

This Unit takes audience analysis and segmentation a step further. It provides a tool to examine audiences with respect to pertinent information that can support the design of an effective communication response. The audience profiles, developed and pretested, will guide the identification of communication objectives, the development of messages and selection of communication channels.

Having completed this Unit you should now have the following tools to assist you in determining what you want audiences to do and how to reach them.

- [Worksheet 5.1: Audience Profile](#)
- [Question to Help Analyze Data for Audience Profiling](#)

What Is Audience Profiling?

Audience profiling is the process of describing each audience segment to include information on demographics, current behaviors, knowledge, values, aspirations and emotions. Its purpose is to move beyond seeing the audience as a statistic and acknowledge that audience segments are made up of real people with real needs, feelings, motivations and desires.

Why Is Audience Profiling Important?

Knowing the behaviors, knowledge, aspirations and feelings of an audience can help identify messages and activities that resonate and motivate behavior change. It allows for the selection of approaches to which audiences are more likely to respond for the desired changes to occur.

Key Steps for Effective Audience Profiling

1. Profile Priority and Influencing Audiences
2. Pretest Audience Profiles

Profile Priority and Influencing Audiences

To develop evidence-based profiles, it is necessary to review existing data about each audience segment. It can be easy to make assumptions or generalizations about an audience, however, these can be incorrect and misleading. It is important, therefore, that audience profiling, like audience analysis and segmentation, be informed by evidence-based data from secondary and/or primary research.

Unit 4: Audience Analysis and Segmentation provides insights into the type of data about audiences that can inform a communication response and some tools to help use that data. For audience profiling, data can be organized into the following categories:

Categories for Organization of Audience Data

Demographics <ul style="list-style-type: none"> • Age • Marital status • Family size • Education • Income • Language • Ethnicity 	Current behaviors <ul style="list-style-type: none"> • Daily routines • Media use and habits • Practice of preventive behaviors • Practice of risky behaviors 	Determinants of behaviors <ul style="list-style-type: none"> • Beliefs • Knowledge • Risk perception • Self-efficacy • Social norms
Family and social networks <ul style="list-style-type: none"> • Relationship with family and friends • Relationships with community leaders • Partners 	Physical environment <ul style="list-style-type: none"> • Home and neighborhood • Services • Transport • Media availability 	Psychographics <ul style="list-style-type: none"> • Beliefs • Values • Attitudes • Motivations • Aspirations
Perceived barriers and benefits of desired behaviors	Facilitators that can encourage the practice of desired behaviors	Cultural and Social Norms <ul style="list-style-type: none"> • Gender norms • Traditional practices and beliefs

Keep in mind that the profiles will need to describe the audience and how their behaviors, feelings and attitudes relate to the emergency. This may be slightly different than in regular circumstances as emergencies can increase a sense of fear among populations, leading them to deviate from habitual practices.

To make the audience come to life, it is recommended to use a photograph of an individual to represent each audience segment, and to accompany the photograph with a person's name. The audience profile will not describe a single person, however. Rather, that person will be representative of the whole audience group. Using a name and photograph is a reminder that audiences are real people, and not numbers or data. It is also helpful to include members of the audience segment when developing a profile as this can provide useful insights and create a participatory process. The completed **Worksheet 5.1** is an example of what an audience profile looks like.

Audience Profiles Make Your Audience Come Alive

They help guide all communication activities in ways that can really resonate with the intended audience. Including members of the audience segment when developing your audience profiles will help create a more realistic profile and identify points that are pertinent for your communication strategy.



Tips for Developing an Audience Profile for an Emergency

- Include information about barriers and facilitators to the desired behaviors.
- Include information about the audience that will help inform program design and implementation.
- Include members of the audience segment when developing the profile.
- Review and update the audience profiles regularly as new information becomes available and to ensure they are always representative of the audience.
- Be sure to capture and update the profiles with information about how the audience is reacting and responding to the emergency and the emotions that are associated with it. This may differ from their behaviors during regular circumstances.

Exercise: Profiling Audiences

Worksheet 5.1 provides a tool to summarize data about each audience into a comprehensive profile. The Appendix also includes **Question to Help Analyze Data for Audience Profiling** which can support capturing important information from the data to obtain an in-depth understanding of audiences and how best to reach them.

