**Understanding: audience portrait**

GETTING INFORMATION & MESSAGES

WHO INFLUENCES THEM

**THIS AREA / ISSUE**

**MEDIA**

VITAL STATISTICS

NEEDS, BENEFITS & MOTIVATIONS

BEHAVIOUR – WHAT THEY DO

PASSION POINTS

BELIEFS AND ATTITUDES

**GENERAL**

WHO THEY ARE

GENERAL LIFESTYLE

Who they do/

don’t listen

to & respect

Who delivers

for them? In contact with?

Place, time

& how they

get info

How much

info they

want/need

Where they

get it from-

media used

When & where

they’re most

receptive?