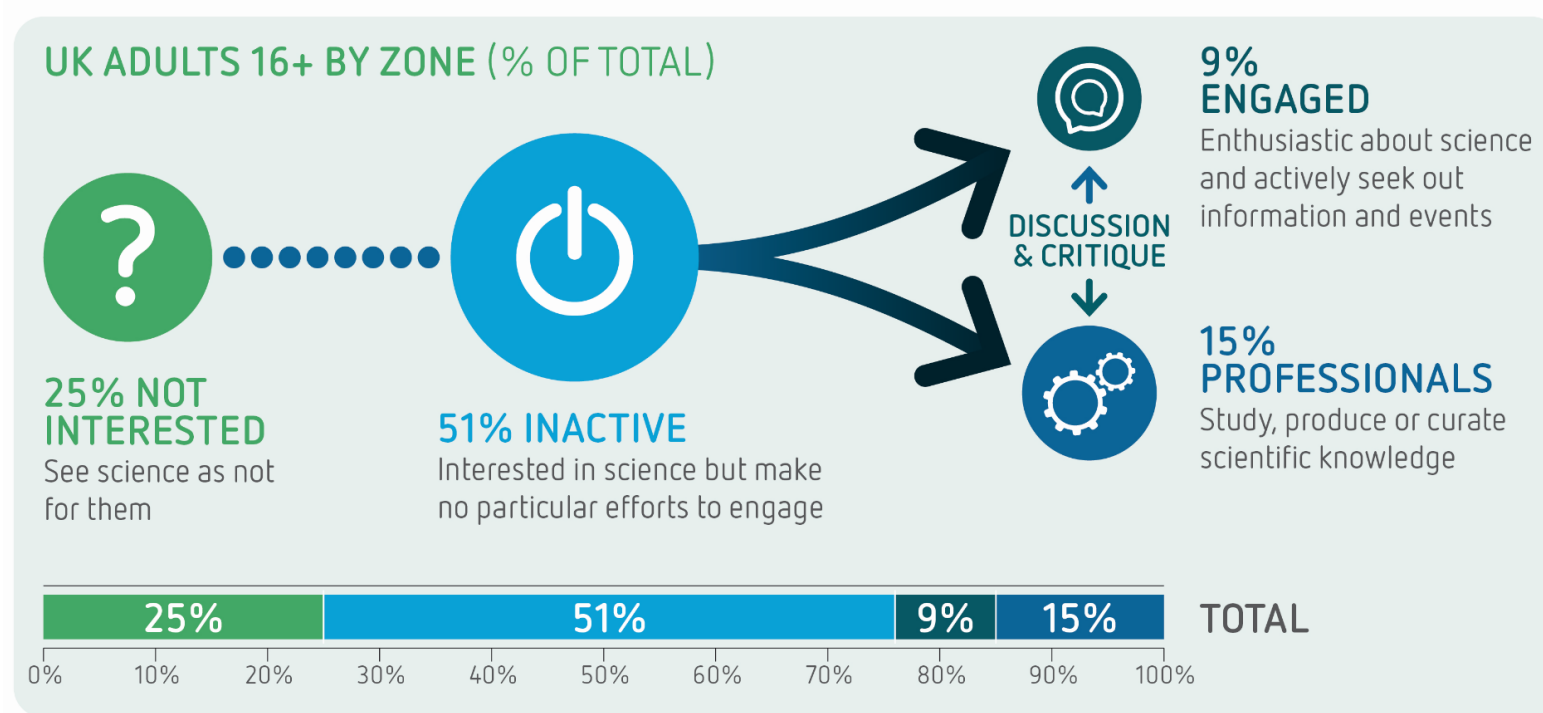


## The BSA's audience model



Source: King's College London 'Culture Tracker' 2016, which questioned a representative sample of UK adults about their relationship with science.

This segmentation tool has been developed as a framework to help us understand our audiences (aged 16+) and help us refer to groups of people based on the extent to which they see science as part of culture and identity.

## Understanding and increasing people's science identity

As the graphic above demonstrates, the 'Not interested' and 'Inactive' groups make up three quarters of the UK population (source: King's College London cultural data tracker / BSA 2016). The BSA has an ambitious goal: we want to see 4 million of these people move to the "Engaged" or "Professional" groups by the end of 2020. And to do this, we need to work in partnership with others.

## Could it work for you and your organisation?

We appreciate that it is a simple model; people are complex and don't fit neatly into four categories. However, we use it in two ways to help make our mission tangible and measurable:

1. **As a strategic tool:** it helps us decide where to focus our time and energy. We prioritise the activities which are most likely to transition people from the 'Not interested' or 'Inactive' groups to the 'Engaged' or 'Professional' groups.
2. **As an evaluation framework:** supporting us to understand the impact of our work. We can use a simple set of survey questions with the people who participate in our activities that help us understand which audience model group they fall into, and whether this changes as a result of our activities.

There is no 'right' or 'wrong' audience in this model: it depends on the organisation's goal. We are keen to find out whether our model will work for other organisations and we are happy for others to adopt and adapt the model or survey questions to suit their needs.

**The questions** that we use for our evaluation framework, to identify which categories our audiences fall into, are:

1. Do you study science or work in a science job? [YES = 'Professional']  
If not, which of these statements best describes your relationship with science?
  - a. I actively seek out science news, information, events, etc [YES = 'Engaged']
  - b. I am interested in science but don't make a special effort to seek it out [YES = 'Inactive']
  - c. Science is not for me [YES = 'Not interested']

**Please let us know** about your experiences of using the model or survey questions, any feedback you have, and ideas for how we might develop the model in the future by emailing the BSA team at [info@britishscienceassociation.org](mailto:info@britishscienceassociation.org).