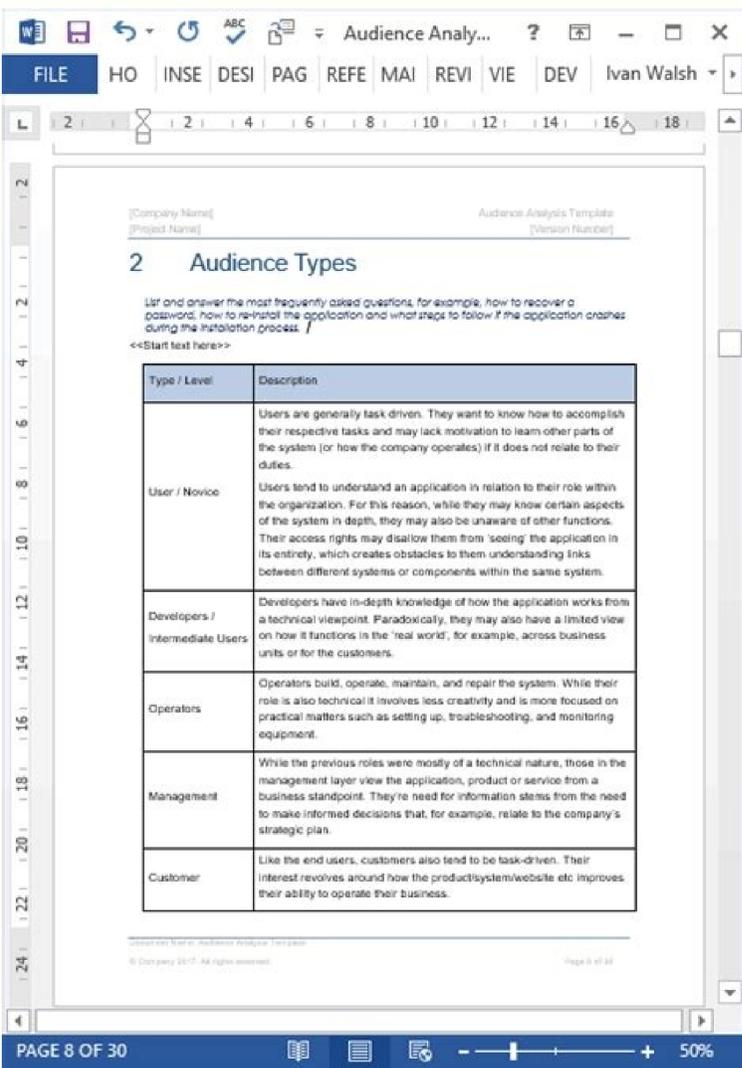


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Who influences the priority audience?	How much influence do they have (strong, moderate, weak)?	What behaviors do they currently influence the priority audience to do?	Why would they encourage the desired behavior?	Why would they discourage the desired behavior?	What media channels do they use most?
Priority Audience: Married Women of Reproductive Age (18 - 35) Mother-in-law	Very strong	Have many children Have a son Have a child immediately after marriage	The mother-in-law cares about the health of the baby	Traditionally the number of children a family has provides status in the community and signifies wealth Having a child immediately after marriage shows fertility	Storytelling Radio Peer to Peer

Target Audience Profile Template

General audience data:

- Description of target audience for the document
- Role in purchasing process (influence, recommend, purchase, veto)
- Audience's knowledge of the subject matter is (none, fair, high, expert)
- Audience's main question/concern about the subject matter is:
- Main action this document should make the audience take is:

Demographics:

- Gender
- Age
- Marital Status
- Children?
- Ethnicity
- Income group
- Location
- Purchasing history
- Personal product preferences
- Preferred mode of communication?
- Internet access? Owns a computer? Etc.

Psychographics:

- Hobbies
- Primary leisure activities
- Preferences (e.g. reading preferences, movie preferences, brand preferences, pets, etc.)
- Favourite sources of information (e.g. which web sites, magazines, chat rooms, etc.)
- Turn-ons, turn-offs
- Etc., based on what you need to know to reach the audience meaningfully

Purchasing Habits:

- Level of control over purchase decision
- Typical product/solution purchase in your segment
- Has purchased similar product in past?
- Number of people involved in the purchase decision
- Things/experiences/preconceptions that may affect the audience's opinion of the subject matter/product/service
- Previous purchase history with this type of product/service
- What barriers/roadblocks may impede the audience's adoption of the product/service offering

Influencers:

What people or groups of people influence the audience's purchase decisions, and how?

Socio-Demographic	Geographic	Psychographic	Communication Channels	Other Opportunities
<ul style="list-style-type: none"> • Sex or gender • Age range • Education level • Job type • Language • Ethnicity • Religion • Household size or number of children • Level of income • Education • Occupation <p>Sources:</p> <ul style="list-style-type: none"> • DHS • Census Data 	<ul style="list-style-type: none"> • Region • District • City • Urban • Rural <p>Sources:</p> <ul style="list-style-type: none"> • Census Data • Local Government Data 	<ul style="list-style-type: none"> • Needs or concerns • Hopes and aspirations • Values • Interests • Activities • Attitudes and opinions • Lifestyle • Personality traits <p>Sources:</p> <ul style="list-style-type: none"> • Market research • Consumer surveys • Media reports • Project research 	<ul style="list-style-type: none"> • Frequent vs. occasional use • Use for general information • Use for health information <p>Examples:</p> <ul style="list-style-type: none"> • Community media • Print • Radio • Television • Mobile phone • Social media <p>Sources:</p> <ul style="list-style-type: none"> • Media reports 	<ul style="list-style-type: none"> • Where audiences spend time • Activities audiences already participate in <p>Examples:</p> <ul style="list-style-type: none"> • Community events • Health clinics • Religious institutions • Health fairs • Schools and school events

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