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| Segmenting Stakeholders Matrix |
| Prioritizing Stakeholders |
| By Attributes | Definitive:Expectant – Dominant: Dependent: Dangerous:Latent – Dormant: Discretionary: Demanding: |
| By Situation | Active:Aware:Aroused:Inactive |
| By CommunicationStrategy | Advocate:Dormant:Adversarial:Apathetic: |
| Understanding Stakeholders  |
| Segments | Descriptors | Concerns | Values | ConsumerHabits | Information Needs & Preferences |
| Generation |  |  |  |  |  |
| Life Stage |  |  |  |  |  |
| Social Class |  |  |  |  |  |
| Lifestyle |  |  |  |  |  |
| Gender |  |  |  |  |  |
| Race/Nationality |  |  |  |  |  |
| Other |  |  |  |  |  |

*Adapted from Brad Rawlins, Prioritizing Stakeholders for Public Relations (Institute for Public Relations, 2006) and Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communication Books, 2000).*