

## **AUDIENCE DEFINITIONS**

**DIVERSE MASS:** Speak English at home, consume media in English and prefer to communicate in English.

**DISPLACED PERSONS HOST (ENGLISH):** Speak English at home, consume media in English, prefer to communicate in English and hosting someone who is displaced due to natural disaster or economic homelessness. Mindsets: All

**DISPLACED PERSONS (ENGLISH):** Speak English at home, consume media in English, prefer to communicate in English and who is displaced himself/herself due to natural disaster or economic homelessness. Mindsets: All

**DISPLACED PERSONS HOST (SPANISH):** Speak Spanish at home, consume media in Spanish, prefer to communicate in Spanish and hosting someone who is displaced due to natural disaster or economic homelessness. Mindsets: Head Noddors, Insulated and Unacquainted

**DISPLACED PERSONS (SPANISH):** Speak Spanish at home, consume media in Spanish, prefer to communicate in Spanish and who is displaced himself/herself due to natural disaster or economic homelessness. Mindsets: Head Noddors, Insulated and Unacquainted

**BLACK:** Classify himself/herself as African-American. Born in the USA. Speak English at home, consume media in English and prefer to communicate in English.

**DOMINICAN/OTHER CARIBBEAN:** Classify himself/herself as Dominican or from another Latin Caribbean island. Speak Spanish at home, consume media in Spanish and prefer to communicate in Spanish. Mindsets: Head Noddors, Insulated and Unacquainted

**MEXICAN/CENTRAL AMERICA/SOUTH AMERICA:** Born in Mexico or a Central/South American country. Speak Spanish at home, consume media in Spanish and prefer to communicate in Spanish. Mindsets: Head Noddors, Insulated and Unacquainted

**PUERTO RICO (URBAN):** Born in Puerto Rico. Live in Urban area. Speak Spanish at home, consume media in Spanish and prefer to communicate in Spanish. Mindset: Cynical Fifth

**PUERTO RICO (RURAL):** Born in Puerto Rico. Live in rural area. Speak Spanish at home, consume media in Spanish and prefer to communicate in Spanish. Mindset: Cynical Fifth

**PUERTO RICO (DOMINICAN):** Born in Dominican Republic but currently reside in Puerto Rico. Speak Spanish at home, consume media in Spanish and prefer to communicate in Spanish. Mindset: Cynical Fifth

**ASIAN (HMONG, LAOTIAN, URDU, THAI & BENGALI):** Speak [INSERT LANGUAGE] at home, consume media in [INSERT LANGUAGE], prefer to communicate in [INSERT LANGUAGE]. Mindsets: Head Nodders, Insulated and Unacquainted

**PORTUGUESE:** Born in Brazil or African Portuguese-speaking country. Speak Portuguese at home, consume media in Portuguese, prefer to communicate in Portuguese. Mindsets: Insulated and Unacquainted

**GREEK:** Born in Greece. Speak Greek at home, consume media in Greek, prefer to communicate in Greek. Mindsets: Insulated and Unacquainted

**ARMENIAN/FARSI:** Speak [INSERT LANGUAGE] at home, consume media in [INSERT LANGUAGE], prefer to communicate in [INSERT LANGUAGE]. Mindsets: Leading Edge and Cynical Fifth