

Audience Profile Template

How to use this document: This worksheet is a tool for analyzing an internal or external audience. This supports identification and implementation of communication, education, and activity offerings to motivate members of the targeted audience to initiate and/or maintain energy-saving behaviors to reach energy-saving goals. Complete or adapt this template for your own facility or workplace according to the specific audience(s) you are trying to engage and empower.

Target Audience: _____

Describe what you know about the audience's current level of awareness, desire, and knowledge on the issue. What do you know about their current attitudes and behaviors?

What are the barriers to the audience fully supporting or participating in reaching the goal?

What are the benefits to the audience if they fully support or participate in reaching the goal?

What are some additional characteristics of this audience? How do they spend their time? What or who are they influenced by? What makes new information credible for them? What or who could motivate change or action?