



Target Audience Profile

Target Audience: _____

1. What is the makeup of the target audience (answer if appropriate) ?
 - a. Average Age _____
 - b. Gender _____
 - c. Place of Residents (home or apartment, any unique characteristics)

 - d. Level of Education: _____
 - e. Level of Income: _____
 - f. Other pertinent facts: _____

2. How do they communicate with each other? _____

3. How do they receive information on environmental issues? _____

4. Of what other community organizations are they members? _____

5. What are their major environmental concerns: _____

