



Determining Target Audience



In this activity, you will visit four Web sites and note how they address their target audience.

1. Using the links below, determine the target audience for each site.
 - [United States Mint](http://www.usmint.gov) (*www.usmint.gov*)
 - [Aeropostale](http://www.aeropostale.com) (*www.aeropostale.com*)
 - [Earth911](http://www.earth911.com) (*www.earth911.com*)
 - [Celestial Seasonings](http://www.celestialseasonings.com) (*www.celestialseasonings.com*)
2. For each Web site, list the organization's name and three characteristics of its target audience.
3. List three ways each Web site is designed to meet the needs and expectations of its target audience.
4. For an advanced class, discuss the potential danger of making too many generalizations about the target audience. If you generalize too much, you risk restricting your audience and limiting your visitors. For example, consider the following article headline: [Young men are now becoming increasingly interested in knitting](http://news.nationalpost.com/2013/08/09/men-are-getting-hooked-on-knitting-and-the-craft-culture-is-catching-up) (<http://news.nationalpost.com/2013/08/09/men-are-getting-hooked-on-knitting-and-the-craft-culture-is-catching-up>). The article is not only about young men but about craft culture in general.