STEP 2 TASK 1:   
Determine Audience Segments

**Potential Audience Segmentation Table**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Potential Audiences | Demographic Characteristics | Geographic Characteristics | Socio-Cultural Characteristics | Behavioral Characteristics | Psychographic Characteristics | Ideational Characteristics |
|  | Age, gender, marital status, education, number of children | Region, urban or rural, area of conflict | Language, culture, religion, place in society, ethnicity | Behaviors that affect or impact the challenge | Personality, values, attitudes, interests, lifestyle | May include knowledge, beliefs, attitudes, perceived risk, self-efficacy, social support and influence, environmental supports and constraints, emotions, norms, perceived risk, self-image |
| Potential primary audiences– most affected by the challenge or most at risk | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |
| Potential influencing audiences – directly or indirectly influence primary audience | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. | Click here to enter text. |