

# USING MARKET SEGMENTATION TO SUPPORT YOUR RECRUITMENT ACTIVITIES

## Individualized Recruitment Plans

### Two Rivers

Market research firms conduct studies of thousands of people across the United States and looked at over 10,000 behaviors and demographic predictors. These include:

<b><u>Product Purchases</u></b> Food, clothing, sporting goods/equipment, electronics, etc.	<b><u>Lifestyle Choices</u></b> Travel, hobbies, sports, marital status, politics, etc.
<b><u>Media Choices</u></b> Television, radio, books, newspapers, Internet, etc.	<b><u>Neighborhoods</u></b> Rural, small town, suburbs, urban, etc.

The information gained is used to create profiles. These profiles are used by companies who want to:

1. Concentrate on customers who will most likely use their product;
2. Identify geographic areas with high concentrations of target groups;
3. Tailor direct marketing programs to reach specific target groups;
4. Determine how to allocate their funding to the most likely target group;
5. Develop creative messages and marketing strategies that appeal to the relevant target groups;
6. Target advertising programs to reach the desired target groups.

This information is especially important in this time of dwindling resources and limited staff time. If a business can spend the bulk of its time and money targeting advertising, direct mail and face to face services only on those groups most likely to purchase their product, they are getting “more bang for the buck”.

For use with Kentucky’s diligent recruitment grant (Project MATCH), we contracted with a company named Nielsen to provide us with some of this data. Nielsen’s system has identified 66 profiles or segments. (See attachment 1). The segments that index average and above (100+) show us who is predisposed toward our product—**children**. To aid Nielsen in their work, we provided them with our definition of a successful resource parent: a parent who has 3 or more years of experience (longevity); who has more training hours than required (motivation); and who has had successful placements in the

past (outcomes of safety, well-being and permanency). This definition, along with zip code information on our successful resource parents, yielded a over 150 pages of detailed information about where the most likely prospective resource parents are, who they are and detailed information on their lifestyle, media, product and neighborhood choices. We are now asking you to use this information to further refine your recruitment efforts so that you too can get the most impact for your time.

As a first step, you should review your regional data (See attachment 2). This includes Foster Care Facts, Characteristics of Children in Out of Home Care, Characteristics of Active DCBS Resource Homes, PCC Foster Home and Children Listing. Use these documents to become familiar with the children of your region and the parents of the PCCs and DCBS. This information, along with what your R&C Supervisor has already shared with you, should help firm up in your mind what the regional needs are. For example, you may notice that Hart County has 31 children in an out of home care placement with 28 of those being placed out of county (90%). Out of those 28, 5 represent sibling groups and none of the siblings are placed together. This would indicate that not only is there a need for more resource homes in Hart County, but also there exists a need for those new homes to be accepting of sibling groups. Considering these statistics without speaking to the DCBS Recruitment & Certification Supervisor would lead you to believe that there is a need for more resource homes in Hart County. There is a need but it is not as great as the statistics alone make it seem. The R&C Supervisor would tell you the real issue is that Warren County has a comparatively huge number of children coming into care and a small number of resource homes to take them. The total population of Warren County is so high that the number of Warren County children going into care is not noticeable on the maps for Warren County. There are 20 active DCBS homes and 7 active PCC homes in Hart County, with a total of 67 vacant beds (64DCBS, 3PCC). This signals a utilization problem that the DR Specialists will not address. What happens is that even though there are vacant beds in Hart County children from there have a high rate of being placed out of county because Warren County children are being placed in Hart County, taking the beds that are available. In the region 90% of the resource homes state that they will accept sibling groups. This very quick look at Hart County statistics tells you that much of the need for homes in this county is quite possibly for homes that accept large sibling groups; however, much of Hart County's problems could be addressed through more successfully recruiting for foster homes in Bowling Green. In the region there is only one Hispanic resource home, yet there are 35 Hispanic children in out of home care. Again the R&C Supervisor can tell you if most of the Hispanic children are originally Warren County children. This knowledge can help to refine and redirect your recruitment efforts.

