# Audience Segmentation Template

<table>
<thead>
<tr>
<th>Potential Audience(s)</th>
<th>Socio-Demographic Differences</th>
<th>Geographic Differences</th>
<th>Behavioral Differences</th>
<th>Psychographic Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Sex</td>
<td>• Urban, rural, peri-urban</td>
<td>• Relevant behavior</td>
<td>• Benefits sought</td>
</tr>
<tr>
<td></td>
<td>• Age</td>
<td>• Region, district, community</td>
<td>• Stage of change/readiness to change</td>
<td>• Values</td>
</tr>
<tr>
<td></td>
<td>• Education</td>
<td></td>
<td>• Frequency of behavior</td>
<td>• Activities</td>
</tr>
<tr>
<td></td>
<td>• Occupation</td>
<td></td>
<td>• Consistency of behavior</td>
<td>• Interests</td>
</tr>
<tr>
<td></td>
<td>• Income</td>
<td></td>
<td>• Duration of behavior</td>
<td>• Attitudes, opinions</td>
</tr>
<tr>
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<td>• Marital status</td>
<td></td>
<td></td>
<td>• Personality</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>• Preferences</td>
</tr>
<tr>
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<tr>
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<td>• Religion</td>
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</tr>
</tbody>
</table>

Potential Audience

- • Sex
- • Age
- • Education
- • Occupation
- • Income
- • Marital status
- • Family size
- • Ethnicity/language
- • Religion

Geographic Differences

- • Urban, rural, peri-urban
- • Region, district, community

Behavioral Differences

- • Relevant behavior
- • Stage of change/readiness to change
- • Frequency of behavior
- • Consistency of behavior
- • Duration of behavior

Psychographic Differences

- • Benefits sought
- • Values
- • Activities
- • Interests
- • Attitudes, opinions
- • Personality
- • Preferences