Please note that some of the worksheets in this section are accompanied by a completed example. The completed example will likely include information about an emergency that during an actual event might not be immediately available. This was done to illustrate the full range of information to inform a strategic communication response. As more data becomes available, update this worksheet.

WORKSHEET 5.1: AUDIENCE PROFILE

Purpose: This worksheet will review available data for the development of audience profiles. Repeat the exercises for every audience segment so that you have an audience profile for each.

Directions: Use data from the rapid needs assessment, primary and secondary research (Unit 2) and from audience analysis and segmentation (Unit 4) to complete this worksheet. Complete a separate profile table for each priority and influencing audience identified in *Unit 4: Audience Analysis & Segmentation*. If possible, include members of the audience segment when completing this worksheet.

Focus on behaviors, reactions, emotions and information about the audience in relation to the emergency. Refer the questions listed in the Appendix to help extract the necessary information from the data and research.

Once you've completed the tables, be sure to write a brief summary capturing the main characteristics of your audience.

Audience Profile Table	
Name: Give a name to the audience as this is a simple and effective way to make the audience come to life.	
Profile Summary: Provide a brief summary to capture the key characteristics of the audience. It is recommended that you write this summary after having completed the rest of this worksheet.	
Demographics: Describe the age, sex, living location and conditions, marital status, number of children, ethnicity, language and socioeconomic status, etc. of the audience. Describe these in relation to the emergency, where appropriate.	
Behaviors: List the behaviors the audience engages in that are related to the emergency. If known, include the frequency and the context in which these behaviors happen.	
Reaction to the Emergency: How is the audience responding to the emergency?	
Media Habits: List the preferred media for the audience, and where, when and how they access it.	
Determinants of Behavior: Explore why the audience behaves the way they do in relation to the emergency. Consider their knowledge, values, attitudes, emotions, social norms and self-efficacy.	
Perceived Barriers: List the factors that prevent audiences from engaging in the desired behaviors.	
Perceived Benefits: List benefits that the audience can experience by engaging in the desired behaviors	
Psychographics: Describe the personality of the audience, their values and beliefs.	

<p>Lifestyle: Describe what the audience does on a typical day and where they go.</p>	
<p>Social Networks: Explore whom the audience spends time with and who influences them.</p>	
<p>Social and Cultural Norms: Describe how social, cultural and gender norms affect the audience's behavior and</p>	
<p>Stage of Behavior Change: Based on the information reflected in the table above, where is the audience situated along the behavior change process: unaware, knowledge, understanding, persuasion, intention or action? Explain your choice.</p>	
<p>Stage of Behavior Change</p>	<p>Reasons Supporting the Choice of Stage</p>

Pretest Audience Profiles

Involve Beneficiaries

Audience profiles are developed to identify how best to reach and motivate audiences to engage in protective behaviors. They therefore need to be representative of the audience segment being described. Although profiles should be developed using evidence-based data, and ideally with the participation of one or two members of the audience group, it is recommended that you pretest the profiles once they are complete to ensure they represent the audience they describe.

To do so, gather a group of people from the intended audience and go through the profile with them, and ask some key questions that will provide insights as to whether the pretest participants can relate to the profile or not. Make sure you focus the attention of the participants on the fact that the person is experiencing the emergency being addressed, and that all the aspects being described relate to how the person is reacting to the emergency.

Examples of questions to ask during the pretest include:

- Does the person being described sound like someone you know?
- Do you relate to the experiences being described in relation to the emergency?
- Can you relate to the person's knowledge, attitudes and practices described? What, if anything, is missing or should be improved?
- Does the person's lifestyle and typical day resemble your own? If so, in what way? Is there anything missing or incorrect? Is this representative of a typical day even during the emergency?
- Can you relate to the person's likes, dislikes and aspirations?
- Are the emotions being described about the person's response to the emergency realistic? Can you relate to these? Is there anything you would add or change?
- Is there anything about the description of the person that you think is incorrect, should be removed or changed? Keep in mind this person is being described in relation to the emergency.
- Is there anything else you think is missing that can be added to the description?

Once the audience profiles have been pretested and improved, as needed, you will have a precious tool that can inform behavioral objectives, communication activities and messages.