

# AUDIENCE PROFILES

## Cynthia Grimes

Based on 'Modest Income Homes' Tapestry segment



Cynthia Grimes (age 38) lives with her daughter Tyler (age 8), her son Jordan (age 7), and her parents Richard and Karen. Her parents are retired and they help look after the kids after school. Cynthia and her family live in Bloomington, Ill.

Cynthia has a high school diploma and works as an office assistant at a retail company. After getting the job through a friend, she has worked for the company for two years. She started as a cashier and has been promoted twice since starting the job. She was previously unemployed before this job.

Cynthia likes to share information with friends and family, as it plays into her image as someone in-the-know. If she shares your content, you significantly increase the likelihood that she will become a client. If she's already a client, it will increase her loyalty to you. She is drawn to vibrant images, bold writing, and bright colors.

### Family Details

- Cynthia's family rents an older three-bedroom house.
- A strong faith and family values guide their lives.
- Their household income is \$23,900. The family receives social assistance through social security, SNAP, and Medicaid.
- Common shopping destinations include Walmart and warehouse clubs, such as Sam's Club.
- No one in the family has a credit card. Cynthia prefers to pay bills in person and use cash as often as possible.
- Tyler and Jordan go to the local school and are in basketball leagues through the park district. They get a discount on the registration.
- The family likes to watch television. They listen to gospel and R&B music on the radio.
- The family shares one car between them. Cynthia usually takes public transportation to work.
- Financially, the family lives primarily paycheck to paycheck. They save only for a specific purpose, often for practical purposes, such as car repairs or expenses related to school and activities for the kids.

### Best Methods for Engaging Cynthia

**What to Include:** Convenient, family, friends, belonging, 24/7, anytime learning, loyal, dependable, time-saving, flexible, driven, productive, supportive, capable, safe, affordable, reliable, trusted advice, proven, private, worry-free, guarantee.

**What to Avoid:** Couples, travel, weekend get-away, in your spare time, fill the void, alone time, traditional, spa, girls days, me time, sleep-in, single parent.

### Preferred Communication Platforms

1. Social media
2. Television, cable and streaming
3. Radio and streaming music

### Top Social Channels ([Pew Research Center](#))

1. Facebook (79%)
2. Instagram (47%)
3. Pinterest (35%)

**YouTube Use:** 87% of this population visits YouTube at least once a month, with many visiting the site at least once every day. ([Pew Research Center](#))



## Keys to Communication

- Like many of her peers, Cynthia is status oriented. She likes to be in-the-know about her culture and community.
- Being technologically savvy is second nature to Cynthia. She is often an early adopter of new consumer electronics, such as phones and streaming television. If you aren't online, you don't exist. She will not go to your office; she'll find the info she needs online.
- Major influences on Cynthia's decision-making include online reviews and advice from friends. Do you have recommendations turned on for your social media?
- Cynthia actively seeks recommendations from friends on social media. Use that to your advantage. Invite her to be a program influencer. Cynthia and her contemporaries are always quick to share what they don't like about your product, but equally quick to widely share things they love.
- Time is precious; don't waste hers on non-essential anything. Think about things like forms, paperwork, chit-chat, meetings and appointments. Streamline as much as possible. Give her options to complete things online and ahead of time. She wants a quick in-and-out experience every time. What "requirements" barriers can you remove?
- She may share her time with children with an ex-partner, so flexibility is important. She has to anticipate the impact of shared childcare on what clubs her children join, when homework is due, what events the family can attend, and where notices are sent.
- She is juggling care for both her kids and her parents, and she often ignores her own needs. Even if she had the energy to focus on herself, there is no time and no money. How can you make self-care more effortless and automatic for her?
- Privacy is a luxury she can't imagine.
- Because Cynthia is always "on," she's always thinking of the next task on the list. Convenience is key. Multitasking is her standard mode. How can you save her time?
- She's afraid of failing because everyone depends on her. How can you help her not fail? Translate that language into your marketing materials.
- Cynthia is always looking for opportunities for advancement at her job. She is driven to improve quality of life for her family, even if she isn't sure how to accomplish that. Learning needs to be in small chunks of time: while she's waiting on kids, on her commute, between ballgames, after bedtime.
- Information should matter to her survival, a necessity, not a 'wouldn't it be nice to know' workshop.
- She likes to be acknowledged for success and growth. Do you offer certification? Endorsements? Badges?
- Cynthia prides herself on being independent and she is definitely NOT looking for someone to "save" her, though she is looking for help to be sure she's making the right choices for her family. She wants reliable, trusted, clear advice on parenting that's achievable and affordable.
- She worries about money. All. The. Time.

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