

Analysing Your Audience

Objectives

To evaluate the target audience and identify potential interest related to the issue, e.g. when planning a lobbying or advocacy campaign.

Materials

A copy of the “audience analysis form” below for each participant.

Time

30 minutes

Procedure

In order to analyse your target audience, you and your team should make a list of the organisations, institutions and/or individuals that you want to reach; if the list is too long, set priorities. You should then discuss how familiar the invited audience is with your organisation, how much they know about the issue in question, whether they agree with your position and have previously demonstrated any support for the issue. In each case you should give a rating from 1 to 5 (1 = low level up to 5 = high level). In a second step, you should identify the potential interest of your target audience in the issue, and discuss which important and influential persons could exert influence over your target audience.

Example:

Audience Analysis Form

Target audience:					
Issue:					
I. Evaluate the target audience according to its level of....:	1 = low level	2	3	4	5 = high level
... familiarity with your organisation					
... knowledge about your issue					
... agreement with your position on the issue					
... previously demonstrated support for your issue					

2. With regard to your target audience, identify...:

...its potential interest/benefit related to the issue:

...influential persons (secondary audiences who can exert influence over your target audience):