptive families for children with “special needs”.

This research which we are reviewing today considers that families have different financial means, religious and cultural identities, and educational backgrounds, as well as lifestyles, ages, values, housing circumstances and organizational memberships. All of these factors are especially important when assessing for “special needs” suitability and **probability** as adoptive parents.

Demographic and census information about the community can tell a great deal about the people who live in the area and where each type of family lives or where family types tend to “cluster”. Although this data is available from the local library, planning department, or state census data centers, this research has already been done for your local area, and is contained in this Resource Guide.

Why is it worth doing?

Targeted Recruitment has proven to be the most effective strategy in attracting families that are most likely to foster and adopt “special needs” and older children in care. Studies indicate that Targeted Recruitment merits perhaps 60% of the agency’s Recruitment Budget. That is to say, that using this model of recruitment proves that fewer dollars are “wasted” on general recruitment efforts that may be helpful in recruiting “traditional” foster families but fail to attract families that are most likely to adopt “special needs” children.

What do we use?

Today, we will be asking Recruitment Specialists to be open to what may seem like a more technical approach to finding specific families as we work with tools that may be unfamiliar to them, at least initially. We ask that Recruitment Specialists become more familiar with the resources located on the ***Explore Adoption*** website.

We ask that Recruitment Specialists begin to use tools contained within this Resource Guide such as a County Matrix containing your local research data along with an Assessment Summary that offers tips and actual activities.

We ask that Recruitment Specialists follow the step by step instructions contained in this Resource Guide for preparing and planning Targeted Recruitment. We ask that Recruitment Specialists use this Resource Guide to build a plan of action for Targeted Recruitment that can be added to their overall Recruitment Plans that must be submitted annually to the Department of Children and Families.

We ask that Recruitment Specialists take the time to orient themselves to a different approach that may very well result in bringing those children that have been waiting an extra long time to permanency with their forever families.

Regional Analysis

Before we begin, a brief discussion regarding analysis and what types of research is considered in the tools contained in the Resource Guide.

Demographics – refers to the traits that are commonly considered for marketing research such as gender, race, cultural background, age, income, disabilities, mobility (in terms of travel time to work or number of vehicles available), educational attainment, home ownership, employment status, and location.

Special Needs – is often an “umbrella” term for a number of issues that may be associated with an individual or their circumstances. For this Targeted Recruitment process, “special needs” refers to the child’s circumstances that may result in a more challenging adoptive placement such as the foster child with multiple medical diagnoses.

Receptivity Factors - refers to the characteristics of certain group types and how open they may be to certain information. Based on this research, Recruitment Specialists will have a better understanding of what information to provide and how best to provide it to the families and neighborhoods where adoption of “special needs” children is most likely to occur. This is more fully explained in the “Family Portraits” which are located on the *Explore Adoption* website and within this Resource Guide.

Media Usage – refers to using media to deliver your message. From the research, Recruitment Specialists will learn how best to use their local resources in those identified neighborhoods and communities that are most likely open to the information and most likely to adopt “special needs” children.

County Matrix – refers to the Matrix contained within your Resource Guide. This Matrix has been researched and created just for your local Region. In it, you will find a breakout of the results of data for your Region’s counties, cities and zip codes. You will also see which counties, cities and zip codes contain which types of families and which types of families are more open to adoptions of specific types. All of this will become clearer as you begin to follow the Action Steps and actually utilize the tools.

Recruitment Activity Planning in Six Steps

The *Explore Adoption* program includes a set of resources designed to help recruitment specialists find, secure, and retain foster and adoptive families who offer the best fit for the children with special needs in state care. This guide builds upon those resources to provide recruitment specialists with a simple, step-by-step process to create outreach and recruitment activities that attract these best-fit families for available children in their jurisdiction. We have organized these resources around a six-step process for recruitment activity planning, which we describe below:

Step One: Children and their Needs. All recruitment planning—whether it be general, targeted, or child-specific—starts with an understanding of the needs of the children in care. All children deserve a safe and stable home, but not every resource home is right for every child. Start your planning by articulating a specific placement goal for the children in your jurisdiction’s care. “A home for every child in care” is a laudable goal, but not specific enough for you to take meaningful action. Instead, try “three families prepared to adopt older teens,” or “seven families prepared to adopt sibling groups of three or more.” Be prepared to articulate a placement goal for every type of special need present among your children in care.

