

## Step Three

### Audience Analysis and Segmentation

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## Audience Analysis

- Involves getting to know your audience.
- Allows you to better predict behaviours and develop messages that appeal to your audience.
- Consists of the gathering, interpretation, and application of demographic, behavioural, and psychographic information.

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## Audience analysis (page 21 in workbook) helps to:

- segment an audience into smaller chunks;
- develop priority segments;
- select the objectives most appropriate for an audience;
- select the best channels and vehicles to reach an audience;
- develop messages that are relevant to an audience; and
- plan and evaluate more easily.

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## Menu of Audience Analysis Questions (p. 24)

Demographic	Behavioural	Psychographic
<ul style="list-style-type: none"><li>▪ Gender</li><li>▪ Age ranges</li><li>▪ Most typical or representative occupation</li><li>▪ Income range</li><li>▪ Range of formal education</li><li>▪ Family situation</li><li>▪ Where they live and work</li><li>▪ Cultural Characteristics</li></ul>	<ul style="list-style-type: none"><li>▪ Actual current behaviour.</li><li>▪ Benefits they derive from their behaviour.</li><li>▪ Readiness for change.</li><li>▪ Social or medical consequences experiencing already.</li></ul>	<ul style="list-style-type: none"><li>▪ Fundamental values and beliefs.</li><li>▪ Key personal characteristics.</li><li>▪ Where they get their health-related information.</li><li>▪ What organizations and social networks do they belong to?</li><li>▪ How they spend their time and \$.</li></ul>

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## Audience Analysis Techniques

- Qualitative
  - Focus Groups
  - Consultations
  - Observation
  - Cybertours
  - Lurking
  - Diaries
  - Journals
  - Collages
  - Bedroom Tours
  - Interviews
  - Looking at magazines
- Quantitative
  - Questionnaires (Mail, Telephone, On-line)
  - Web search patterns

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## Guidelines for Collecting Audience Analysis Data

- Use qualitative and quantitative data
- Use existing and new data
- Use inexpensive and more expensive means (as resources permit).

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Sources of Audience Analysis Information							
Qualitative				Quantitative			
Existing		New		Existing		New	
Low Cost	High Cost	Low Cost	High Cost	Low Cost	High Cost	Low Cost	High Cost

## When do we have enough?

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- When our picture is relatively complete.
- When our picture is valid (triangulate)
- When our picture is compelling

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## What do we need to know?

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- There are many things we need to find out about our audience, if we want to change their behaviour:
  - Demographics
  - Psychographics
  - Behaviours and factors related to behaviours

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## Demographics

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- Gender
- Age ranges
- Typical jobs
- Level of education
- Where they live and work
- Ethnicity
- Etc.

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## Psychographics

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- Where they get their health-related information.
- What organizations and social networks they belong to.
- How they spend their time and money.
- Fundamental values and beliefs.

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## Behaviours and Factors related to behaviours

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- This is a complex audience analysis category.
- It includes analyzing behaviours, such as whether your audience smokes or not, is physically active or not, eats well or not, drinks in moderation or heavily, etc.
- But it also involves finding out why your audiences behave the way they do
- And exploring how you might help them change
- It can be very useful to use theory to guide this part of your audience analysis.

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## Theories to guide audience analysis

added Aug 26/02



- There are many theories that try to explain why people behave the way they do. For example:
  - Exchange theory
  - Health belief model
  - Theory of planned behaviour
  - Social learning theory
  - Stages of change
  - Community organization model
  - Social ecological model
  - Diffusion of innovations
  - Social marketing

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## Summary of requirements for behaviour change

added Aug 26/02



1. The person has formed a strong commitment to perform the behaviour.
2. There are no environmental constraints that make it impossible for the behaviour to occur.
3. The person has the skills necessary to perform the behaviour.
4. The person believes the advantages of performing the behaviour outweigh the disadvantages.

From Fishbein, M., Bandura, A., Triandis, H.C., Kaufer, F.H. & Becker, M.H. (1991). *Factors influencing behaviour and behaviour change*. Final report

See also From *Changing Behaviours: A Practical Framework*. Shawn Chirrey, Larry Hershfield, Jodi Theservitz of The Health Communication Unit. December 2000. [http://www.thcu.ca/infoandresources/general\\_promotion\\_resources.htm](http://www.thcu.ca/infoandresources/general_promotion_resources.htm)

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## Summary of requirements for behaviour change

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5. The person perceives more social pressure to perform the behaviour than to not to perform the behaviour.
6. The person perceives that the behaviour does not violate their personal standards.
7. The person's emotional reaction to performing behaviour is more positive than negative.
8. The person has confidence that they can execute the behaviour under a number of different circumstances.

