

# AUDIENCE: FOUR KEY AREAS

## WHO THEY ARE?

- Demographic Information
- Database Analysis
- Contact Information

## WHAT DO THEY CARE ABOUT?

- External Market Research
- Supporter Surveys & Focus Groups
- Past Behaviour
- Message Testing

## WHAT WILL THEY DO FOR THE CAUSE?

- Transactional Analysis
- Past Behaviour
- Look-a-Likes

## WHERE DO WE FIND THEM?

- Demographic Information
- Location Mapping
  - *Per City, per Venue, per Location*