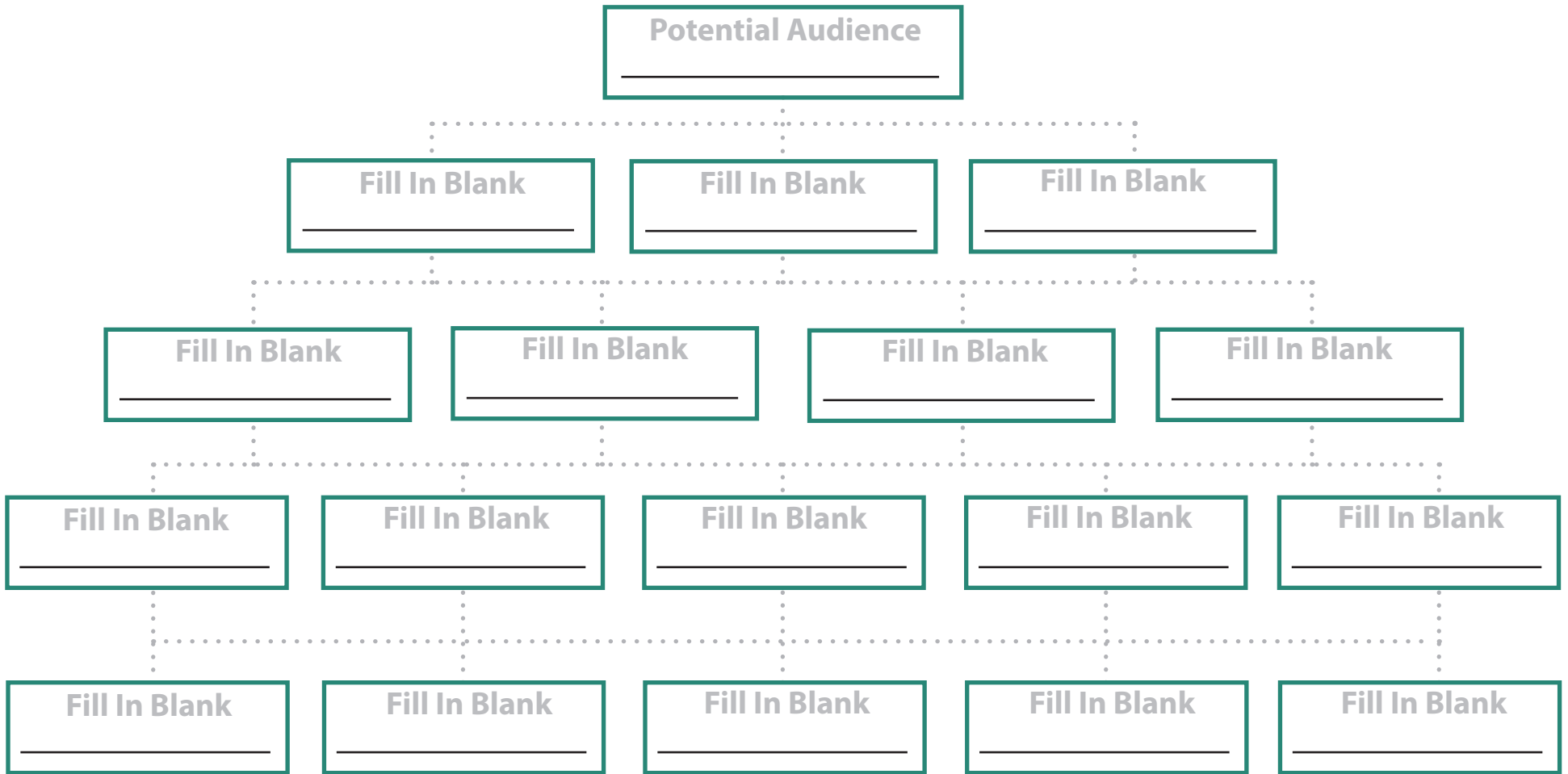


Audience Segmentation Tree



Socio-Demographic Differences	Geographic Differences	Behavioral Differences	Psychographic Differences
<ul style="list-style-type: none"> Sex Age Education Occupation Income Marital status Family size Ethnicity/language Religion 	<ul style="list-style-type: none"> Urban, rural, peri-urban Region, district, community 	<ul style="list-style-type: none"> Relevant behavior Stage of change/readiness to change Frequency of behavior Consistency of behavior Duration of behavior 	<ul style="list-style-type: none"> Benefits sought Values Activities Interests Attitudes, opinions Personality Preferences