

# Know Your Audience

School Name: \_\_\_\_\_ Completed By: \_\_\_\_\_ Date: \_\_\_\_\_

Characteristic	Example	Group 1	Group 2	Group 3	Group 4	Group 5
Commonality						
Ages of Children						
Group Age Range						
Generation(s)						
Primary Language(s)						
Education Level						
Experience with Catholic Schools						
Household Income						
Priorities / values						