



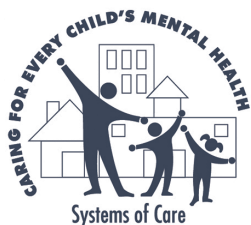
Audience Segmentation Worksheet

Let's start by segmenting the audience to learn more about what makes them tick. Answer the questions below about your target audience:

1. Who is your audience?

2. What do you know about this audience's knowledge, attitudes, and behaviors as they relate to your goal?

3. What are the characteristics of this audience? How do they spend their time? What is their gender, ethnicity, and income level? How have they been educated? Who influences them? What makes new information credible for them? What or who could motivate change or action?



4. How will you collect information about the characteristics of these audiences? (interviews, focus groups, surveys, group discussions, etc.)

5. What do you want your audience to know about your organization and its work?

6. What do you want them to do with what they know?