From Fishbein, M., Bandura, A., Triandis, H.C., Kaufer, F.H. & Becker, M.H. (1991). *Factors influencing behaviour and behaviour change*. Final report

See also From *Changing Behaviours: A Practical Framework*. Shawn Chirrey, Larry Hershfield, Jodi Theservitz of The Health Communication Unit. December 2000. [http://www.thcu.ca/infoandresources/general\\_promotion\\_resources.htm](http://www.thcu.ca/infoandresources/general_promotion_resources.htm)

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## Behavioural audience analysis questions based on theory

added Aug 26/02



- What does the target audience think are the consequences of the unhealthy behavior?
- Does the audience think they are *susceptible to these* consequences?
- Does the audience think they are *severe consequences*?
- What does the audience gain from doing the unhealthy behaviour (acceptance? Relaxation?)

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## Behavioural audience analysis questions based on theory

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- Who's point of view do they think is important?
- Who do they respect?
- Who are their role models?
- What do they think those people's views are about the unhealthy behaviour? (if they think others accept or support the unhealthy behavior – they may continue doing it).
- What would convince them to change their behaviour? (what benefits would be meaningful to them?)
- Are they already experiencing any consequences from their unhealthy behaviour?

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## Behavioural audience analysis questions based on theory

added Aug 26/02



- Do they have the skills to change their behaviour?
- Do they have enough knowledge about the topic?
- What is their attitude toward the behaviour?
- Do they have any intention of changing their behaviour?
- What are their barriers to changing their behaviour? (money, time, family opinions, etc.)
- What could the audience gain from the healthy behaviour?

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## Behavioural audience analysis questions based on theory

added Aug 26/02

- Where do they get their information?
- Do they feel more social pressure to perform the healthy or unhealthy behaviour. Why?
- Is the healthy behavior consistent with their self-image? Or inconsistent?
- Has the person tried the healthy behaviour? What happened? How did they feel about their experience?
- Do they believe they have the personal ability to change their behaviour? (self-efficacy)
- Are they usually opinion leaders in their social group, or followers?

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**The importance of segmentation cannot be stressed enough. Without it, we try to reach 'everyone' in the general population but are less effective with the group(s) we really want to reach.**

## Segmentation

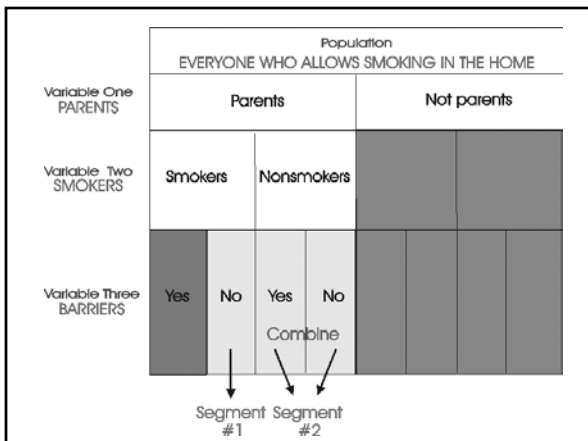
- The process of breaking down a large audience into a smaller number of subgroups that are as homogenous as possible, and as different from each other group as possible.
- Helps to:
  - better describe and understand a segment;
  - predict behaviour;
  - formulate tailored messages and programs to meet specific needs; and
  - set objectives that will reflect your overall goal.

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## The Segmentation Process

- Identify variables.
- Prioritize variables.
- Map out possibilities.
- Choose segments from possibilities.
  - Eliminate
  - Rank order
  - Combine where necessary/appropriate.

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## Audience selection

added Oct 16/02

- The initial step in planning is to identify focal segments of the population and the bottom-line behaviours that the campaign ultimately seeks to influence.
- Then trace backwards from these behaviours to identify the determinants of those behaviours and create models of influence via attitudes, beliefs, knowledge, social influences and the environment.
- In most cases these differ for every health topic.
- Then you figure out which pathway can be influenced by a communication campaign.

*Atkin, C. Theory and Principles of Media Health Campaigns. In Rice, R. & Atkin, C. (Ed.), Public Communication Campaigns. 3<sup>rd</sup> Ed. 2001.*

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## Audience selection

added Aug 26/02



- Campaigns tend to achieve the strongest impact with reinforcing messages designed to maintain healthy practices.
- For example one of the highest priority targets for the \$1 billion U.S. anti-drug campaign is healthy young people who are already resisting drug use, and need positive reinforcement to continue on this path.

*Atkin, C. 2001. Impact of Public Service Advertising: Research Evidence and Effective Strategies. Project conducted for Kaiser Family Foundation.*

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## Chose your audiences carefully!

added Aug 26/02



- A more important, but somewhat less receptive target, is people who have not yet tried the unhealthy behaviour, but whose background characteristics suggest they are "at risk".
- Those committed to unhealthy practices, are not readily influenced by directly targeted campaigns, so a heavy investment of resources stop the behaviour is likely to yield a marginal payout.

*Atkin, C. 2001. Impact of Public Service Advertising: Research Evidence and Effective Strategies. Project conducted for Kaiser Family Foundation.*

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