

**Describing your project’s target population ...**

This chart, developed by IMLS, can assist in the development of LSTA target group descriptions. **Primary User(s) are the people who will use the products or services provided under an LSTA funded project.** Secondary descriptors provide further detail for their primary descriptors—not all have secondary descriptors.

PRIMARY USER DESCRIPTORS	SECONDARY USER DESCRIPTORS
Adults	
Children	Disadvantaged children
Institutionalized persons (includes people in correctional, hospital, and penal institutions)	
Library staff and volunteers	
Non/limited English speaking persons	
People with special needs (includes children)	Blind and visually-impaired persons Deaf and hearing-impaired persons Developmentally disabled Homebound persons Other (Specify)
Pre-school children	
Public library trustees	
Rural populations	
Senior citizens	
Statewide public	
Urban populations	
Young adults and teens	