

Audience Analysis



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Bangladesh
Center for
Communication
Programs



Audience Analysis

Session Objectives

- Appreciate the importance of audience segmentation
- Be able to select, define and describe audience segment
- Be able to understand audience profile.





What Is Audience Analysis?

Audience analysis starts with research. It involves gathering information about an audience's interests, demographics, values, beliefs, attitudes, location, buying habits, media channel use and more. All this information is analyzed to provide actionable insights regarding how to find, connect with and influence a target audience. Finally, these insights inform and optimize communications strategy.





Why Audience Analysis

An audience analysis is a process used to identify and understand the priority and influencing audiences for a SBCC strategy. The priority and influencing audiences are those people whose behavior must change in order to improve their current situation.

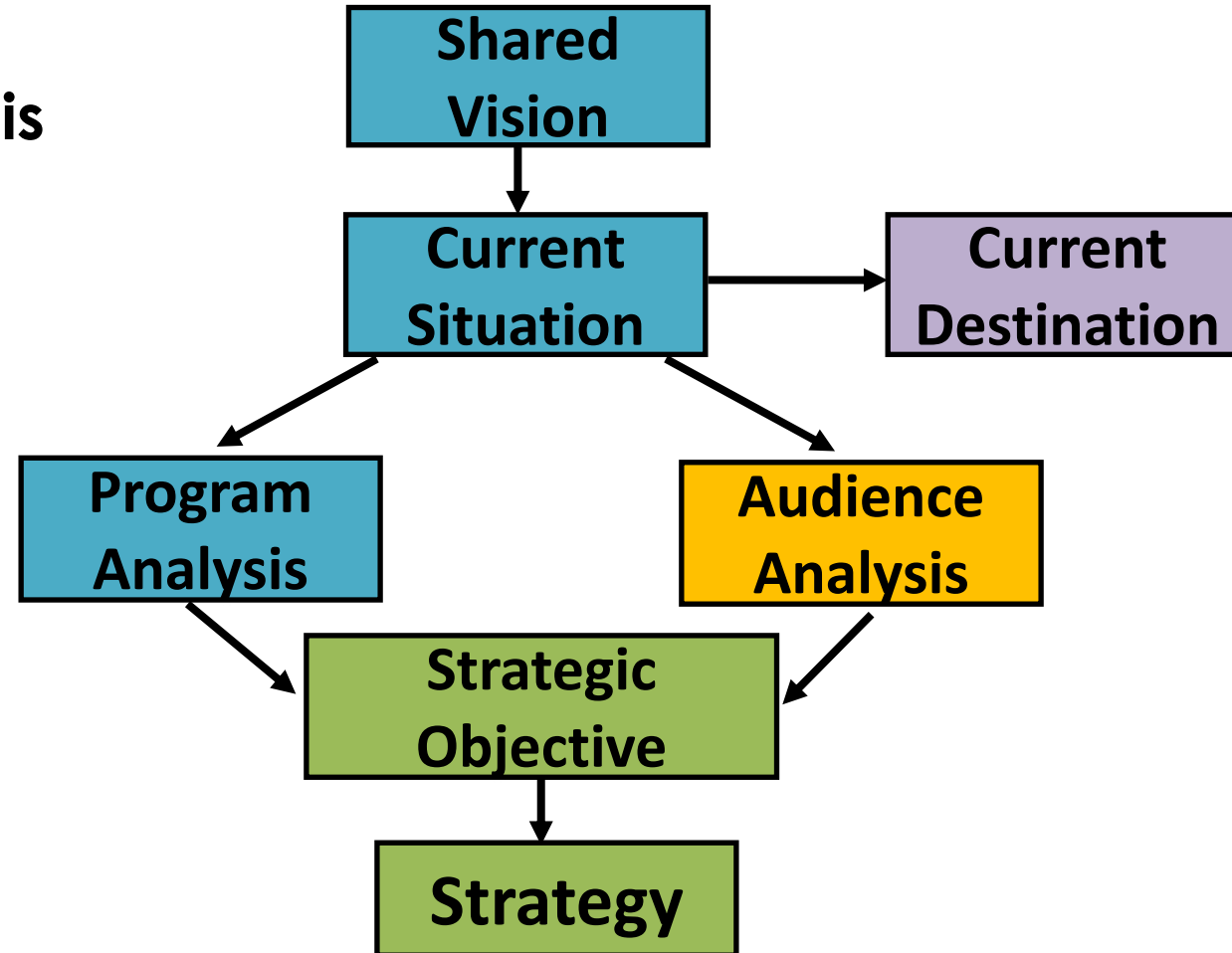
- To establish a clear, detailed and realistic picture of the audience
- To identify location in the steps to behavior change and needs
- As a result message and activities are more likely to resonate with audience and lead to the desired change in behavior.





