

# Audience Definition Worksheet

**Directions:** To start, use your background and knowledge to make an initial assessment of your potential target audience. Think about the characteristics of your primary audience—the people listed as top priority in the previous worksheet.

What is the average age range? \_\_\_\_\_

Where do they live?

What is their educational background?

primarily:

- less than high school
- high school graduate
- undergraduate degree
- advanced degree

- urban
- suburban
- rural
- mix, mostly urban
- mix, mostly suburban
- mix, mostly rural

Income

- less than \$20K
- \$20K-\$35K
- \$35K-\$45K
- \$45K-\$60K
- \$60K-\$75K
- \$75K-\$100K
- more than \$100K

Gender

- predominantly male
- predominantly female
- equal mix
- unequal mix, more males
- unequal mix, more females

Ethnic origin \_\_\_\_\_  
(if appropriate)

- Why do members of this audience “need to know” this information?

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- What unique knowledge/skills/abilities do these audience members possess now?

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- What knowledge/skills/abilities will audience members possess *after* you have addressed this issue with them?

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(OVER)

**Audience Definition** (continued)

- What is your estimate of the audience's receptiveness to this message?

| very receptive |   |   |   |   | < | > | not receptive |   |    |  |
|----------------|---|---|---|---|---|---|---------------|---|----|--|
| 1              | 2 | 3 | 4 | 5 | 6 | 7 | 8             | 9 | 10 |  |

If 6 or greater, how do you propose to overcome the lack of receptivity?

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**Directions:** Using your answers to the previous questions as a guide, take a few minutes to describe briefly the characteristics of your **secondary** audience and **other potential** audiences.

**Secondary Audience**

- Who are they? \_\_\_\_\_

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- Why are they important? \_\_\_\_\_

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**Potential Other Audiences** (People who are interested but not directly involved in the issue)

- Who are they? \_\_\_\_\_

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- Why are they important? \_\_\_\_\_

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- Who are they? \_\_\_\_\_

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- Why are they important? \_\_\_\_\_

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