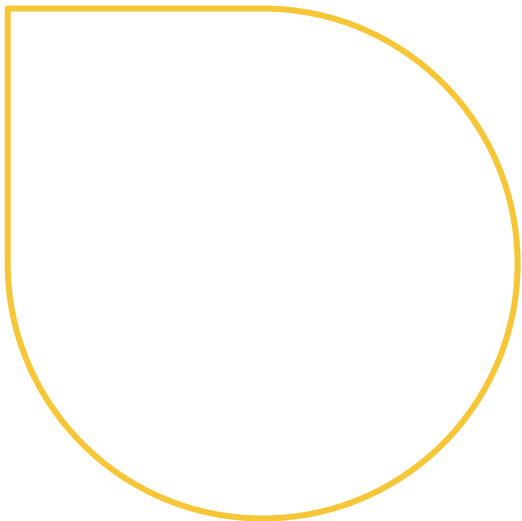


## PERSONA WORKSHEET



Name

Age

Organizations trying  
to reach this  
persona

Household Status:

Education:

Language:

Profession:

Location:

Gender / Sexual orientation:

Channels where they consume media:

**Census Status:** their perception of census, past engagement with census, level of civic engagement, etc.:

**Possible motivations and barriers to get counted and become active:**