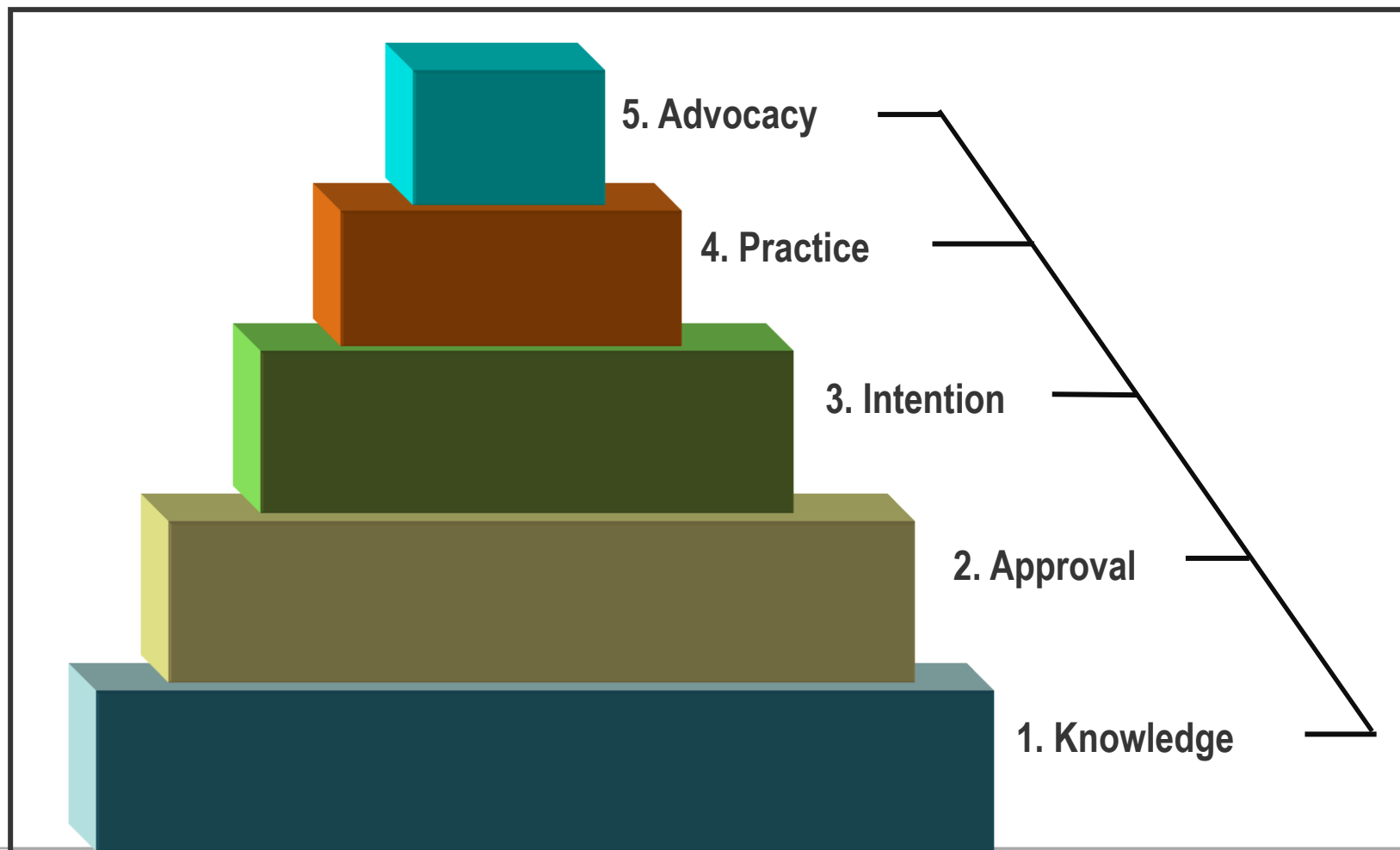
Audience Analysis

Situation Analysis





Objectives of Audience Analysis





Audience Analysis Factors

- Audience expectations
- Knowledge of topic
- Attitude toward topic
- Audience size
- Demographics
- Setting
- Voluntariness
- Egocentrism





The 5 categories of a target audience?

Demographics: This includes age, gender, education, income levels, and more.

Geographic: This focuses on the location of the audience.

Psychographic: The psychological characteristics of your customers include their interests, lifestyle choices, and desires.

