**Electrical tradesman Andrew Jones**

* Married
* Age: 57
* 4 children
* Educated Tafe level course and industry level certification

**Relevant information (work and habits):**

Andrew works full time as a tradesman going out to jobs that may be up to 1 ½ hours away from home. He spends a lot of time traveling in his van between jobs and often has little time in between.

Andrew owns a tablet and uses it for various tasks such as navigation or web browsing. He has a few apps that show him the latest trending news stories, however he ignores these as he finds that the stories are ‘bland’ and sensationalist compared to the news he gets from his favourite radio station.

**News goals:**

* Get access to his favourite news channel wherever he is
* Reliable news sources that don’t only report negative stories
* Have access to local news stories that reflect both negative and positive stories

**Digital literacy and frequency of news viewing:**

* Gets his news solely from a radio station
* Listens to the radio on his way between jobs and often during jobs as well if he has access to a portable radio
* Doesn’t watch the news much at home, when he does its generally sports related
* Probably wouldn’t switch his form of news viewing because he has everything he wants in radio stations
* Relatively competent with tablet devices
* Not that interested in changing his habits to suit technology

**Social habits**

* Doesn’t get much opportunity to socialise outside of work or weekly meetings with members of his church
* Spends a good amount of time with his family, generally at home