Step Two: Neighborhood of Choice. Build your recruitment plan around where you intend to place the children in care. Will you place them in their own home communities? Within the same school district as they currently attend? Or do the children’s needs necessitate placement with a specific kind of home—therapeutic, no other children in home, etc.—that take precedent over physical location? Use ZIP codes to identify the neighborhoods of choice for your placement goals, which will allow you to use the County Matrix for your region to find the best recruitment options in the neighborhoods where you intend to place the child(ren).

Step Three: Best Fit. We tend to think of “matching” as an exercise used for child-specific recruitment, but the principles of finding the best fit between children and families is necessary for all placements, so they should be used in all recruitment decisions as well. Recruitment specialists should know not just where to go to find resource families for children in care, but also what types of families have the skills, characteristics, and capabilities necessary to provide stable homes for children with different types of special needs. Use the County Matrix provided in this resource guide to identify the target family types that work well with four categories of children with special needs—older children and teens, racial and ethnical minorities, sibling groups, and medically fragile—living in each ZIP code in your service region.

Step Four: Targeted Messaging. Each target family type responds to different types of messages about foster care and adoption; for example, some are motivated by a sense of duty or responsibility to children in their communities, while others focus on how bringing a new child into their home will impact their family dynamic. Recruitment specialists should know which messages resonate with the different target family types in their jurisdictions to attract, recruit, and retain the most appropriate

families for the children they have in care. Use the Target Family Type Recruitment Matrix to learn more about the adoption messages that work best with the prospective resource families you want to target in your jurisdiction.

Step Five: Communication Medium. As with the message, each target family type prefers a different set of communication channels to learn about the world around them. The communication medium a target family prefers relates to the way they make decisions about important things in their lives. For example, some families are analytical and like to collect information from different authoritative sources; such families prefer newspapers, Internet resources, and the opinions of subject experts. Other families use emotional cues to make decisions, and will rely on discussions with friends, family, and people from backgrounds similar to theirs in order to make decisions. Recruitment specialists should know how to deliver adoption messages through the most appropriate communication media to reach their target family types. Use the Target Family Type Recruitment Matrix to learn more about the preferred communication media of the prospective resource families you want to target in your jurisdiction.

Step Six: Success Measures. What is the main difference between effective and ineffective recruitment? Measurement. Without a clear understanding of how your recruiting efforts translate to placements for children, the value of each activity becomes a “best guess” and no meaningful improvements to your recruitment effectiveness are possible. Recruitment specialists should know the degree of success they can expect with each public awareness, outreach, and education activity. Use the Recruitment Activity Response Rates Chart to help set expectations for how many target families you can find, secure, and retain using your recruitment activities.

On the following pages, this resource guide includes a worksheet for using the six-step process to create a targeted recruitment activity. We recommend you make copies of the worksheet and use a new copy to develop each recruitment activity that you intend to include in your plan. Completing the worksheet requires the following information:

- **Your annual recruitment plan** to identify both the number and special needs type(s) of the children for whom you are recruiting families
- **The County Matrix**, included in this resource guide, to identify where target family types live in your service region
- **The Target Family Type Recruitment Matrix**, included in this resource guide, to determine the message and communication media to use for your recruitment activity
- **The Recruitment Activity Response Rates Chart**, included in this resource guide, to set response goals for your recruitment activity

To provide a comprehensive description of the recruitment activity, including why you have structured it for the target family type in question, we recommend reviewing the **Family Portraits** (included in this resource guide) for the target family type you intend to recruit.

Six-Step Recruitment Activity Design Worksheet

Step 1: Record the number of children for whom you are recruiting, and the special need they present
 No. of Children _____ Special Need (check one): Older Siblings Minority Medical

Step 2: Record the ZIP Codes for the neighborhoods in which you intend to place the child(ren)
 ZIP Code(s): _____

Step 3: Review the County Matrix, and then record the target family types you intend to recruit for the children identified in Step 1. Include the ZIP Codes of where these target family types live.

Target Family Type: _____ ZIP Code(s): _____
 Target Family Type: _____ ZIP Code(s): _____
 Target Family Type: _____ ZIP Code(s): _____
 Target Family Type: _____ ZIP Code(s): _____

Steps 4, 5, and 6: For each target family type you intend to recruit, describe the recruitment activity you will use to recruit them. Include the message, media, and measures you will use to define the activity.