Behavioral trait: This outlines how your target consumers behave when shopping online.

Needs-based: This shows the needs consumers have and how it informs their buying behavior.





Importance of Audience Analysis

What we need to find out

- Readiness of audience
- Current behavior of audience
- Access to services
- Need for intervention
- Ability to respond to intervention
- Ability to hurt or help the campaign





Audience Analysis

To communicate effectively, we need to see things from their point of view





Audience Analysis



- Different information needs
- “One size may not fit all!”
- A single campaign may not meet everyone’s needs.



Audience Analysis

Methods of Audience Analysis

- Literature review
- Exploratory research/case study
- Socio-demographic survey
- Focus group discussion
- Sample survey
- Values and life-styles research
- Online survey
- Observation
- Social media etc.





Audience Analysis

How to analyze audiences

- Look at the big picture/Identify potential audiences
- Select an audience segment/Select priority audience based on research and situation analysis
- Draw up a profile to understand characteristics that help in campaign design





Audience Analysis

Look at the big picture/Identify potential audiences

- Program policies, priorities, capabilities and limitations
- Audience behavior trends
- Service/Health needs and demands
- Communication needs, communication barriers
- Media opportunities and problems.





Audience Analysis

Audience segmentation



Process of looking at an entire population and identifying the group or segment(s), who would benefit most from an intervention and help reach program goals.

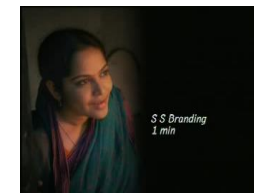




Audience Segmentation

How do we segment audience?

- 1. Audience selection** - Select who need the information
- 2. Change desired** - Define segment require the change
- 3. Audience profile** - Describe segment in psychographic terms.



SS Branding



Brishti





Key objectives for audience segmentation

- Determine the priority audience.
- Determine the influencing audience(s).
- Describe the priority and influencing audience(s).
- Develop an audience profile for each priority and influencing audience(s).





Audience Segmentation

Who should be our audience in maternal health campaigns?

1. Audiences on the client/beneficiary side



2. Audiences on the program side





Audience Segmentation

Program side audiences and stakeholders

- ▶ Policy makers
- ▶ Opinion leaders
- ▶ Program managers
- ▶ Health workers
- ▶ Donor agencies etc.

Clients side audiences

- ▶ Members of the community
- ▶ Mothers, pregnant women, children
- ▶ Community leaders
- ▶ Youth, adolescents
- ▶ Disaster prone people





Stakeholder Analysis

Process for Stakeholder/Program People Analysis

1. Identify Key Stakeholders
2. Assess Stakeholder Interests and Potential Impact of the Program on these Interests
3. Assess INFLUENCE and IMPORTANCE
4. Outline a Stakeholder Participation Strategy.





Stakeholder Analysis

Plan involvement of stakeholders according to their:

High influence and high importance should be closely involved to ensure their support

High influence and low importance they need to be kept informed and their views acknowledged to avoid disagreement

Low influence and high importance require special efforts to meet their needs. Their participation is meaningful

Low influence and low importance low involved in the project and require no special strategies.





Audience Segmentation/Priority Audience

Ways to segment audiences

Socio-demographic status –

- age
- gender
- income
- occupation
- education/literacy
- religion
- role in the program etc.





Audience Segmentation/Priority Audience

Ways to segment audiences

Socio-geographical units –

- Town/city/village
- language
- ethnic groups
- social networks
- communities etc.

Media behavior –

- access to media
- media habits
- channel preferences





Audience Segmentation/Priority Audience

Availability



Are the services or products needed to adopt the desired behavior available to the priority audience on a regular basis?

Accessibility



Is the priority audience realistically able to get and use the services or products needed to adopt the desired behavior?
Are they likely to take the time and effort to access the service?

Affordability



Can the priority audience afford (in terms of time, inconvenience costs and actual money spent) the services and products needed to adopt the desired behavior?

Acceptability



Is it socially (and within the family) acceptable for the priority audience to get and use the services or products?
What are the existing practices and traditions in the community about the issue?

