

## Audience Analysis

Target Audience: Local Community (Santaquin)

Demographic Characteristics	Psychographics	Information Sources & Channels	Prior Knowledge & Experience
<p><b>Average Age:</b> 27 years old  <a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a></p> <p><b>Race/Ethnicity:</b> Predominantly White, with some Hispanic residents  <a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a></p> <p><b>Employment:</b> 71.4% of the population is employed  <a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a></p> <p><b>Commuting:</b> Most residents work outside Santaquin, commuting to nearby cities  <a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a></p> <p><b>Income:</b> Median household income is \$90,000-\$91,000  <a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a></p> <p><b>Population:</b> 18,394  <a href="https://worldpopulationreview.com/us-cities/utah">https://worldpopulationreview.com/us-cities/utah</a></p>	<p><b>Small-Town Feel / Community &amp; Relationships</b>            --Residents value the friendliness, knowing neighbors, a sense of belonging.</p> <p><b>Connection to Nature &amp; Outdoor Life</b>            --Nature (mountains, farmlands, orchards, trails) plays a big role in people's sense of well-being</p> <p><b>Family-Oriented &amp; Youthful Life</b>            --Because of the young median age and many households with children, priorities are strongly oriented toward things families care about: schools, parks, and community safety</p> <p><b>Desire for Stability &amp; Safety</b>            --Living standards are important: having reliable housing, decent infrastructure, and a good quality of life</p> <p><b>Concern Balanced with Growth &amp; Change</b>            --Many residents are concerned about how fast growth is happening, housing development or environmental impacts.</p> <p><b>Health / Wellbeing &amp; Work Life</b>            --There is interest in community health efforts: healthy food access, free/low-cost fitness programs, mental health of social connection programs.  <a href="https://www.usu.edu/utah-wellbeing-project/reports/2022/santaquin-wellbeing-survey-findings-2022?utm">https://www.usu.edu/utah-wellbeing-project/reports/2022/santaquin-wellbeing-survey-findings-2022?utm</a></p>	<p><b>Online / Digital News Websites &amp; Apps</b>            --A large share of Utah residents now use social media in the form of Instagram, Facebook, twitter to access news and information.</p> <p><b>Social Media &amp; Community Social Media Pages</b>            --Local government (Santaquin City) maintains Facebook, Instagram, and YouTube accounts to share community updates, announcements, etc.  <a href="https://www.santaquin.gov/citycouncil/page/social-media-directory?utm_source">https://www.santaquin.gov/citycouncil/page/social-media-directory?utm_source</a></p> <p><b>Local Newspaper</b>            The <i>Daily Herald</i> (Utah County) is a key print / online source covering Santaquin and the surrounding areas</p> <p><b>Word of Mouth / Community Networks</b>            In small or semi-rural communities, interpersonal relationships, community groups, neighbors, and local organizations also play a big role in spreading information, especially about local events or immediate issues.</p>	<p>Familiarity with orchards            Leads to some knowledge of cherry harvest, with many of the youth and young adults working in cherry processing plants.</p> <p>Farmers still use Santaquin as an irrigation ditch.</p> <p>Community events, specifically Orchard Days are hosted each August to celebrate the harvest of the many fruit trees.</p> <p>Due to the increase in population and many people moving to Santaquin, knowledge of agriculture is less among those who have lived in Santaquin their whole lives.</p>

<p><b>Education:</b> 25% of residents have a bachelor’s degree (Census Data (.gov) website)</p> <p><b>Gender:</b> 50.5% male, 49.5% female (<a href="https://datausa.io/profile/geo/santaquin-ut">https://datausa.io/profile/geo/santaquin-ut</a>)</p>	<p>Rowley’s Red barn thrives in Santaquin because it connects to the local community, nature, and values. Whether through offering healthy, locally grown food or fostering community events.</p>		
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**References**

*Santaquin, UT.* Data USA. (n.d.). <https://datausa.io/profile/geo/santaquin-ut>

*Social Media Directory.* Santaquin, UT. (n.d.). [https://www.santaquin.gov/citycouncil/page/social-media-directory?utm\\_source](https://www.santaquin.gov/citycouncil/page/social-media-directory?utm_source)

University, U. S. (n.d.). *Santaquin Wellbeing Survey Findings 2022: Utah Wellbeing Project.* USU. [https://www.usu.edu/utah-wellbeing-project/reports/2022/santaquin-wellbeing-survey-findings-2022?utm\\_](https://www.usu.edu/utah-wellbeing-project/reports/2022/santaquin-wellbeing-survey-findings-2022?utm_)

*Utah cities by population 2025.* World Population Review. (n.d.). <https://worldpopulationreview.com/us-cities/utah>

Target Audience: Harvest Host Members (Retired People)

