



Target Audience Profile Template

General audience data:

- Description or target audience for the document
- Role in purchasing process (influence, recommend, purchase, veto)
- Audience's knowledge of the subject matter is (none, fair, high, expert)
- Audience's main question/concern about the subject matter is:
- Main action this document should make the audience take is:

Demographics:

- Gender
- Age
- Marital Status
- Children?
- Ethnicity
- Income group
- Location
- Purchasing history
- Personal product preferences
- Preferred mode of communication?
- Internet access? Owns a computer? Etc.

Psychographics:

- Hobbies
- Primary leisure activities
- Preferences (e.g. reading preferences, movie preferences, brand preferences, pets, etc.)
- Favourite sources of information (e.g. which web sites, magazines, chat rooms, etc.)
- Turn-ons, turn-offs
- *Etc., based on what you need to know to reach the audience meaningfully*

Purchasing Habits:

- Level of control over purchase decision
- Typical product/solution purchase in your segment
- Has purchased similar product in past?
- Number of people involved in the purchase decision
- Things/experiences/preconceptions that may affect the audience's opinion of the subject matter/product/service
- Previous purchase history with this type of product/service
- What barriers/roadblocks may impede the audience's adoption of the product/service offering

Influencers:

What people or groups of people influence the audience's purchase decisions, and how?