<p>Activity: _____ _____</p> <p>Targets: _____</p> <p>Message: _____ _____</p> <p>Media: _____ _____</p> <p>Measure(s): _____ _____</p>	<p>Activity: _____ _____</p> <p>Targets: _____</p> <p>Message: _____ _____</p> <p>Media: _____ _____</p> <p>Measure(s): _____ _____</p>
--	--

<p>Activity: _____ _____</p> <p>Targets: _____</p> <p>Message: _____ _____</p> <p>Media: _____ _____</p> <p>Measure(s): _____ _____</p>	<p>Activity: _____ _____</p> <p>Targets: _____</p> <p>Message: _____ _____</p> <p>Media: _____ _____</p> <p>Measure(s): _____ _____</p>
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County Matrix, Central Region





















Based on the research, the following Matrix contains the distribution of “best fit” zip codes for adopting children with “special needs”.













A “Best Fit Legend” has been included to assist you in this process.

















County Matrix - Best Fit Legend			
+ Strong Fit	# Above Average Fit	✓ Average Fit	- Below Average Fit

















	Brevard	Citrus	Hardee	Hernando	Highlands	Indian River
Total Children in Care:						
<i>Older Children/Teens (12-19):</i>						
<i>Racial and Ethnic Minorities:</i>						
<i>Sibling Groups (3+):</i>						
<i>Medically Fragile:</i>						
Target Audiences Present (by zip code):						
9 Big Fish, Small Pond <i>Older/Teens:</i> ✓ <i>Siblings:</i> ✓ <i>Minorities:</i> - <i>Medical:</i> +	32754 Mims 32780 Tiitrusville 32796 Tiitrusville 32904 Melbourne 32949 Grant 32950 Malabar 32951 Melbourne Beach	34429 Crystal River 34446 Homosassa 34448 Homosassa 34461 Lecanto 34465 Beverly Hills	--	34607 Spring Hill 34613 Brooksville	33875 Sebring	32963 Vero Beach 32966 Vero Beach 32967 Vero Beach

















	Brevard	Citrus	Hardee	Hernando	Highlands	Indian River
26 The Cosmopolitans Older/Teens: <input checked="" type="checkbox"/> Siblings: <input checked="" type="checkbox"/> Minorities: <input checked="" type="checkbox"/> Medical: <input checked="" type="checkbox"/>	--	--	--	--	--	--
27 Middleburg Managers Older/Teens: <input checked="" type="checkbox"/> Siblings: <input checked="" type="checkbox"/> Minorities: <input type="checkbox"/> Medical: <input checked="" type="checkbox"/>	32780 Titusville 32901 Melbourne 32903 Indiatlantic 32905 Palm Bay 32907 Palm Bay 32909 Palm Bay 32920 Cape Caneveral 32927 Cocoa 32931 Cocoa Beach 32935 Melbourne 32937 Satellite Beach 32951 Melbourne Beach 32952 Meritt Island 32953 Merritt Island 32955 Rockledge	--	--	34606 Spring Hill 34608 Spring Hill	--	32958 Sebastian 32960 Vero Beach 32962 Vero Beach 32968 Vero Beach
29 American Dreams Older/Teens: <input checked="" type="checkbox"/> Siblings: <input checked="" type="checkbox"/> Minorities: <input checked="" type="checkbox"/> Medical: <input checked="" type="checkbox"/>	--	--	--	--	--	--

















	Brevard	Citrus	Hardee	Hernando	Highlands	Indian River
32-33 Midscale Rural Families Older/Teens:  Siblings:  Minorities:  Medical: 	32908 Palm Bay 32909 Palm Bay 32926 Cocoa	--	33865 Ona	34614 Brooksville	--	--
34-35 Small City Centers Older/Teens:  Siblings:  Minorities:  Medical: 	32907 Palm Bay 32909 Palm Bay 32920 Cape Canaveral 32927 Cocoa 32935 Melbourne 32937 Satellite Beach	--	--	--	--	32960 Vero Beach 32968 Vero Beach
36 Blue Chip Blues Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	--	32968 Vero Beach
44 New Beginnings Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	--	--
52 Suburban Pioneers Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	--	32962 Vero Beach

	Brevard	Citrus	Hardee	Hernando	Highlands	Indian River
54 Multi-Culti Mosaic Older/Teens:  Siblings:  : Minorities:  Medical: 	--	--	--	--	--	--
63 Family Thrifts Older/Teens:  Siblings:  : Minorities:  Medical: 	32922 Cocoa	--	--	--	--	--
51-64 Rural Roads Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	33834 Bowling Green 33865 Ona 33873 Wauchula 33890 Zolfo Springs	--	--	32948 Fellsmere