Demographic Characteristics	Psychographics	Information Sources & Channels	Prior Knowledge & Experience
<p><b>Age:</b> 60s</p> <p><b>Income:</b> mixed—some on fixed retirement income, others with savings/investments</p> <p><b>Household:</b> empty-nest couples, singles, downsizers</p>	<p><b>Values:</b> freedom, health, and meaningful use of time</p> <p><b>Lifestyle:</b> flexible schedules, slower pace, volunteerism, preference for experiences over possessions</p> <p><a href="https://pmc.ncbi.nlm.nih.gov/articles/PMC8834913/">https://pmc.ncbi.nlm.nih.gov/articles/PMC8834913/</a></p>	<p><b>Digital:</b> travel websites, TripAdvisor, YouTube, email newsletters</p> <p><b>Print:</b> travel magazines, brochures, newspapers</p>	<p><b>Connection to Agriculture &amp; Simplicity</b></p> <ul style="list-style-type: none"> <li>• Many retirees grew up in more rural or agricultural settings. Visiting the barn connects them to nostalgia, farm heritage, and “simpler times.”</li> <li>• Agritourism (orchards, farm markets, hayrides) is especially</li> </ul>

<p><b>Location:</b> often in quieter communities, or maintain a “home base” while traveling</p> <p><a href="https://www.aarp.org/pri/topics/social-leisure/travel/2024-travel-trends/">https://www.aarp.org/pri/topics/social-leisure/travel/2024-travel-trends/</a></p> <p><b>Education:</b> often moderate to high, many value lifelong learning</p> <p><a href="https://pmc.ncbi.nlm.nih.gov/articles/PMC8834913/">https://pmc.ncbi.nlm.nih.gov/articles/PMC8834913/</a></p>	<p><b>Motivations:</b> escape &amp; relaxation, lifelong learning, family/multi-generational travel, “bucket list” goals</p> <p><b>Interests:</b> cultural exploration, nature, history, relaxation, photography, food</p> <p><a href="https://www.researchgate.net/publication/316920618_A_Study_of_Older_Adults%27_Travel_Barriers_by_Examining_Age_Segmentation">https://www.researchgate.net/publication/316920618_A_Study_of_Older_Adults%27_Travel_Barriers_by_Examining_Age_Segmentation</a></p> <p>Rowley’s Red Barn serves as a destination that supports people’s values. With a lifestyle that focuses on slow living, experiences and community involvement. The Red Barn offers a rich blend of educational, cultural, and recreational opportunities.</p>	<p><b>Broadcast:</b> TV travel shows, local/national news</p> <p><b>Word of Mouth / Community:</b> travel clubs, senior centers, recommendations from friends</p> <p><a href="https://www.aarp.org/pri/topics/social-leisure/travel/2024-travel-trends/">https://www.aarp.org/pri/topics/social-leisure/travel/2024-travel-trends/</a></p>	<p>appealing to older generations who value authenticity and tradition.</p> <p><b>Local, Fresh, &amp; Healthy Foods</b></p> <ul style="list-style-type: none"> <li>• Retirees are often health-conscious and seek fresh, local produce, honey, and farm-to-table goods.</li> <li>• Rowley’s Red Barn offers fruit (e.g., cherries, peaches, and apples), cider, and baked goods, which align with their lifestyle goals.</li> </ul>
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## References

- AARP. (2024). *Older travelers undeterred by high costs, travel challenges*. AARP. <https://www.aarp.org/pri/topics/social-leisure/travel/2024-travel-trends/>
- Hossain, L., & Anees-ur-Rehman, M. (2022). Barriers to travel for older adults: A systematic review. *International Journal of Environmental Research and Public Health*, 19(3), 1204. [https://doi.org/10.3390/ijerph19031204\(PMC8834913\)](https://doi.org/10.3390/ijerph19031204(PMC8834913))
- Jang, S., Bai, B., Hu, C., & Wu, C.-M. E. (2009). A study of older adults’ travel barriers by examining age segmentation. *Journal of Hospitality & Tourism Research*, 33(1), 51–73. <https://doi.org/10.1177/1096348008329666>

