

MULTICULTURAL

SEGMENT-001

AUDIENCE

PREPARED FOR

CAUTIOUSLY HOPEFUL

TAMIKA MATTHEWS

001
YOUNG AFRICAN
AMERICAN
SINGLE MOM



005
HOME TYPE

She is most likely a home

RENTER

006
HEAD OF HOUSE-
HOLD TYPE

She is most likely a single mother and more likely to have never been married than to have been divorced.

007
TRUST LEVELS

62.4%

Have "only some" confidence in major companies/business

21.2%

Have "hardly any" confidence in major companies/business

008
LIFESTYLE

- Lives with her mother
- Assists in household bills, rent/mortgage
- Cooks at home
- Takes lead from mother
- Handles money as mother does
- Plans ahead for life events
- Not concerned with work life social status
- Works weekdays and weekends
- Sociable

002
AGE RANGE

18-34

003
EDUCATION
LEVEL

She is in college or a technical school. Most likely she is near the end looking to future employment.

004
OCCUPATION -
INCOME LEVEL

She is likely to be employed in positions such as Sales Associate or Attendant.

27,000

Average yearly income for this demographic

"USE WHAT YOU'VE GOT NOW BECAUSE YOU NEVER KNOW WHAT'S COMING."

009
ATTITUDES

- More likely to ask advice than give it
- Feels overwhelmed by financial burdens
- Feels that our country's leaders don't care
- Feels she will be financially better in the future
- Concerned about after work social status
- Likes routine but thinks life should be fun
- She is a passive civic (votes only)

010
NARRATIVE/
HISTORY

Tamika Matthews is a 24-year-old single mother living in a home in Woodlawn with her daughter, Niqqi; her mother, Shonda; and her grandmother, Victoria, who has owned the home since the early '70s. Tamika is a student at Jeff State Community College and a sales associate at the Ross Dress for Less in Eastwood. She saves her income from her sales job to assist with her family's bills, as well as to save enough to move into her own place once she finishes school.

Grandmother Victoria has lived in Birmingham long enough to see opportunities for black families evaporate with the loss of industry, and she has passed along her fiscal responsibility to her child and her granddaughter. That family memory of the instability of industry has given both Shonda and Tamika a fear of "getting the rug pulled out from under them," and so they prioritize stability and security.

In many ways, because of the shared family and cultural values so treasured within the Matthews family, Tamika's life is remarkably similar to her mother's and grandmother's, just updated for 21st century circumstances: she is dedicated to her family, church and community.

Though we may not consider Tamika to be politically motivated as a voter, we have to understand that all politics is local, and she is deeply invested in the social and cultural politics of her community of friends and neighbors in Woodlawn. Indeed, a great deal of her ambivalence toward government may be chalked up to seeing the decline of her neighborhood.

Despite her learned cautiousness and her strong generational memory, Tamika differs from her mother and grandmother in her willingness to take a risk; specifically, Tamika is trying to get certified so that she can go to nursing school. Her ambitions run on a slightly different track than her elders, who were content to keep their heads down and work with marginal increases in pay as they entered managerial positions. Though she doesn't want to be independent from her family, she wants more control over her life, and has more freedom to take that control with the advent of the internet.

011
MEDIA USAGE



Tamika's main media usage is online. Though she downloads new apps regularly, Tamika relies primarily on one of the three to four major social apps on her phone: Facebook, Twitter or Instagram and YouTube with her choice of app largely determined by what her social circle prefers. She also uses Spotify extensively to listen to music, and she downloads Disney/family-friendly apps and games for her daughter/son to use.

012
PLACES OF INTEREST

Tamika's world is defined by her community, which means her immediate family, her friends and her neighbors. More than any other place, she will be spending time at anchor points in her community like church, block parties, fundraisers and other neighborhood events. Secondly, Tamika has places she takes her daughter Niqqi: parks, the Botanical Gardens, McDonald's – any cheap, safe place with space for her daughter to play. On a tertiary level, she occasionally treats herself by shopping at stores offering discount prices for aspirational clothing and jewelry (Ross', TJ Maxx, Marshall's). Finally, she will go out on some nights to clubs like Escape Birmingham, which specifically markets itself as a way to forget about the difficult realities of someone's everyday work and family life. (Just as likely, though, she'll find her escape through television shows like Scandal and Empire.)



013
HOPE AND ASPIRATIONS

She has a strong emotional push to help provide stability and security for her family – both her daughter and her elders.

She aspires to become a nurse and make a better life for her daughter in the process.

She strives daily to make her mother proud of her.

014
PRIORITIES

Family
Community
Escape
Stability

015
VULNERABILITIES AND FEARS

Lack of stability; more than anything else, Tamika is afraid of the rug being pulled out from under her due to debt, illness or being laid off.

Dissatisfaction with living a life that's both stressful and routine.

Distrust of government, which most likely is grown from her feeling that leaders in business and government don't care.

“I DO WHAT I NEED TO DO AT WORK. BUT AFTER WORK, I’M GOING TO HAVE SOME FUN.”

016
KEY LANGUAGE/
COMMUNICATION

- Tamika will respond to language that offers a feeling of support, community, security, stability. “You can save to buy a new appliance by switching your water heater from gas to electric,” for example.
- Any program or offering that can be made to ease her financial worries/burden will be well received.
- Use language that offers the prospect of control, veiled in the more optimistic language of freedom. Be conscious of easing the burdens of her heavy workload, debt, the expectations of her family, etc.
- She will respond to and connect with uplifting stories about her community, such as the APCo story about the Mobile employee who saved a young girl from a burning building on Easter morning.
- She will primarily connect to stories that pop up on the social media feed of her choice, that show up on television, or that are a topic of conversation in her social circle.
- She will respond to direct, efficient language that she feels respects her intelligence and desire for independence.

017
FIVE KEY WORDS

SUPPORT CONTROL SAVE INDEPENDENCE COMMUNITY

018
A DAY IN THE LIFE



On Wednesday, April 29, Tamika wakes up at 6 a.m. to an alarm on her phone, which she then uses to check her Facebook feed and the weather before she gets out of bed. After waking Niqqi up, Tamika has breakfast with her family and gets herself ready for work, trusting her grandmother, Victoria, to make sure Niqqi is taken care of.

After dropping Niqqi off at daycare at her neighbor's in-home daycare – and taking a moment to talk with the ladies looking after her child, who looked after her when she was Niqqi's age – Tamika drives to work at Ross Dress for Less in Eastwood, arriving for the 9 o'clock shift. She powers through work, occasionally sneaking peeks at her phone to see what her friends are up to, until clocking out at 2 p.m., when she rushes to Center Point to make it to class on time at Jeff State.

Resisting the temptation to let her mind wander, Tamika keeps her eyes on the prize: medical assisting certification, which will allow her to go to nursing school. Once she gets back home at 6 o'clock, she finds she has time to shower and change before going to choir practice with her family at her church to prepare for her solo on Sunday – although she doesn't mind sharing a photo of her outfit on social media first. Though she's worn out, Tamika still helps serve food to folks at the fellowship hall alongside her grandmother.

After getting back home and putting Niqqi to bed, Tamika makes lunches for her daughter, herself and her mother to eat tomorrow. Finally free to go to sleep, Tamika either watches reruns of Grey's Anatomy, checks her favorite social media platform, plays games on her phone or reads before nodding off, finally able to quiet her worries about the daily grind and her shared future with her daughter.

018
KEY APC TOPICS/
TOUCHPOINTS