Researching your audiences is essential to deliver services which provide the maximum public value.

**Where should I start?**

1. **Do you know who the target audience for your service is?**
   - Yes: Knowing who you would like your service to reach and what you will offer them is a vital part of business planning and service development. (2.1)
   - No: Add 2.

2. **Do you know why you want to research your audience?**
   - Yes: The key to good audience research is setting out clear objectives and planning appropriate research activities to meet these objectives. (3.2)
   - No: Add 3.

3. **Do you know what questions your research needs to answer?**
   - Yes: Think about what you want to know about your audience. It is also important to consider what you want to know about non-users. (3.2)
   - No: Add 3.

4. **How will the research be conducted? DIY or buy?**
   - Yes: Decide whether you should conduct the research on a ‘DIY’ basis, or commission a market research agency to undertake it on your behalf. Each has its pros and cons. (4.1)
   - No: Add 4.

5. **Do you know how to collect the data you need?**
   - Yes: There is a range of quantitative and qualitative audience research methods - the information you want about the audience will help to determine the methods you use. (3.4)
   - No: Add 3 & 4.

6. **Do you know how to analyse and interpret the data you collect?**
   - Yes: The techniques used will depend on the type of data and the aims of the research. Full analysis of the data should provide wider insights into the audience and their behaviour. (5.1)
   - No: Add 5.

7. **Do you know how to use your audience research to improve your service?**
   - Yes: Evidence from audience research can help service providers to make informed decisions about spending on digitisation, new services, support for different platforms etc. (6.1)
   - No: Add 6.

**Segmenting your audience**

- Demographic categories
- Role-based
- Functional or task-oriented
- Objective-oriented

**Possible audience research objectives**

- To extend the reach of your service
- To enhance the service for existing users
- To see if the redesign of your service has been a success

**Possible questions about USERS**

- WHO is using our service?
- WHY are they using it?
- HOW do they use it?
- WHAT do they think of it?

**Things to think about if you do commission...**

- Which elements do I need to outsource – the full project or specific elements?
- Which agency is right for me?
- Does it offer Value for Money?

**Research methods**

- Surveys
- Interviews and focus groups
- Web statistics
- Ethnography

**Tools for analysing quantitative data**

- Regression analysis
- Correlation analysis
- Factor analysis
- Cluster analysis

**When applying the information...**

- Were the research objectives met?
- Consider how to disseminate the findings
- Assess the wider implications of the work
- Plan follow-up and future research