



**INITIAL TARGET AUDIENCE SEGMENTATION**

**Purpose**

To get you thinking about the initial target audience segmentation characteristics.

**How to use or apply**

As you start to collect information and build insight from your secondary research and stakeholder consultation you can use the table presented to map out emerging segmented audience characteristics. At this stage emerging gaps in knowledge will also help you identify likely primary research requirements. Then use your market research findings to fill the gaps

**Source(s)/Reference(s)**

* [www.thensmc.com](http://www.thensmc.com)

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| **Target audience(s)** | **Aspirations** | **Benefits valued** | **Competitive behaviours practiced** | **Information channels used** | **Level of readiness to change** |
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