Target Audience: Health Nuts

Demographic Characteristics	Psychographics	Information Sources & Channels	Prior Knowledge & Experience
<p><b>Age Range:</b> Often 25–44, though health-conscious behavior spans all ages  <a href="https://pubmed.ncbi.nlm.nih.gov/33550239/">https://pubmed.ncbi.nlm.nih.gov/33550239/</a></p> <p>- <b>Gender:</b> Both male and female, but women report slightly higher interest in health/wellness activities  <a href="https://www.statista.com/statistics/1091182/us-health-wellness-gender/">https://www.statista.com/statistics/1091182/us-health-wellness-gender/</a></p> <p>- <b>Income:</b> Middle to higher-income groups, as health food and fitness memberships can be more costly (Forbes, 2023).</p> <p>- <b>Education:</b> Higher education levels correlate with stronger health/wellness focus (CDC, 2020).</p> <p>- <b>Employment:</b> Likely employed full-time; often professionals who integrate health routines into daily life.  <a href="https://www.statista.com/statistics/1091182/us-health-wellness-gender/">https://www.statista.com/statistics/1091182/us-health-wellness-gender/</a></p>	<p>- <b>Values:</b> Wellness, longevity, self-improvement, natural living.</p> <p>- <b>Interests:</b> Fitness, hiking, yoga, clean eating, cooking, supplements, outdoor recreation  <a href="https://pubmed.ncbi.nlm.nih.gov/33550239/">https://pubmed.ncbi.nlm.nih.gov/33550239/</a></p> <p>- <b>Motivations:</b> Disease prevention, improved appearance/energy, mental health balance, sustainability  <a href="https://www.statista.com/statistics/1091182/us-health-wellness-gender/">https://www.statista.com/statistics/1091182/us-health-wellness-gender/</a></p> <p>- <b>Attitudes:</b> Open to trying new diets (keto, plant-based, intermittent fasting), alternative health, and holistic approaches  <a href="https://www.forbes.com/health/nutrition/healthy-food-cost/">https://www.forbes.com/health/nutrition/healthy-food-cost/</a></p> <p>- <b>Lifestyle:</b> Exercise is routine, shopping includes organic and local produce, and they are often willing to pay a premium for “clean” products.</p>	<p>- <b>Social Media:</b> Instagram, TikTok, and YouTube influencers (fitness, nutrition, holistic wellness)  <a href="https://www.statista.com/statistics/1091182/us-health-wellness-gender/">https://www.statista.com/statistics/1091182/us-health-wellness-gender/</a></p> <p>- <b>Apps:</b> MyFitnessPal, Strava, Fitbit, Apple Health for tracking progress  <a href="https://pubmed.ncbi.nlm.nih.gov/33550239/">https://pubmed.ncbi.nlm.nih.gov/33550239/</a></p> <p>- <b>Podcasts &amp; Blogs:</b> Popular health/wellness podcasts and lifestyle blogs.</p> <p>- <b>Health News &amp; Journals:</b> Online platforms like Healthline, WebMD, or CDC guidelines (CDC, 2020).</p> <p>- <b>Community/Local:</b> Gyms, yoga studios, health food co-ops, and wellness expos.</p>	<p>- <b>Nutrition:</b> Likely familiar with terms like macronutrients, superfoods, and organic/non-GMO.</p> <p>- <b>Fitness:</b> Experience with structured exercise (e.g., running, weightlifting, CrossFit, yoga).</p> <p>- <b>Food Systems:</b> More likely to know about farm-to-table movements, sustainable agriculture, and local food sourcing (Forbes, 2023).</p> <p>- <b>Preventive Health:</b> Knowledgeable about supplements, mindfulness, and lifestyle-based disease prevention.</p>

	Rowley's Red Barn caters to the health nuts by providing locally grown and sourced products. As well as providing opportunities such as apple picking.		
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## References

- Conerly, B. (2024, March 14). Food costs are high: The diet of misleading information. *Forbes*. <https://www.forbes.com/sites/billconerly/2024/03/14/food-costs-are-high-the-diet-of-misleading-information/>
- Fleming, E., Afful, J., & Griffin, S. O. (2020, June). *Prevalence of tooth loss among older adults: United States, 2015–2018* (NCHS Data Brief No. 368). National Center for Health Statistics. <https://www.cdc.gov/nchs/data/databriefs/db368-h.pdf>
- Lau, L. C. M., et al. (2021). Protocol for a double-blind, randomized controlled trial exploring outcomes of high tibial osteotomy with or without 3D printed patient-specific instrumentation. *PubMed*. <https://pubmed.ncbi.nlm.nih.gov/33550239/>
- Statista. (n.d.). *Title of statistic or report*. <https://www.statista.com/statistics/1091182/us-health-wellness-gender/>

## Key Messages

Communication Channel: Facebook / Instagram

Your Message:

“Fresh from the orchard to your table 🍏🍒! Come taste the difference at Rowley’s Red Barn — healthy, local, and family-friendly. Follow us on Instagram for orchard updates.

Communication Channel: Travel Magazines / Brochures (Visitor Centers, Hotels)

Your Message:

“Discover Santaquin’s hidden gem! Rowley’s Red Barn offers farm-fresh fruit, homemade ice cream, and a taste of Utah’s orchard country — the perfect stop for your next road trip. Plan your visit this weekend”

Communication Channel: Instagram / TikTok (Food & Wellness Hashtags)

Your Message: “Fuel your body the natural way 🌱✨. Rowley’s Red Barn offers farm-to-table fruit, cold-pressed cider, and wholesome snacks straight from the orchard. Follow us for product updates”