Audience Characteristics and Behavioral Factors

	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
xample:							
Aarried women of Ru eproductive age Ag Pr Lc Pc		Radio Mobile Phone Community Media	Friday market Church	Does not use family planning Does not talk to her husband about health related issues Talks to her peers about health and family issues	Wants to use family planning Afraid of side effects Believes her husband wants more children Believes her community is against family planning	No transportation Health center is far Bad experience with the health center	Sister is on family planning and likes it Family planning is free