	Lake	Marion	Martin	Okeechobee	Orange	Osceola
Total Children in Care:						
<i>Older Children/Teens (12-19):</i>						
<i>Racial and Ethnic Minorities:</i>						
<i>Sibling Groups (3+):</i>						
<i>Medically Fragile:</i>						
Target Audiences Present (by zip code):						
9 Big Fish, Small Pond <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	32736 Eustis 32757 Mount Dora 324736 Groveland 34737 Howey in the Hills 34762 Okahumpka 34788 Leesburg 34797 Yalaha	32195 Weirsdale 34432 Dunnellon	33455 Hobe Sound 34957 Jensen Beach 34996 Stuart 34997 Stuart	--	32709 Christmas 32821 Orlando 32832 Orlando 32836 Orlando	--
26 The Cosmopolitans <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	--	--	--	--	32789 Winter Park 32806 Orlando 32812 Orlando	--
27 Middleburg Managers <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	32159 Lady Lake 32726 Eustis 32757 Mount Dora 32778 Tavares	34470 Ocala 34471 Ocala	34957 Jensen Beach 34990 Palm City 34994 Stuart 34996 Stuart 34997 Stuart	--	32789 Winter Park 32818 Orlando	34743 Kissimmee 34744 Kissimmee 34769 Saint Cloud
29 American Dreams <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	--	--	--	--	32801 Orlando 32803 Orlando 32804 Orlando 32806 Orlando 32812 Orlando 32822 Orlando	

	Lake	Marion	Martin	Okeechobee	Orange	Osceola
32-33 Midscale Rural Families Older/Teens:  Siblings:  Minorities:  Medical: 	32767 Paisely 32776 Sorrento 34714 Clermont 34715 Clermont 34756 Montverde	32617 Anthony 34479 Ocala	--	--	32709 Christmas 32820 Orlando 32831 Orlando 32833 Orlando	34744 Kissimmee 34746 Kissimmee 34758 Kissimmee 34769 Saint Cloud 34771 Saint Cloud 34772 Saint Cloud 34773 Saint Cloud
34-35 Small City Centers Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	32808 Orlando 32818 Orlando 32835 Orlando	34741 Kissimmee 34743 Kissimmee 34744 Kissimmee 34769 Saint Cloud
36 Blue Chip Blues Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	32703 Apopka 32712 Apopka 32810 Orlando 32824 Orlando 32825 Orlando 32828 Orlando 32829 Orlando 32837 Orlando 34734 Gotha 34761 Ocoee	--
44 New Beginnings Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	32703 Apopka 32751 Maitland 32789 Winter Park 32807 Orlando 32808 Orlando 32809 Orlando 32810 Orlando 32811 Orlando 32817 Orlando 32819 Orlando 32826 Orlando 32835 Orlando	34741 Kissimmee

	Lake	Marion	Martin	Okeechobee	Orange	Osceola
52 Suburban Pioneers Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	32703 Apopka 32807 Orlando 32809 Orlando 32817 Orlando 32826 Orlando	--
54 Multi-Culti Mosaic Older/Teens:  Siblings:  Minorities:  Medical: 	--	--	--	--	32803 Orlando 32805 Orlando 32804 Orlando 32806 Orlando 32807 Orlando 32812 Orlando 32822 Orlando 32839 Orlando	34741 Kissimmee 34743 Kissimmee
63 Family Thrifts Older/Teens:  Siblings:  Minorities:  Medical: 	--	34470 Ocala 34471 Ocala	--	--	32808 Orlando 32811 Orlando 32818 Orlando	--
51-64 Rural Roads Older/Teens:  Siblings:  Minorities:  Medical: 	32702 Altoona	32113 Citra 34472 Ocala 34482 Ocala	34956 Indiantown	34972 Okeechobee	32820 Orlando 32827 Orlando	34758 Kissimmee 34773 Saint Cloud