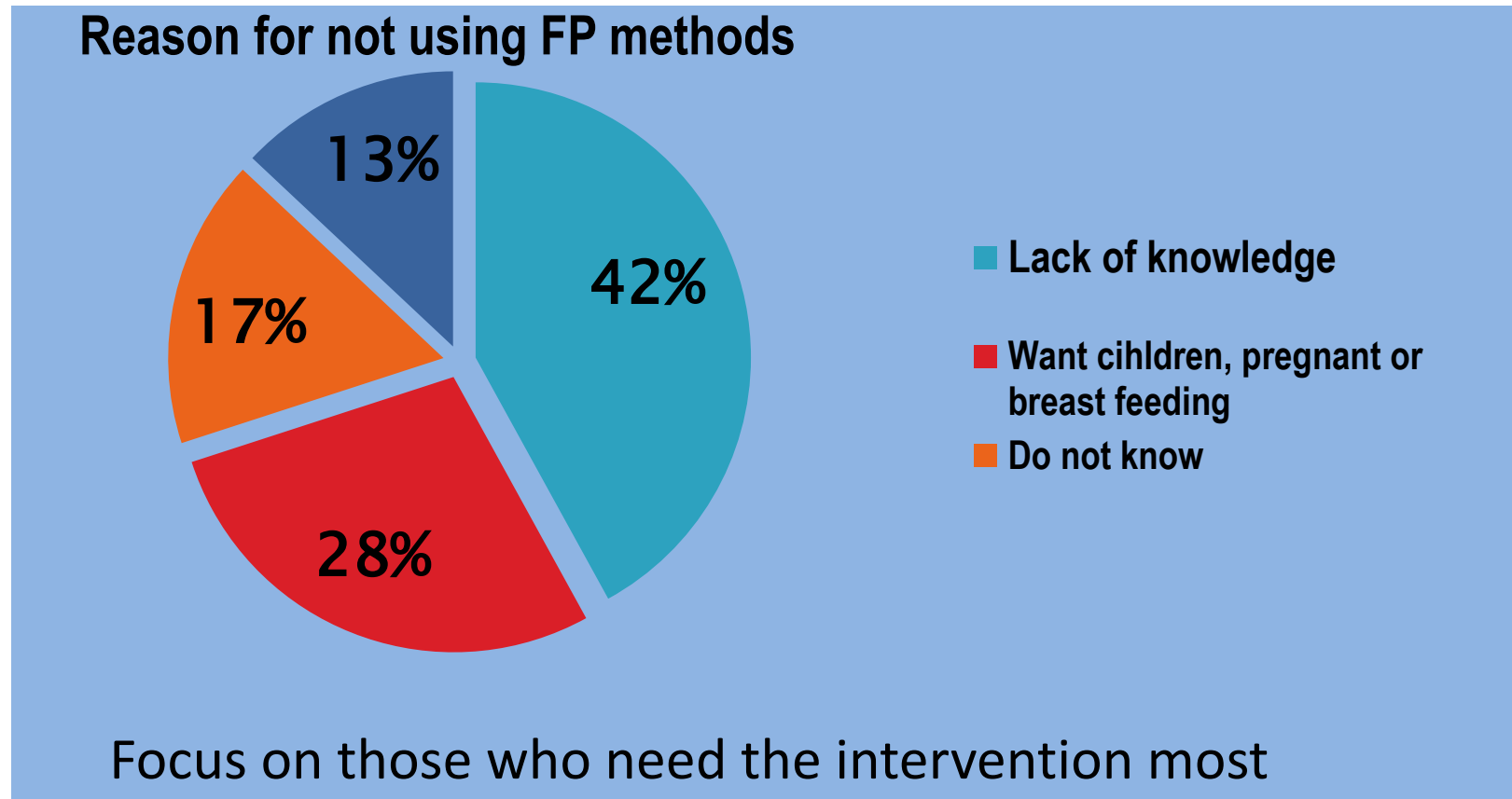


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Audience Segmentation

Select an audience segment (beneficiary)





Audience Profile

Objective of audience profile

- Understand audience perspectives





Audience Profile

Draw up an audience profile

- **Context variables** (place, residence, age, income, education)
- **Demand variables** (Demand for intervention: adolescent/ youth intervention, alternative behavior, perceptions of risk)
- **Communication variables** (Steps to behavior change, cultural values/norms, access to media)
- **Change desired**
- **Opportunities to facilitate change**
- **Challenges audience may face.**





Audience Profile

Razia Begum



“The flood water and wind was raising and our house was located at the side of the river embankment. In the meantime, we found that the house is collapsing from all sides. My Husband jumped from above into the flood water with my sons and I shouted Bachao! Bachao! I could not remember anything anymore. By the morning, I found myself back on branch of a big tree. I found a man and followed him with the dead body of my sweet baby and started towards Gabtala Cyclone shelter. Hearing the news of loss of my two sons keeping my daughter’s dead body on my shoulder, I fainted. After sometime I regained my senses and I found that the cyclone shelter had turned into a Valley of Death.”





**Learn to listen.
Listen to learn.**