# Insight framework

Be more curious: bringing it all together

GENERAL

**THIS AREA / ISSUE** 

MEDIA

## **VITAL STATISTICS**

How many people are like this? Trends? Indices and comparisons?

### WHO THEY ARE

Key economic or demographic characteristics (individuals age, sex etc.)

### **GENERAL LIFESTYLE**

How they live. What they like doing. Priorities. Aspirations. Consumer trends. Attitudes to government/life in general.

## **NEEDS, BENEFITS & MOTIVATIONS**

Rational needs, emotional or hidden needs? What motivates them? Who experience 'most' & 'least'? Why the differences?

# BEHAVIOUR - WHAT THEY DO

What drives and triggers action? Barriers to doing/thinking? Where do they do what they do? How frequently?

## **PASSION POINTS**

What do they love and hate about this issue? What pleases? What disappoints? "Must haves"? Key words and language people use?

## **BELIEFS AND ATTITUDES**

Thoughts, beliefs, attitudes to this? What values do they hold that relate to the issue? What makes them feel good? Bad? Why?

## **GETTING INFORMATION & MESSAGES**

Place, time & how they get info

How much info they want/need

Where they get it frommedia used When & where they're most receptive?

## WHO INFLUENCES THEM

Who they do/ don't listen to & respect Who delivers for them? In contact with?



Government Communication Service