	Polk	Seminole	Lucie	Sumter
Total Children in Care:				
<i>Older Children/Teens (12-19):</i>				
<i>Racial and Ethnic Minorities:</i>				
<i>Sibling Groups (3+):</i>				
<i>Medically Fragile:</i>				
Target Audiences Present (by zip code):				
9 Big Fish, Small Pond <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	33853 Lake Wales 33868 Polk City 34759 Kissimmee	--	--	--
26 The Cosmopolitans <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	--	--	--	--
27 Middleburg Managers <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	33801 Lakeland 33803 Lakeland 33813 Lakeland 33880 Winter Haven 33881 Winter Haven	32773 Sanford	--	--
29 American Dreams <i>Older/Teens:</i>  <i>Siblings:</i>  <i>Minorities:</i>  <i>Medical:</i> 	--	--	--	--









	Polk	Seminole	Lucie	Sumter
32-33 Midscale Rural Families Older/Teens: ✓ Siblings: ✓ Minorities: - Medical: ✓	33810 Lakeland 33811 Lakeland 33812 Lakeland 33823 Auburndale 33849 Kathleen 33860 Mulberry	32732 Geneva 32766 Oviedo	--	--
34-35 Small City Centers Older/Teens : ✓ Siblings: ✓ Minorities: ✓ Medical: +	33801 Lakeland 33803 Lakeland 33839 Eagle Lake 33880 Winter Haven	32773 Sanford	--	--
36 Blue Chip Blues Older/Teens : ✓ Siblings: ✓ Minorities: ✓ Medical: -	33809 Lakeland	32750 Longwood	--	--
44 New Beginnings Older/Teens: - Siblings: - Minorities: ✓ Medical: ✓	--	32701 Altamonte Springs 32714 Altamonte Springs 32730 Casselberry	--	--
52 Suburban Pioneers Older/Teens: ✓ Siblings: - Minorities: ✓ Medical: -	33801 Lakeland	32708 Winter Springs 32714 Altamonte Springs	--	--
54 Multi-Culti Mosaic Older/Teens : ✓ Siblings: - Minorities: ✓ Medical: #	--	--	--	--









	Polk	Seminole	Lucie	Sumter
63 Family Thrifts Older/Teens: <input checked="" type="checkbox"/> Siblings: <input type="checkbox"/> : <input checked="" type="checkbox"/> Medical: <input checked="" type="checkbox"/> Minorities: <input checked="" type="checkbox"/>	33805 Lakeland 33880 Winter Haven	32773 Sanford	--	--
51-64 Rural Roads Older/Teens: <input checked="" type="checkbox"/> Siblings: <input type="checkbox"/> Minorities: <input checked="" type="checkbox"/> Medical: <input type="checkbox"/>	33839 Eagle Lake 33841 Fort Meade 33843 Frostproof 33853 Lake Wales	--	--	33514 Center Hill 33597 Webster 32008 Branford 32064 Live Oak

Target Family Type Recruitment Matrix

	Media	Message	Suggested Activities
<p>9 Big Fish, Small Pond</p> <p>Older/Teens: ✓ Siblings: ✓</p> <p>Minorities: - Medical: +</p> <p>Pages 4-9 in the "Small Towns and Rural Communities" section</p>	<p>Internet</p> <p>Academia</p> <p>News/Talk Radio</p> <p>TV news</p> <p>Newspaper articles/editorials</p> <p>Books</p> <p>Other adoptive parents in their own segment</p> <p>Co workers</p> <p>Politicians</p> <p>Experts (PhDs) in the field</p> <p>Doctors</p>	<p>Speak to their higher education level</p> <p>Come from a factual point of view</p> <p>Appeal to them as influential individuals</p> <p>Address them as strong, accomplished parents</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

	Media	Message	Suggested Activities
<p>26 The Cosmopolitans</p> <p>Older/Teens:  Siblings:  Minorities:  Medical: </p> <p>Pages 3-9 in the "Larger Metropolitan Cities" section</p>	<p>Influential people they know</p> <p>News/Talk Radio</p> <p>TV news channels</p> <p>Newspaper articles/editorials</p> <p>Books</p> <p>Politicians</p> <p>Experts in the Field</p> <p>Doctors</p>	<p>Speak to their higher education level</p> <p>Link them with a cause (especially if they receive public recognition)</p> <p>Appeal to them as influential individuals who can make a difference</p> <p>Address them as strong, accomplished parents</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>
<p>27 Middleburg Managers</p> <p>Older/Teens:  Siblings:  Minorities:  Medical: </p> <p>Pages 3-9 in the "Smaller Metropolitan Cities" section</p>	<p>Friends, family and neighbors from their own age, education, and professional level</p> <p>Books</p> <p>Internet</p> <p>Academia</p> <p>News/Talk Radio</p> <p>TV News</p> <p>Professionals within own segment</p> <p>Politicians</p> <p>Experts (PhDs) in the field</p> <p>Billboards</p>	<p>Speak to their expertise as professionals</p> <p>Focus on new opportunities for using their professional skills in retirement</p> <p>Focus on their ability to make a difference in their community during retirement</p> <p>Speak to them as influential experts in their field</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

