NatSCA News

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Paul Manners, Project Executive, BBC Learning

Inspiring action

The BBC is developing a major new pass participation campaign to inspire a million people to get actively involved in nature conservation. Called Breathing Places, and inspired by visionary ideas from the 19th century about urban green space, it will be launched in Springwatch on BBC2 in June of this year. Paul’s talk will outline the thinking behind the campaign, highlighting particularly the role of audience research in shaping the key campaign messages and activities.

Action
Encouraging participation, not simply debate

Scale
Big enough to make a measurable impact

Sustainability
Continuing long after the broadcast in many places, in many forms

Inspire, engage, and entertain
Using the creative skills of the BBC to do what other learning or campaigning organisations cannot

Partnerships
Working with commercial and public sector partners, not just the BBC

Outreach
Direct contact with people in their communities

Understanding the audience: 1
- Market research by BBC Worldwide, 2002

MARKET SIZE 1

Omnibus research shows that 63% of adults aged 15+ in Great Britain are interested in “natural history” (described as “the area that covers nature, wildlife and animals, and the environment, whether in the UK or worldwide”)

Population of Great Britain (aged 15+) is 48,402,000

Broadest market size = 30,493,000 (15,145,200 households)
The key 12 interests of the public:

Information Sources used by the public for finding out about wildlife / environment:

The Key 8 activities and the percentage of time doing these:
### 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

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