

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>