	Media	Message	Suggested Activities
<p>29 American Dreams</p> <p>Older/Teens:  Siblings: </p> <p>Minorities:  Medical: </p> <p>Pages 4-9 in the "Small Towns and Rural Communities" section</p>	<p>People from their own age, culture, education and professional level</p> <p>Internet sources</p> <p>Radio</p> <p>Academia</p> <p>Newspaper Articles</p> <p>Cultural leaders</p> <p>Experts in the Field</p> <p>Radio PSAs</p> <p>Billboards</p>	<p>Speak to their expertise as Professionals</p> <p>Link them to a social cause</p> <p>Focus on their ability to make a difference in their community</p> <p>Speak to them as influential experts in their field</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers and neighborhood associations to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>
<p>32-33 Midscale Rural Families</p> <p>Older/Teens:  Siblings: </p> <p>Minorities:  Medical: </p> <p>Pages 10-16 in the "Small Towns and Rural Communities" section</p>	<p>Internet</p> <p>Radio</p> <p>Cable TV</p> <p>Books</p> <p>Co workers</p> <p>Parents in their own segment</p> <p>Parents who have Adopted</p> <p>Professionals who work with children</p> <p>Experts in the field</p>	<p>Highlight the advantage of adoption to their family</p> <p>Focus on social responsibility of their age group</p> <p>Appeal to tech-savvy, educated population</p> <p>Appeal to them as an influential age group who can make a difference in their community</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

	Media	Message	Suggested Activities
<p>34-35 Small City Centers</p> <p>Older/Teens:  Siblings: </p> <p>Minorities:  Medical: </p> <p>Pages 10-16 in the "Smaller Metropolitan Cities" section</p>	<p>Friends and Family</p> <p>Neighbors and co-workers</p> <p>TV news</p> <p>Spanish speakers: word of mouth from Hispanic Community</p> <p>Parents within own segment</p> <p>Parents who have adopted</p> <p>Professionals who work with children</p> <p>Experts in the field</p> <p>Billboards</p> <p>Radio PSAs</p>	<p>Reflect racial diversity (emphasis on Black)</p> <p>Reflect the individual family (rather than the community)</p> <p>Focus on them as strong parents able to better a child's life</p> <p>Appeal to the sentimentality of the population</p> <p>Reflect the importance of work ethic and family values</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>
<p>36 Blue Chip Blues</p> <p>Older/Teens:  Siblings: </p> <p>Minorities:  Medical: </p> <p>Pages 3-9 in the "City Suburbs" section</p>	<p>Radio</p> <p>Books</p> <p>Internet</p> <p>Hispanic Community</p> <p>Other parents</p> <p>Professionals who work w/ children</p> <p>Family, neighbors, co workers, and church members</p> <p>Billboards</p> <p>Radio PSAs</p>	<p>Highlight the advantage of adoption to their family</p> <p>Focus on social responsibility of their age group</p> <p>Appeal to young, tech-savvy, educated population</p> <p>Appeal to them as an influential age group (rather than individuals) who can make a difference in their community</p> <p>Address them as strong, accomplished parents</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

	Media	Message	Suggested Activities
<p>44 New Beginnings</p> <p>Older/Teens: - Siblings: -</p> <p>Minorities: ✓ Medical: ✓</p> <p>Pages 10-15 in the "City Suburbs" section</p>	<p>Co workers, friends and family</p> <p>Other single parents their age (especially in the neighborhood)</p> <p>Hispanic Community</p> <p>Teachers and Professors</p> <p>Experts in the Field</p> <p>Doctors</p>	<p>Reflect racial diversity (emphasis on Black pop.)</p> <p>Show that young and/or single parents are desirable adoption candidates</p> <p>Emotional messages</p> <p>Address them as strong, accomplished parents</p> <p>Speak to how adopting can benefit both their future and a child's</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local minority newspapers</p> <p>Advertise on local minority radios</p> <p>Identify local community neighborhood centers to provide recruitment materials</p>
<p>52 Suburban Pioneers</p> <p>Older/Teens: ✓ Siblings: -</p> <p>Minorities: ✓ Medical: -</p> <p>Pages 16-21 in the "City Suburbs" section</p>	<p>People they know</p> <p>Friends and family</p> <p>Church</p> <p>Schools, social services, clinics</p> <p>Hispanic Community</p> <p>Fellow single, blue collar parents</p> <p>Hispanic radio PSAs</p> <p>TV and radio PSAs</p> <p>Billboards</p>	<p>Show that single parents are desirable adoptive parents</p> <p>Address the financial and social supports given to adoptive parents</p> <p>Emotional and sentimentality motivating messages about the need for adoption</p> <p>Address them as strong, accomplished parents</p> <p>Verbal outreach to the Hispanic section</p> <p>Visual images of Black, middle aged singles with kids that reflect segment demographics</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

