Audience Characteristics and Behavioral Factors Template

Priority Audience Demographic & Preferred Other Psychographic Characteristics Media Opportunities Current Behaviors Perceptions Behavior	Facilitators of
	Improved Behavior
Example:	
Married women of reproductive age Rural Age 18 to 35 Primary education Radio Radio Mobile Phone Community Media Friday market Church Does not use family planning Does not use family planning Afraid of side effects Health center is far	Sister is on family planning and likes it Family planning is free