Worksheet 3: Defining Your Target Audience—Sample

Worksheet 3. Denning Tour Target Addience—Sample			
POTENTIAL TARGET AUDIENCE	AGE, GENDER, CULTURE, LOCATIONS	OTHER IMPORTANT CHARACTERISTICS	
Parents of Teen Boys	33–35 years old, many single parents, most working, inner city	What they read, listen to, watch; what form of transportation they use; how they access the Internet; who their community leaders are.	

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POTENTIAL TARGET AUDIENCE

Sample: Parents of Teen Boys

AGE, GENDER, CULTURE, LOCATIONS

Sample: 33-35 years old, many single parents, most working, inner city

OTHER IMPORTANT CHARACTERISTICS

Sample: What they read, listen to, watch; what form of transportation they use; how they access the Internet; who their community leaders are.
