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Cultural Connections

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Diverse, mid- low-income families in urban apartments and residences.



- Striving to improve their lives: employment and residence
- Modest educations, low wages, uncertain jobs and language barriers
- Nearly half never finished high school
- Play team sports like soccer, basketball, baseball
- Enjoy shopping and like to experiment with styles

- Fun audience for marketers
- Extremely receptive to online media
- Into top-of-the-line brands
- Market to their desires to be cutting-edge
- Brand your product as a unique option

Channel Preference
@ EMAIL

Household Income
Less than 15k

Head of Household Age
36-45

Household Size
2 Persons

Newspaper Sections

| | |
|------------------------------------|-----|
| Home/furnishings/gardening section | 144 |
| Fashion section | 142 |
| The New York Times: daily | 132 |
| Classified section | 127 |
| The New York Times: Sunday | 124 |
| Movie listings and reviews section | 117 |

Internet Usage

| | |
|---|-----|
| Visited tumblr.com in the last 30 days | 156 |
| Visited tmz.com in the last 30 days | 153 |
| Visited job search websites in the last 30 days | 153 |
| Visited angleslist.com in the last 30 days | 148 |
| Visited pandora.com in the last 30 days | 131 |
| Visited abc.com in the last 30 days | 121 |

Sports Watched (TV)

| | |
|--------------------------------------|-----|
| NBA regular season: watch frequently | 193 |
| NBA post season: watch frequently | 137 |
| Major League Soccer (MLS) | 118 |
| Volleyball | 107 |
| Track and field | 106 |
| Bowling | 100 |

Leisure Activities / Hobbies

| | |
|---|-----|
| Reading electronic devices: computer | 144 |
| Reading electronic devices: Amazon Kindle | 128 |
| Needlework/quilting | 127 |
| Reading electronic devices: cell phone/smartphone | 105 |
| Listening to audio books | 104 |
| Education courses | 101 |

Sports & Fitness Participation

| | |
|-----------------|-----|
| Soccer | 169 |
| Baseball | 130 |
| Jogging/running | 128 |
| Basketball | 124 |
| Football | 120 |
| Tennis | 115 |

TrueTouchSM

| | |
|-------------------------------|-----|
| Never show up empty-handed | 291 |
| It's all in the name | 265 |
| Work hard, play hard | 246 |
| Go with the flow | 196 |
| A penny saved, a penny earned | 196 |
| No time like the present | 182 |

Service-sector jobs **Renter**

Modest educations

Constant search for better jobs and nicer apartments

Single female with child

Travel to work by public transit

Metropolitan city style

Basketball