Nielson has classified our information into five target groups: Urban Without Kids, Town without Kids, Urban with Kids, Town with Kids and Displaced Children. You will notice from attachment #1 that there were more than 5 segments that indexed over 100+. While this is great for our own knowledge base, we also recognize that as DR Specialists, you only have 25 hours per month to coordinate and conduct recruitment efforts. To target all of the groups that index higher than 100 would take considerably more than 25 hours per month and a lot more funding than we have access to. Thus, we made the choice to target these five groups. You may also wonder why we chose the category of displaced children. Because of the Cabinet's commitment to maintaining connections for children, we will also target some recruitment efforts in the geographic areas where children are removed.

Let's take a look at each of the target groups. **Urban Without Kids** is made up of the following segments: The Cosmopolitans, Close-In Couples, Sunset City Blues, Mobility Blues, City Roots and Hometown Retired.

- **The Cosmopolitans** are educated, upper-midscale and ethnically diverse. They are urbane couples in America's fast growing cities. These households feature older, empty nesting homeowners. A vibrant social scene surrounds their older homes and apartments, and residents love the night life and enjoy leisure intensive lifestyles. They are mid-older (55+) and mostly without kids and are White, Black, Asian, Hispanic.
- **Close-in Couples** is a group of predominately older, African American couples living in older homes in the urban neighborhoods of mid-sized metropolitan areas. They are high school educated and empty nesters, living mostly in older city neighborhoods and enjoying their retirements. They are lower to mid older mostly without kids and are White, Black, Asian and Hispanic.
- **Sunset City Blues** are scattered throughout the older neighborhoods of small cities. They are a segment of lower-middle-class singles and couples who have retired or are getting close to it. These empty nesters tend to own their own homes but have modest educations and incomes. They maintain a low key lifestyle filled with newspapers and television by day and family style restaurants at night. They are lower-mid older mostly without kids and are White and Black.
- **Mobility Blues** is a segment of middle aged singles in working class neighborhoods. Ethnically diverse and middle aged, these transient Americans tend to have modest lifestyles due to their lower income jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- Found in urban neighborhoods, **City Roots** is a segment of low income retirees, typically living in older homes and duplexes they have owned for years. In these ethnically diverse neighborhoods, more than 1/3 are African American or Hispanic. Residents are often widows or widowers living on fixed incomes and maintaining low key lifestyles. They are downscale mature mostly without kids (65+) and are White, Black and Hispanic.
- With three-quarters of all residents over 65 years old, **Hometown Retired** is one of the oldest segments. These racially diverse seniors tend to live in aging homes—half were built before

1958—and typically get by on social security and pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest. They are downscale mature (65+) without kids and are White and Black.

The next target group is **Town Without Kids**. It is made up of the following segments: Movers and Shakers, God's Country, Home Sweet Home, Greenbelt Sports, Suburban Sprawl, Mayberry-ville, Domestic Duos, Heartlanders, Blue Highways, Old Glories and American Classics.

- **Movers & Shakers** is home to America's up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment: members of Movers & Shakers rank number one for owning a small business and having a home office. They tend to be Asian and White.
- When city dwellers and suburbanites began moving to the country in the 1970s, **God's Country** emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upscale couples in spacious homes. Typically college educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high power jobs and laid back leisure. They are mostly White and middle age.
- The residents of **Home Sweet Home** tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. With their upper-middle-class incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets, and pets. They are White, Black and Asian.
- A segment of upscale exurban couples, **Greenbelt Sports** is known for its active lifestyle. Most of these middle-aged residents are married, college-educated, and own new homes. They pursue outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking. They are upper-mid middle age and mostly White.
- **Suburban Sprawl** is an unusual American lifestyle: a collection of midscale, older singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games, and renting videos. They are middle age and White and Black.
- Like the old Andy Griffith Show set in a quaint picturesque berg, **Mayberry-ville** harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks. They are upper to mid middle age and White.
- **Domestic Duos** represents a middle-class mix of mainly over-65 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order, or going out to eat. They are 65+ and White and Black.
- America was once a land of small middle-class towns, which can still be found today among **Heartlanders**. This widespread segment consists of older couples with white-collar jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting

couples, Heartlanders residents pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping, and boating. They are mostly white.

