

# Audience ID Worksheet

## Demographic

Gender:                      Age:

Location:                      Occupation:

Income:                      Education:

Home Own or Rent:                      Transportation:

Relationship Status:                      Children:

Political Affiliation:                      Social Class:

## Psychographic

Personality:

Emotional State:

Concerns:

Desires:

Life Stage:

Significant Roles/Experiences:

## Lifestyle

Core Values:

Media Engagement:

Shopping & Brands:

Events:

Health & Fitness:

Religion & Spirituality:

## Interests

Hobbies/Activities:

Reading:

Broadcast Media/Podcasts:

Social Media Pages & Groups:

Community Involvement:

Political Involvement:

## Summary