

# Community Cultivators



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## COMMUNITY CULTIVATORS

**Witty, charming and quick to laugh**, Community Cultivators enjoy making others feel the same way. These Advocates have a casual approach to speaking up on issues, which invites everyone to join in and share their own opinions.

**They are well liked within a group setting and are quick to break up tensions with a nicely timed joke.** They are also good at listening to all sides of an argument. They have a contagious enthusiasm and enjoy getting others to try new things.

They place value on looking attractive to the opposite sex and they **fancy themselves as a bit of a risk taker**, just like the heroes in their favorite action and sci-fi movies.

**Time spent with family and friends feels more important than money**, but if you ask them to name the best measure of success—they'll tell you it's the dollar.

**Weekends are a good time for shopping, playing video games and entertaining friends and family.** A great Saturday could include a new spin on chicken parmesan, paired with a little time on the Xbox.

**Movies and television are where this Audience goes to unwind**, stay informed and be entertained. Newspapers and social media are places to express opinions and learn more about topics and community happenings.

### ENGAGEMENT OPPORTUNITIES:

**Having a website for professionals** could be a big draw for this Audience. They take pride knowing their colleagues across the country hold the same views they do.

**Provide talking points** that speak to how issues specifically affect their working conditions and have those ready for everyone from the exec level to the delivery driver.

**Using real-life examples** shows how advocacy can help this Audience keep more of their hard-earned dollars and how those issues can affect their job security, as well.

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## RECRUITMENT & ENGAGEMENT

**This Audience appreciates the sense of community a cause brings about.** Knowing that likeminded folks are willing to come together and work to resolve issues make this Audience feel confident that they can succeed.

**Community Cultivators want to know how they can gently broach pressing topics,** as well as what further steps they can do on their own to take action. When needed, they're willing to rise to the occasion and participate in protests. They find empowerment and strength in numbers.

**Building a website with FAQ's, infographics and real-life examples,** all made workplace friendly, will help the Community Cultivator understand more about your causes and their significance. Also, consider developing a thought leadership blog, led by others in the industry who stand behind your causes, to provide a "common man" credibility to your site for workers.

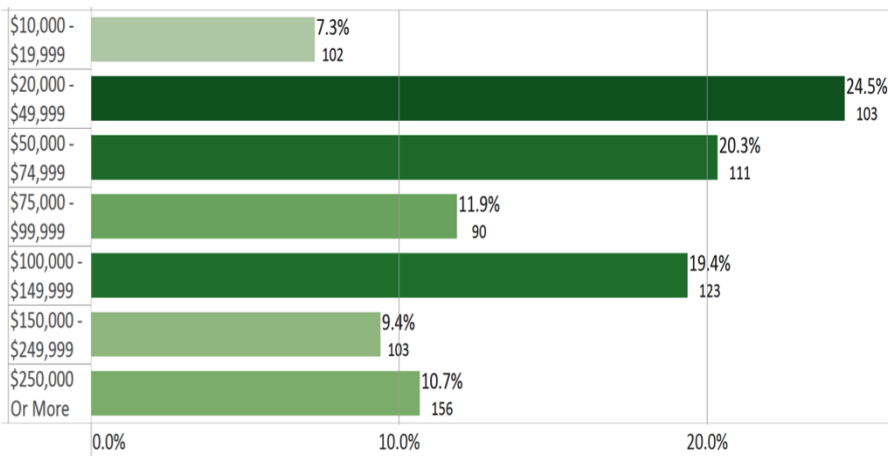
**“Don't you agree that we should think about how . . .”**

**“I just got an email stating that . . .”**

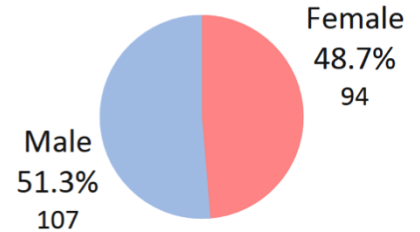
**“Did you read that article? I'll send that link to you. . .”**

## COMMUNITY CULTIVATORS DEMOGRAPHICS

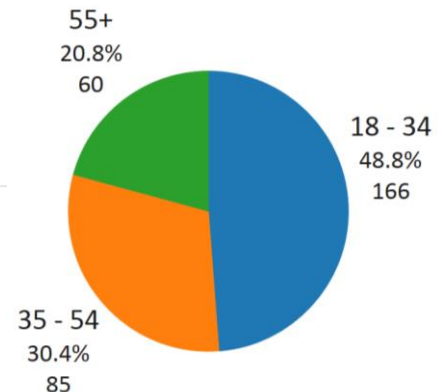
### INCOME



### GENDER



### AGE BREAKDOWN



**MARRIED**  
43%



**ATTENDED 1-3 YEARS OF COLLEGE**  
36%

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## MEDIA CONNECTIONS

### Where to Connect with Interested Participants

**Community Cultivators trust newspapers as a source of information and enjoy reading them** even if they don't have a daily subscription. They read the financial and front pages of their newspapers and find that supplemental sections make the paper a little more interesting. Of course, they always check the Sunday paper for coupons.

For this Audience, magazines are a nice basket add-on at the checkout line, but they feel that due to the amount of **information widely available on the web, they're spending less time with magazines.**

**Contemporary and country stations are always on dial** with the Community Cultivator. They listen between 10 a.m. and 3 p.m. during the week for about 1–2 hours per day.

**Most office communication is done via email or cellphone.** Additionally, the Community Cultivator spends about two hours of their day constructing replies. It's nice to take a break and learn about a 20% off sale at Dick's Sporting Goods—this Audience enjoys learning about new offerings via email.

## NOW PLAYING

### Top Shows for the Interested Participants



#### Cable Shows

Rob Dyrdek's Fantasy Factory (MTV)  
Ramsay's Kitchen Nightmares (BBC America)  
Little House on the Prairie (Hallmark)  
Billy the Exterminator (A&E)  
America's Newsroom (Fox)



#### TV Shows

Kitchen Nightmares (Fox)  
American Dad (Fox)  
Judge Joe Brown (weekend)  
The Simpsons (Fox)  
Everybody Loves Raymond (weekend)

## SURFING AND READING

### Top Internet and Print for Interested Participants



#### Internet

NFL.com  
ESPN.com  
Bestbuy.com  
Youtube.com  
Facebook.com



#### Print

Fitness  
Allure  
Playboy  
OK! USA  
National Geographic