

<b>Characteristics of population profile</b>	
Geography	What geographic areas will the evaluation plan cover (e.g., street, neighborhood, city, county)?
Size	How many people are impacted by this intervention (e.g., population density)?
Age	What is the age distribution of this population?
Gender	How many males versus females?
Income	What is the income distribution of this population? What is the percent below the federal poverty level (FPL)?
Ethnicity and religion	What is the racial and ethnic composition of this population? What are this population's cultural norms and values?
Population trends	What is the historical context of this group?
Language and literacy	What proportion of the population speaks English as a second language? What is the reading level or what literacy considerations need to be taken into consideration for this population?