



Listener Persona Template

1. Basic Information

- **Name:**
- **Age:**
- **Gender:**
- **Location:**
- **Occupation:**
- **Education Level:**

2. Demographic Information

- **Income Level:**
- **Marital Status:**
- **Family Size:**
- **Cultural Background:**

3. Psychographic Information

- **Interests/Hobbies:**
- **Values/Beliefs:**
- **Lifestyle:**
- **Personality Traits:**

4. Listening Habits

- **Preferred Platforms:** (e.g., Spotify, Apple Podcasts, YouTube, Radio)
- **Frequency of Listening:** (e.g., daily, weekly)
- **Preferred Times for Listening:** (e.g., during commute, while exercising)
- **Content Preferences:** (e.g., music genres, podcast topics, radio shows)
- **Device Usage:** (e.g., smartphone, computer, smart speaker)

5. Behavioral Information

- **Listening Motivation:** (e.g., relaxation, education, entertainment)
- **Engagement Level:** (e.g., passive listener, active participant in community)
- **Subscription/Follow Patterns:**
- **Social Media Interaction:** (e.g., shares, comments, follows related accounts)

6. Pain Points and Challenges

- **What frustrates them about current listening options?**
- **What are their barriers to finding new content?**
- **What improvements do they seek in their listening experience?**

7. Goals and Aspirations

- **What do they hope to achieve through listening?** (e.g., learning new skills, staying updated with news)
- **How do they envision their ideal listening experience?**

8. Quotes and Anecdotes

- **Direct Quotes from Listeners:** (e.g., "I love discovering new music while commuting.")
- **Anecdotal Information:** (e.g., "One listener shared how a podcast episode changed their perspective on a topic.")

9. Media Consumption

- **Other Media Consumed:** (e.g., books, blogs, TV shows)
- **Overlap with Other Interests:** (e.g., tech enthusiasts might also follow tech podcasts)

10. Social and Community Engagement

- **Communities Involved In:** (e.g., online forums, local clubs)
- **Influencers/Thought Leaders Followed:** (e.g., key figures in the music industry, popular podcast hosts)

11. Brand Affinities

- **Favourite Brands/Products:** (e.g., specific music services, podcast networks)
- **Brand Loyalty:** (e.g., do they stick with one platform or switch often?)