	Media	Message	Suggested Activities
<p>54 Multi-Culti Mosaic</p> <p>Older/Teens: ✓ Siblings: - Minorities: ✓ Medical: #</p> <p>Pages 16-21 in the "Larger Metropolitan Cities" section</p>	<p>Verbal sources: radio and word of mouth</p> <p>Friends and family</p> <p>Hispanic Community</p> <p>Other neighborhood parents</p> <p>Co-workers</p> <p>Church member</p> <p>Radio/Spanish PSAs</p> <p>Billboards</p>	<p>Tie them to their Neighborhoods</p> <p>Address them as strong, accomplished parents</p> <p>Address the financial and social supports given to adoptive parents</p> <p>Emotional and sentimentally motivating messages about the need for adoption</p> <p>Reflect the language and culture of their population</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>
<p>63 Family Thrifts</p> <p>Older/Teens: ✓ Siblings: - Minorities: ✓ Medical: #</p> <p>Pages 17-23 in the "Smaller Metropolitan Cities" section</p>	<p>Verbal sources: radio and word of mouth</p> <p>Friends and Family</p> <p>Church, schools, social services, clinics</p> <p>TV</p> <p>Spanish speakers: word of mouth from Hispanic Community</p> <p>Co workers</p> <p>Parents within own segment</p> <p>Radio PSAs</p> <p>Urban Billboards</p>	<p>Speak to the individual family (rather than the community)</p> <p>Visuals that feature ethnic diversity</p> <p>Address financial and social supports given to adoptive parents</p> <p>Emotional and sentimentally motivating messages about the need for adoption</p> <p>Address them as strong, accomplished parents</p> <p>Reflect the dialect of local Spanish speakers</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local family community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p> <p>Set up displays at local community health fairs and family fun day activities</p>

	Media	Message	Suggested Activities
<p>51-64 Rural Roads</p> <p>Older/Teens: ✓ Siblings: -</p> <p>Minorities: ✓ Medical: -</p> <p>Pages 17-23 in the "Small Towns and Rural Communities" section</p>	<p>Friends, Family, and Neighbors (people they know vs. outside authorities)</p> <p>Church</p> <p>Schools, social services, clinics</p> <p>TV</p>	<p>Appeal to the sentimentality of the population</p> <p>Very child focused</p> <p>Focus on the moral importance of adopting</p> <p>Reflect that the parents are strong, capable, and needed</p> <p>Reflect the importance of work ethic and family values</p> <p>Subtly mirror conservative values (fiscal, social, political)</p>	<p>Contact local churches and ministerial alliances</p> <p>Advertise in local neighborhood newspapers</p> <p>Advertise on local radio and TV stations that cater to professional families</p> <p>Identify local community neighborhood centers to provide recruitment materials</p> <p>Identify local professional groups to provide recruitment materials, i.e., teachers, clinicians and nurses, etc.</p>

Recruitment Response Matrix

Based on the research, the following matrix lists the types of strategies often used for recruitment purposes and includes the percentage of responses expected from each strategy used. This Matrix has been provided to assist Recruitment Specialists in determining which strategies may be the most effect in obtaining the required results.

