

## Understand Your Intended Audience

**Intervention Goal (What problem behavior you want to decrease and/or healthy behavior you want to increase):** \_\_\_\_\_

**Intended Audience (be as specific as possible (e.g., all undergraduates; fraternity and sorority members, Varsity athletes, freshmen):** \_\_\_\_\_

*You will NOT know the answer to all of the following questions. Many ask for percentages; exact percentages are NOT needed; estimates and guesstimates are good enough to start with*

1. Audience size: Approximately how many people are in your intended audience?  
\_\_\_\_\_
2. Community size: approximately how many people, not counting students at your institution, live in your community? \_\_\_\_\_
3. What percent of your intended audience live:
  - a. In campus housing: \_\_\_\_\_
  - b. In fraternity/sorority houses: \_\_\_\_\_
  - c. Near campus, not with family: \_\_\_\_\_
  - d. With family: \_\_\_\_\_
4. Age range of your intended audience: \_\_\_\_\_
5. Race/Ethnicity: what percent of your intended audience are:
  - i. African-American: \_\_\_\_\_
  - ii. Asian-American: \_\_\_\_\_
  - iii. Caucasian: \_\_\_\_\_
  - iv. Hispanic: \_\_\_\_\_
  - v. Other races: \_\_\_\_\_
6. Sex: What percent of your intended audience are:  
Males: \_\_\_\_\_ Females: \_\_\_\_\_
7. Health concerns: What would your intended audience say are their 3-5 primary health concerns?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_

8. Competing priorities: What issues/problems/concerns/interests do you think have a higher priority than your identified problem/focus with your intended audience?
  
9. Tensions/Divisions: Are there major tensions between groups in your intended audience? If there are, list the groups with tensions.
  
10. Familiarity with your work: How familiar to you think MOST of the members of your intended audience are with your work/organization?
  - a. Don't know we exist
  - b. Have heard of us but don't have a clue what we do
  - c. Know what we do but have never used any of our services
  - d. Have used our services and value us
  - e. Have used our services and don't value us
  
11. Miscellaneous: Do MOST members of your intended audience:
  - a. Commute to school in a private vehicle?    YES            NO
  - b. Commute to school using public transportation?    YES            NO
  - c. Have a home telephone?    YES            NO
  - d. Have a cell phone?    YES            NO
  - e. Have cable or satellite TV?    YES            NO
  - f. Eat at school at least once a week?    YES            NO
  - g. Belong to a school organization or club?    YES            NO
  - h. Attend Varsity sports events regularly?    YES            NO
  - i. Attend extra-curricula events regularly?    YES            NO
  
12. Can you identify leaders, "connectors", stakeholders?