

# 4

## Step 4 Worksheet: Audience Profile Sample

- 1) Name of the group:
- 2) Age range:
- 3) Income levels:
- 4) Educational levels:
- 5) Interests:
  
- 6) Values aligned with your policy goals:
  
  
  
  
  
  
  
  
  
  
- 7) Possible benefits to supporting the policy:
  
  
  
  
  
  
  
  
  
  
- 8) Barriers to supporting the policy:

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- 9) Attitudes towards the health concern the policy intends to impact (such as, obesity, asthma, etc.):
  
  
  
  
  
  
  
  
  
  
  - 10) A typical day in their life:
  
  
  
  
  
  
  
  
  
  
  - 11) Other distinctive characteristics:
  
  
  
  
  
  
  
  
  
  
  - 12) What may alienate this group from the policy initiative?