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NatSCA News

Title: Understanding the audience: 2 - Research into audience behaviour

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Source: Manners, P. (2006). Understanding the audience: 2 - Research into audience behaviour.
NatSCA News, Issue 9, 13.

URL: <http://www.natsca.org/article/245>

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Child-led	8m	'I'm into nature and wildlife because of the children.'
Nature Enthusiasts	5m	'I really want to get more involved – I love nature.'
Passive preservationists	3.5m	'We should try and keep natural things / the environment as they should be.'
Helpless Backyarders	5.6m	'I'm interested in nature and stuff but it's all just too much.'
Concerned campaigners	2.1m	'Let's make a difference'
Armchair action	5.3m	'I love the programmes...'

Understanding the audience: 2

- Research into audience behaviour

The impact of sustainable development on Public Behaviour, commissioned by COI on behalf of DEFRA; Andrew Darnton, March 2004

Carrots, sticks and sermons: influencing public behaviour for environmental goals, A Demos/Green Alliance report for DEFRA, 12/2003

Rules of the Game, Futerra for Defra, 2005

Findings from this research:

Policies to drive behaviour change for sustainability should aim to change behaviours, and make changing attitudes a secondary objective.

Behaviour change campaigns should be:

- Action oriented: participation is the key influencer of behaviour
- Focussed on a narrow range of behaviours
- Community led
- Immersed in local issues

Understanding the audience: 3

- Focus groups

There are two key drivers for interest in natural history and the environment:

- Kids
 - Kids are the key to getting people to join in – schools are the most meaningful locus of community spirit
 - Nature is an important focus for family activities – spending time doing something with the kids
 - Also a sense of the welfare of the next generation and the legacy we are leaving for them
- Local
 - 'My patch' is a very powerful concept
 - Making 'my patch' nicer is more relevant than 'global conservation', 'sustainable development', etc...
 - Making projects very local, providing a clear sense of the impact of work done, and a clear reward for effort will be the most effective approach
 - People in the cities are, if anything, more passionate than those living in suburban or rural settings