Audience Characteristics and Behavioral Factors Template

1	2	3	4	5	6	7	8
Priority Audience	Demographic & Psychographic Characteristics	Preferred Media	Other Opportunities	Current Behaviors	Knowledge, Attitudes & Perceptions	Barriers to Improved Behavior	Facilitators of Improved Behavior
Example:							
	Psychographic Characteristics Rural Age 18 to 35 Primary education Low to semi-literate Poor Lugandan langauage	Radio Mobile Phone Community Media	Opportunities Friday market Church Image: Im	Does not use family planning Does not talk to her husband about health related issues Talks to her peers about health and family issues	Perceptions Wants to use family planning Afraid of side effects Believes her husband wants more children Believes her community is against family planning	Behavior No transportation Health center is far Bad experience with the health center	Sister is on family planning and likes it Family planning is free