

Massasauga Recovery Team. 2006. Third International Symposium and Workshop on Conservation of the Eastern Massasauga, *Sistrurus catenatus*: Population Viability and Outreach. 2005 October 12-14, Toronto Zoo, Ontario, Canada.

www.brocku.ca/massasauga

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Identifying your Audience

Outreach Training Workshop

Eastern Massasauga
Conference



Identifying Your Audience





Literature Review

A research of relevant articles and reports

- Public opinion polls
- Demographic studies
- Socio-economic studies
- Media scans
- Etc.



Surveys

The acquisition of quantitative information taken from a representative sample

- On-line surveys
- Phone interviews
- Questionnaires
- Etc.



Personal Interviews

The acquisition of qualitative information using open-ended questions from selected individuals of a representative sample

- One-on-one interviews
- Group interviews (focus groups)
- Traditional knowledge gathering
- Etc.



Observational Studies

Behaviour observation in a given setting

- Informal observation
- Structured observation
- Participant vs. unobtrusive observation
- Etc.



Pre-Testing

The acquisition of detailed qualitative information, to test intended outcomes using selected individuals of a representative sample

- Product testing
- Message (communication) testing
- Benefit testing
- Etc.

How to Choose the Right Market Research Technique For You...



See handout

10 Steps to Designing an Effective Market Research Program



- 1) Identify what information you need and why (match your outcomes)
- 2) Establish your parameters (timeframe, resources)
- 3) Choose a method that works best for you and enables you to get the information you want
- 4) Identify your audience sample (link your target audience)
- 5) Set the desired number of results to effectively gauge the audience

10 Steps to Designing an Effective Market Research Program



- 1) Write good questions that will provide useful, accurate information
- 2) Test your questions and consult throughout the process
- 3) Seek effective methods to deliver the program (internal, outsource, Web software and hosting, etc.)
- 4) Establish how the information will be analyzed and by whom
- 5) Be Flexible and expect the unexpected!

Based on: How to Conduct Your Own Survey – P. Salant & D.A. Dillman

Now you are ready to segment



- Segment: a smaller portion of a given audience
- Within a segment of an audience, all individuals:
 - Share similar characteristics (geography, demographics, experience, knowledge base, attitudes, behaviours, etc.)
 - React the same way to the same messages

So: They can be targeted for the same desired outcome

The Issue



- Pink-leaf buttercup is at risk because farmers use herbicides in its habitat.
- Within “farmers”, you might have different values, behaviours, attitudes, etc.
- Need to segment

Characteristics of Farmers



	Qualifiers		
Are using herbicides	a little	moderately	a lot
Are willing to stop using herbicides	yes	ambivalent	no
Are knowledgeable of alternate methods of weed control	a little	moderately	a lot

Possible Segments



- Farmers who use herbicides a lot, are ambivalent about stopping, and who have a lot of knowledge on alternate methods of control.
- Farmers who use herbicide moderately, are willing to quit using herbicides, and have little knowledge on alternate methods of control.
- Etc. The combinations can be endless!

Choosing a Priority Segment



- We are often tempted/pressured to choose a segment that causes the most damage to SAR:
 - Farmers who use a lot of herbicides and are not willing to quit
- Lot of energy and \$ spent, little result

Best Solution

