Audience Segmentation Template

Potential Audience(s)	Socio-Demographic Differences	Geographic Differences	Behavioral Differences	Psychographic Differeces
Potential Audience	• *Sex* • *Age* • *Education* • *Occupation* • *Income* • *Marital status* • *Family size* • *Ethnicity/language* • *Religion*	• *Urban, rural, peri-urban* • *Region, district, community*	• *Relevant behavior* • *Stage of change/readiness to change* • *Frequency of behavior* • *Consistency of behavior* • *Duration of behavior*	• *Benefits sought* • *Values* • *Activities* • *Interests* • *Attitudes, opinions* • *Personality* • *Preferences*