

GRIT Program Audience Analysis Checklist

Target Population	What Is Known? Summary	Level of Confidence <small>1 = low, 5 = high</small>
1. Knowledge		
What level of knowledge do they have about the issue?	Limited	2
What kind of understanding do they have of current events related to the issue?	Limited	2
How familiar are they with terminology and concepts related to the issue?	Limited	2
2. Skills & Abilities		
What kind of skills, experience, or prior training do they have related to the issue?	Limited	2
3. Incentives		
What are the consequences of action or inaction (i.e., are they rewarded or penalized or does nothing happen)?	They will be paid while attending training. They will not receive payment for days missed.	3
4. Support		
What factors affect their ability to access, attend, or utilize training or tools or techniques?	Home life. Willingness to complete the assignments.	3
Do current policies encourage or discourage desired behavior?	Current policies encourage a commitment to attend all training sessions and to utilize the tools and techniques provided.	3
What type of support is management prepared to provide?	Transportation costs; stipend	4
5. Motivation		
What level of value do they place on actions and decisions affecting the issue?	TBD – Participants will be interviewed & selected for participation in the program next week and these questions will be answered during that time.	3
Do they believe or expect that it is within their ability to take action or make meaningful decisions affecting the issue?	TBD	3
What do they value that is linked to the issue (i.e., what are they most concerned about)?	TBD	3
6. Opinions		
What attitudes and biases do they have about the issue?	TBD	3

What are their perspectives about the problem, their relation to it, and its causes and solutions?	TBD	3
7. Cultural Characteristics		
What are the distinct cultural factors that affect their actions and decisions, which in turn influence the issue?	The target audience identified for participation in this training program are inner-city youth who reside in the City of Philadelphia. Gun violence is high, peer pressure is high.	2