

**Sample Target Audiences for Idling Reduction Campaigns**

<b>LOCATION</b>	<b>TARGET GROUPS</b>	<b>LOCATION</b>	<b>TARGET GROUPS</b>
<input type="checkbox"/> Schools	<input type="checkbox"/> Parents <input type="checkbox"/> Students <input type="checkbox"/> School bus drivers <input type="checkbox"/> Other _____	<input type="checkbox"/> Businesses/ Workplaces	<input type="checkbox"/> Employees <input type="checkbox"/> Service/Fleet Vehicles <input type="checkbox"/> Customers <input type="checkbox"/> Other _____
<input type="checkbox"/> Government Offices	<input type="checkbox"/> Employees <input type="checkbox"/> Service/Fleet Vehicles <input type="checkbox"/> Other _____	<input type="checkbox"/> Community Facilities (e.g. arena, large events)	<input type="checkbox"/> General public <input type="checkbox"/> Delivery vehicles <input type="checkbox"/> Parents <input type="checkbox"/> Other _____
<input type="checkbox"/> Transportation Hubs (transit stations, ferries, border crossings)	<input type="checkbox"/> Transit vehicles <input type="checkbox"/> Passenger vehicles <input type="checkbox"/> Tour buses <input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____	<input type="checkbox"/> Taxis <input type="checkbox"/> Drivers of transport trucks <input type="checkbox"/> Other _____