WORKSHEET #6:
AUDIENCE PROFILE

Purpose: To create an audience profile for your intended audience. You can use a separate Worksheet for each of your primary and secondary audiences.

Preparation:
Gather the following information to help you fill out this Worksheet for your program.
- **Worksheet #5** completed with your data

Directions:
1. Answer the questions in this Worksheet using your data.
   - This Worksheet helps you build on what you did in **Worksheet #5**.
   - Please fill in the information requested about your audience. To begin, you will be asked to give a "name" for your audience profile, which will help you think of your audience as a "real person" or a typical person that represents this audience segment.
2. Refer to the *Worksheet #6: Zanbe Example* to help you complete this Worksheet with the information relating to your program.

Explanation	Audience Profile
Name: Naming the audience is a simple and effective way to remind us that they are real people.	
Summary: It is useful to write a short summary of your audience profile to capture the overarching idea. You can write this summary after you have completed the rest of this Worksheet.	

Demographics: Age, sex, marital status, ethnicity, education level, socio economic status (SES), employment and residence. For urban youth, be as specific as possible when describing where your audience lives. For instance, list the neighborhood and the type of living environment (e.g., slum, shared house, dorm on a university campus, etc.). Suggested data sources: DHS and other country reports.	
Behaviors: Describe the frequency with which the audience practices the behavior, and if known, the context within which it happens. Suggested data sources: DHS and primary research.	
Media Habits: List the types of media used and frequency. Suggested data sources: Media consumption studies.	

Determinants of Behavior: Use all of the behavioral determinants identified through data (primary and secondary research) that you have for your program as to why the audience behaves in the way they do.

Suggested data sources: Primary research and program data.

Perceived benefits and barriers: This information is what the audience perceives to be the barriers to the behavior you want them to practice and/or the benefits of that behavior. Suggested data sources: Primary research and program data.	Barriers: Benefits:
Psychographics: People's personality, values, attitudes, interests and lifestyles. Suggested data sources: Primary research and program data.	Daily Routine: Lifestyle, Needs, Fears and Values:

TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet.

What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.