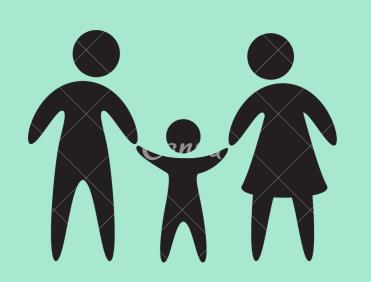
MARKET IDENTIFICATION

Cultural Connection to Albania



83%

of parents agree that they are the main influence in growing Albanian culture in the lives of their children

What connects participants to Albanian culture?

70%- Familiy History

52%- Food

52%- Language





95%

of participants still remain in contact with family/friends living in Albania or surrounding areas