Communication Medium	Inquiry
<i>Radio PSA</i>	1% - 2%
<i>Radio Ad (produced)</i>	2% - 3%
<i>Television PSA</i>	0.2% - 0.5%
<i>Television Ad (produced)</i>	0.5% - 1%
<i>Magazine Ad</i>	1% - 2%
<i>Daily Newspaper Ad</i>	0.1% - 0.25%
<i>Weekly/Specialty Newspaper Ad</i>	1% - 2%
<i>Direct Mail</i>	0.25% - 1%
<i>SMS/Text</i>	8% - 15%
<i>Door Hangers</i>	0.25% - 1%
<i>Email</i>	1% - 2%
<i>Web Banner</i>	1% - 2%
<i>Public Event, General (summer fair, etc.)</i>	2% - 5%
<i>Public Event, Specialty (child fair, etc.)</i>	15% - 25%
<i>Private Event (fosterware party, etc.)</i>	25% - 50%
<i>Outdoor Media (billboards, etc.)</i>	0.5% - 2%
<i>Transit Media (busboards, etc.)</i>	1% - 3%

Sources

"Strategic Recruitment Family Portraits State of Florida - **Smaller Metropolitan Cities**", Developed by the Center For the Support of Families and Five Points Technology Group, Inc., January 2008. (See attached.)

"Strategic Recruitment Family Portraits State of Florida – **Small Towns and Rural Communities**", Developed by the Center For the Support of Families and Five Points Technology Group, Inc., January 2008. (See attached.)

"Strategic Recruitment Family Portraits State of Florida – **City Suburbs**", Developed by the Center For the Support of Families and Five Points Technology Group, Inc., January 2008. (See attached.)

"Recruitment, Training and Support: The Essential Tools of Foster Care", by Denise Goodman, Ph.D.; *published by Family to Family: A Project of the Annie E. Casey Foundation, March 1998.*

http://www.aecf.org/MajorInitiatives/Family%20to%20Family/~/_media/PDFFiles/FamilytoFamily/recruit%20pdf.ashx

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http://www.dhhs.state.nc.us/dss/publications/docs/Partnering_with_Resource_Families.pdf

"*Explore Adoption* - Adoption Initiative Needs Assessment", produced by the Executive Office of the Governor, State of Florida, 2008. (This document contains all of the **Family Portraits** produced for Florida in 2008 by the Center For the Support of Families and Five Points Technology, Inc.)

<http://www.adoptflorida.org/docs/AdoptionNeedsAssessment.pdf>

"*Explore Adoption* Initiative Needs Assessment Summary", by Sarah Strickland, Executive Office of the Governor, State of Florida, 2008.

<http://www.adoptflorida.org/docs/AdoptionInitiativeNeedsAssessmentMatrices.pdf>

"*Strategic Recruitment* Building Resources for Children and Families in Your Community", presented by Center For the Support of Families in association with Five Points Technology Group, Inc., 2007.

The Clustering of America, by Michael J. Weiss, 1988.

<http://www.amazon.com/Clustering-America-Michael-J-Weiss/dp/0060157909>

Family Portraits

Please see the Family Portraits beginning with the following page.

Strategic Recruitment Family Portraits State of Florida

Small Towns and Rural Communities

09: Big Fish Small Pond

32-33: Mid-scale Rural Families

51-64: Rural Roads

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



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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 a 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
- People
- Better Homes & Gardens
- National Geographic
- Newsweek
- 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
- 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
- People
- Better Homes & Gardens
- Newsweek
- Reader's Digest
- 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 25-44 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 kid's schools)
- The family doctor (doctors in the family clinic)
- Family, local friends and close neighbors
- Be sure reflect a familiar local image in your media and use short, repeatable phrases that will be spread word of mouth in community

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 do go to 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 read 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)

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**
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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
- 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
- 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
- USA Weekend
- Time
- National Geographic
- Sports Illustrated

SEGMENT #34-35

“SMALL CITY CENTERS” FAMILY PORTRAIT

Segment statistics are State specific and compared to entire Florida population

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

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



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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

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 | • Sports Illustrated |
| • People | • Readers Digest |
| • Better Homes and Gardens | • 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 weekdays 6-10am
- Likely to listen weekends from 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
- USA Weekend
- TV Guide
- National Geographic
- Sports Illustrated

SEGMENT #52

“SUBURBAN PIONEERS” 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 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**
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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 weekdays 6am-3pm and 3-7pm
- Likely to listen on weekends 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
- 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, 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

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
- Tim
- 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-Cultic Mosaic



A diverse mix of cultural communities, Multi-Cultic 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-CULTIC 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-CULTIC 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 with medical or developmental disabilities

SIBLING GROUPS

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

SEGMENT #54

“MULTI-CULTIC 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-CULTIC 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-CULTIC 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