- Among lifestyles, **Blue Highways** is the standout for lower-middle-class residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert. They tend to be 55 and older and mostly White.
- The residents of **Old Glories** are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. Households in this racially-diverse segment often contain widows and widowers living on fixed incomes who tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows, and news magazines at high rates. They tend to be 65+ and White and Black.
- They may be older and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods. They tend to be 65+ and mostly White.

The next target group is **Urban With Kids**. This target is made up of the following segments: Money & Brains, Upward Bound, American Dreams, White Picket Fences, Multi-Culti Mosaic, Family Thrifts and Low Rise Living.

- The residents of **Money & Brains** seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots. They tend to be upscale, older families and are White, Black, Asian and Hispanic.
- More than any other segment, **Upward Bound** appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment. They tend to be upscale middle aged with kids and are White, Asian and Hispanic.
- **American Dreams** is a living example of how ethnically diverse the nation has become: just under 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 upper-middle-class comfort. They tend to be upper middle aged families and are White, Black, Asian and Hispanic.
- Midpoint on the socioeconomic ladder, residents in **White Picket Fences** look a lot like the stereotypical American household of a generation ago: young, upper-middle-class, and married with children. But the current version is characterized by modest homes and ethnic diversity, including a disproportionate number of Hispanics and African-Americans. They tend to be upper middle age with kids and are White, Black, Asian and Hispanic.

- An immigrant gateway community, **Multi-Culti Mosaic** is the urban home for a mixed populace of younger Hispanic, Asian, and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a mecca for first generation Americans who are striving to improve their lower middle- class status. They are White, Black, Asian and Hispanic.
- 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, Suzukis and Kias. They tend to be lower mid and younger age and are White, Black, Asian and Hispanic.
- The most economically challenged urban segment, Low-Rise Living is known as a transient world for middle age, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then less than a quarter of residents can afford to own real estate. Typically, the commercial base of Mom-and-Pop stores is struggling and in need of a renaissance. They tend to be low income, middle age and are White, Black, Asian and Hispanic.

The next target group is **Town With Kids**. This target is made up of the following segments: Blue Blood Estates, Country Squires, Winner’s Circle, Beltway Boomers, Kids & Cul-de-Sacs, Fast Track Families, New Homesteaders, Big Sky Families, Blue Chip Blues, Shotguns & Pickups, and Suburban Pioneers.

- **Blue Blood Estates** is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle is characterized by married couples with children, graduate degrees, a significant percentage of Asian Americans, and six-figure incomes earned by business executives, managers, and professionals. They are typically older, wealthy and are Asian and White.
- Among the wealthy suburban lifestyles, **Winner’s Circle** is the youngest, a collection of mostly 35 to 54 year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income over \$100,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques, and take in a show. They tend to be wealthy and middle aged and are White and Asian.
- Upper-middle class, suburban, married couples with children—that’s the skinny on **Kids & Cul-de-Sacs**, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative
- jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services. They tend to be upper middle age and older and are White, Black, Asian and Hispanic.
- **Blue-Chip Blues** is known as a comfortable lifestyle for ethnically-diverse, young, sprawling families with well-paying blue-collar jobs. The segment’s aging neighborhoods feature compact,

modestly priced homes surrounded by commercial centers that cater to child-filled households. They tend to be White, Black, Asian and Hispanic.

