

Community Profile Questions

Community profiles are ideally done as an emergency preparedness exercise and are aimed at generating a good understanding of the community you are working with. The profiles illustrate the community's socio-economic characteristics, lifestyle and media consumption habits. They can be conducted using focus group discussions with members of different segments of the community (men, women, children, older people) or with people who have a very good understanding of the community in question. In the aftermath of an emergency, **a rapid info needs and access assessment** can cross check the profile and provide a more accurate picture of the emerging needs on the ground.

The following questions can act as a guide for the community profile exercise.

1. Which segment(s) of society does your aid activity aim to benefit? (men, women, girls, young people, older people, children, families?)
2. Who do you need to communicate with about this activity? (i.e who is/who are your target audience(s)?)
3. What is the age range of this target audience?
4. Which location are these people in right now? (Will they stay there?)
5. What language(s) do they speak?
6. Can they read or write? If so, in what language(s)?
7. What is their ethnicity?
8. What is their religion?
9. How do they (or their family) earn money?
10. Do they have access to a radio? If so, which station(s) do they listen to?
11. Do they have access to a TV? If so, which channels do they watch?
12. Do they read a newspaper? If so, which one(s)?
13. Do they have access to a mobile phone and what do they use it for?
14. How do they normally obtain information? (eg radio, TV, newspapers, mobile phone, the Internet, family and friends, religious leaders, community leaders, community meetings)
15. Who do they trust most as a source of information?
16. Do they have electricity at home or in their community?
17. Is there a motor road to their community?
18. How far have they travelled outside their home town or village?
19. What forms of social and leisure activity do they engage in?

[Type text]

20.How do they transmit information to people outside their community?

[Type text]