



# Cultural Connections

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



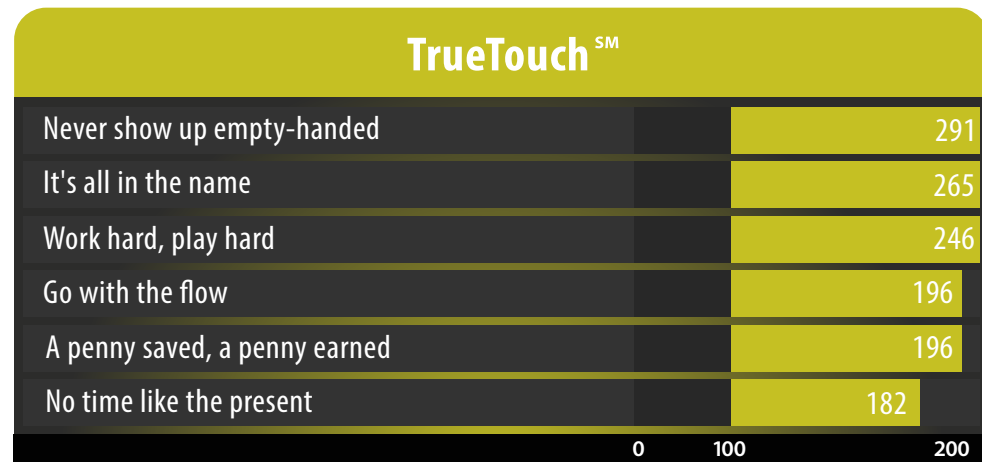
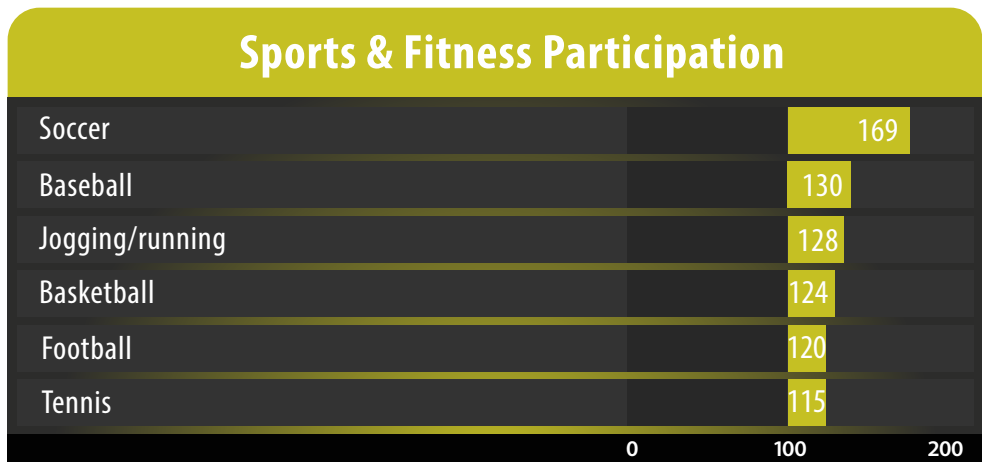
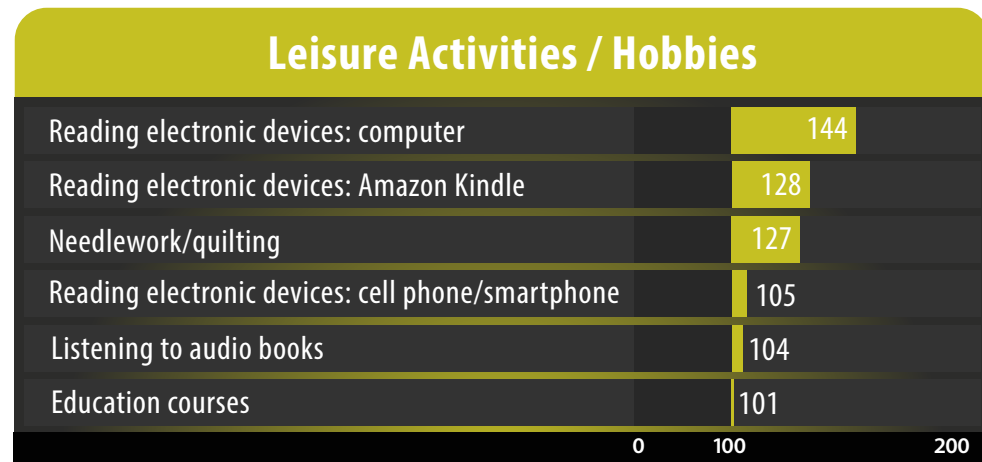
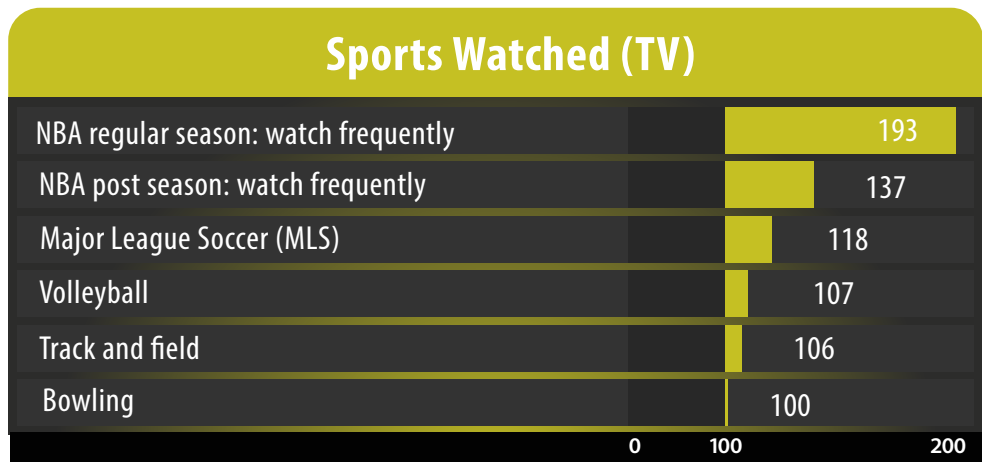
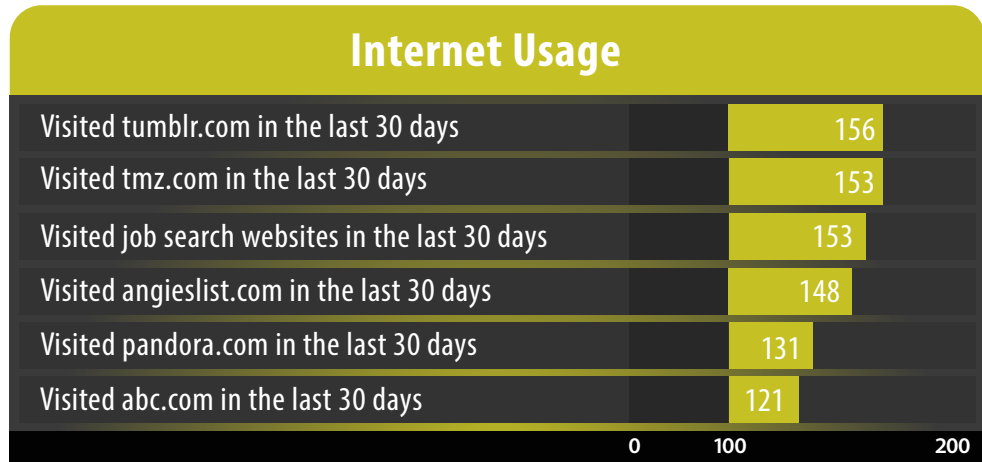
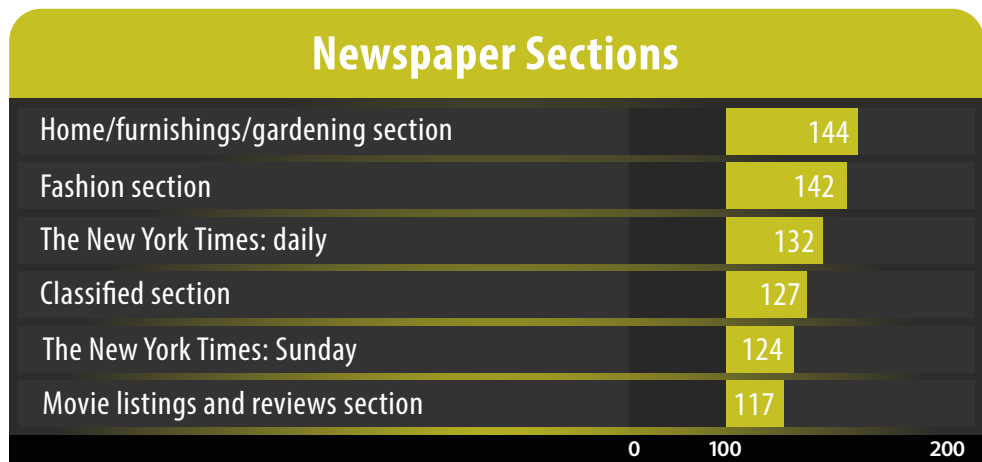
- Striving to improve their lives: employment and residence
- Modest educations, low wages, uncertain jobs and language barriers
- Nearly half never finished high school
- Play team sports like soccer, basketball, baseball
- Enjoy shopping and like to experiment with styles
- Fun audience for marketers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



Service-sector jobs **Renter** Single female with child  
 Modest educations Travel to work by public transit  
 Constant search for better jobs and nicer apartments **Metropolitan city style**  
**Basketball**