- **Suburban Pioneers** represents one of the nation's eclectic lifestyles, a mix of young singles, recent divorcees, 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, Asians, Hispanics, and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods. They tend to be White, Black, Asian and Hispanic.
- The wealthiest residents in exurban America live in **Country Squires**, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking. They tend to be middle aged and mostly white.
- With their upscale incomes, numerous children, and spacious homes, **Fast-Track Families** are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games. They take advantage of their rustic locales by camping, boating, and fishing. They tend to be middle aged and mostly white.
- Scattered in placid towns across the American heartland, **Big Sky Families** is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market. They tend to be upper middle age or younger and mostly white.
- The segment known as **Shotguns & Pickups** came by its name honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than anywhere else in the nation. They tend to be lower middle aged and mostly White.
- Young, upper-middle-class families seeking to escape suburban sprawl find refuge in **New Homesteaders**, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys. They tend to be mostly white.
- The members of the postwar Baby Boom are all grown up. One segment of this huge cohort—college-educated, upper-middle class, and home-owning—is found in **Beltway Boomers**. Like

many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they're pursuing kid-centered lifestyles. They tend to be upper middle aged and are White, Black and Asian.

The above descriptions are very brief and are just a sample of the rich data from the Nielsen report. We, as the Project MATCH team, are in the process of using the Nielsen data to identify by zip code where these parents are and then plan to do some targeted mailings. We are working with students of the marketing departments at the University of Kentucky and Murray State University to craft a strong recruitment message to be delivered by brochures and posters. These will be available to you as you begin your work targeting these groups. The next step in the recruitment process is figuring how to reach these groups to aid you in your recruitment efforts.

Attachment #3, Target Group Summary, shows how each of the individual segments were indexed—an index of higher than 100 indicates a greater likelihood that the group would be interested in foster care and adoption. With a few exceptions, every segment here indexes very high. For example, in the target group Town Without Kids, White Picket Fences indexes at 405, while Low Rise Living indexes at 90. This tells us that if time is limited, you would have greater success targeting your activities around areas of interest for the White Picket Fences segment.

Using attachment #4, Target Segment Measures Report, you can see rankings for behaviors or activities that occur at above average or below average rates for each group (household demographics, television, media and lifestyle trends). Using these reports can help determine specific actions or activities to assist you in planning for and completing your Recruitment Activity Proposal Form. Below are some examples of activities that might be beneficial based on these reports:

#### **Urban With Kids (Bowling Green and Owensboro)**

1. Because this group is likely to belong to a human rights organization (for example, the Bowling Green Human Rights Commission), you might schedule a time to speak at one of their monthly meetings. While conducting your presentation, it would be beneficial to have posters of youth who are available for adoption hanging around the room.
2. Families in this group have an average of 4 children in their household from 2-17 years of age. They also watch many sporting events. It is likely that they will seek out fun and low-cost

activities for their families. Try setting up a booth at *Fridays after 5* along the riverfront in Owensboro and distribute baseball cards of children available for adoption.

3. Members of this group tend to represent all races. Contact the pastor at First Presbyterian Church in Owensboro and ask for approval to include a flier about foster care and adoption in their “goodie bags” at their annual multicultural festival, the third Saturday in August.
4. Members of this group are likely to belong to a school or college board. Get approval to make a presentation to the school board with a request to be allowed to put an article in the school employee newsletter, mail fliers to school employees or attend a professional day to speak on the needs of kids in care.

