

audience analysis & segmentation

focuses on selecting, defining, and describing segments of the population in need and how to reach them.

Audience analysis is important to:

- ◆ Increase effectiveness of communication efforts
- ◆ Increase cost-effectiveness of communication efforts

Audience analysis:

- ◆ Allows for a better fit between the audience, message, media, and service/product.
- ◆ Should be done such that within a segment, there is minimum variance on key variable.
- ◆ Recognizes that similarities in behaviour DO NOT equal similarities in motivations.
- ◆ Helps to define which change a specific audience should make.

demographic variables

- ◆ Age
- ◆ Gender
- ◆ Economics
- ◆ Formal education
- ◆ Political affiliation
- ◆ Geography
- ◆ Ethnicity
- ◆ Religion
- ◆ Access to media

psychosocial variables

- ◆ Behaviours
- ◆ Needs
- ◆ Values
- ◆ Motivators
- ◆ Priorities
- ◆ Beliefs
- ◆ Attitudes
- ◆ Self-efficacy towards behaviours

Considerations in selecting audience segments:

In the early stages of the campaign:

Build a critical mass quickly

Focus on populations who are ready to accept change and are willing to act

Bring rapid benefit which you can show to stakeholders

In the later stages of the campaign:

Build on demonstrated successes

Know that you will be dealing with a hard to reach population

Be ready to allocate more communication inputs to the campaign

Audience Situation	Type of Campaign Needed
Low Knowledge	Knowledge Campaign
Low Approval	Persuasion Campaign
Low Individual Incentive to Act	Individual Behaviour Change Campaign
Low Group Incentive to Act	Group Behaviour Change Campaign
Low Reinforcement/High Dropout	Behaviour Reinforcement & Management Campaign
Low Client Support	Client Support and Advocacy Campaign

Lanthorn, H. *Adapted from* Lozare, BV. Johns Hopkins University Center for Communication Programs, HCP STOP TB Team. Intercountry training workshop on ACSM for TB control in countries of the Eastern Mediterranean Region [Presentation]. Islamabad, Pakistan, 21–24 February 2006. (http://www.stoptb.org/wg/advocacy_communication/assets/workshop_cd/workshop/documents.htm, Accessed 15 May 2006). Please see stoptb.org for more information.