#### **Urban Without Kids (Bowling Green and Owensboro)**

1. This group is more likely to order from family type restaurants. Consider contacting the manager at Red Lobster or Mariah’s in Bowling Green or Moonlite Bar-BQ in Owensboro and asking for approval to set up a foster/adoption Christmas tree. Instead of store bought ornaments make ornaments with the pictures of each child in your region and hang those on the tree. On a nearby table include brochures about foster care and adoption.
2. Contact the ministerial association or denominational governing board (such as the Bowling Green Ministerial Association) and ask them for permission to speak at their next meeting. Ask the membership for a commitment to preach a sermon about foster care and adoption this month tied to a relevant Bible Verse, such as James 1:27. Distribute a brief, typed statement to each member that could be included in their Sunday bulletin about foster care and adoption along with your contact information.
3. Because this group prefers domestic travel by bus, consider approaching Greyhound Bus Lines in Bowling Green, to ask for approval to put up recruitment flyers and/or posters.
4. This group is very likely to listen to southern gospel radio. Consider contacting WJVK 91.7 in Owensboro and asking for their support in producing a Public Service Announcement. Or consider asking them to do a short interview on foster care and adoption. Local stations are very open to filling air time and spreading messages they are supportive of.
5. This target group indexes high for using the yellow pages to locate an exterminator. Consider placing an ad next to the Guarantee Pest Control (Bowling Green) ad. Or contact the local exterminators and ask if they will allow you to place information about foster care and adoption in their offices. Or ask if they will consider sharing flyers with customers when they service a home.

### **Town Without Kids (Beaver Dam, Henderson, Glasgow and Russellville)**

1. Because this group has homes valued at \$200-499,000, they are highly likely to have home owners insurance. Place a call to the major local insurance (Kentucky Farm Bureau, State Farm, Allstate, etc.) companies and ask them to include a flier about foster care and adoption when they mail out insurance payment statements.
2. Contact the manager at Cellular One in Glasgow and ask if you can include a post card in their monthly billing to clients. Families in this target group index high for using Cellular One.
3. This group is likely to take a cruise on Carnival Cruise Lines. Consider making contact with the local travel agencies and asking them to display a poster of the "child of the month" in their lobby area. Be sure to have current and professional photos of children available for adoption.
4. This group indexes high for using the yellow pages to find information on pets/kennels. Therefore we can assume that they take their pets to the vet or kennel. Contact the vets in your region and ask if you can put a poster on their bulletin board about foster care and adoption. Many vets send out reminder notices to families about their pets' upcoming shot schedule. Ask if they will include a flier or a Project MATCH magnet in that mailing.

### **Town With Kids (Beaver Dam, Henderson, Glasgow and Russellville)**

1. If families who will take siblings are a need in your area, this target group may be a good choice. They index higher at having middle schoolers and teens and at buying sports related equipment. Contact the local sports leagues (soccer, baseball, basketball, etc.) and ask when their registration starts. Ask for permission to set up a booth at the registration and recruit families. Or contact the manager of the local sporting goods store and ask for permission to place a recruitment flier in each store bag.
2. Members of this group tend to belong to the PTA/PTO/Site Based Decision Making Council. Contact the group's leader and ask for permission to do a short presentation at their next meeting. Set up a booth in the hallway outside the meeting room to answer specific questions afterwards.
3. This group indexes high for renting vehicles for business purposes. Contact local car rental agencies and dealerships (John Smith Auto Sales or Southard Auto Sales in Beaver Dam or Enterprise Rent-A-Car in Henderson) and ask for permission to put Project MATCH magnets in

each vehicle. Stuff a postcard about foster care into the packet containing the car rental licensing agreement.

4. Visit local movie rental stores since this group is likely to rent or buy children's videos. Leave flyers in their lobby area. Put a poster on their bulletin board. Ask the owner to publicize a foster parent recognition night where movies are ½ price for foster parents.

Use these ideas and ideas of your own to identify recruitment activities for these target groups. **Do not forget these are ideas without reference to specific individuals. If we have inadvertently allowed the data to suggest working with personalities who are not supportive of children, fostering/adopting then as soon as you find this out do not look to them for support. In the Contact Book we asked you to make at the beginning of your employment, put a note beside their name and accept that not everyone is going to support our work.** Brainstorm with your fellow DR Specialist and the staff at Murray to help make your event the most effective that it can be. Remember that there is no substitution for the input of the R&C Supervisor and the Network. Although you are targeting specific groups with your activities, your efforts may have some unintended "spillover" to groups we are not targeting, but who would also be likely candidates for homes for children. For example, if you recruit through the local bridal expo, the brides/grooms themselves might not become a foster parent, but their parents who are now empty nesters might notice your efforts and make a call.

Good luck!