

Audience Analysis Template

Use this template to analyze your target audience. Each column represent an office location (think multinational), a department (think sales, accounting, IT etc), or subgroups within a department (think personality types, learning preferences).

The template comes pre-populated with row-titles. These can be changed depending on your needs and requirements.

The purpose of this template is

- 1) to help you identify the differences between the needs of different departments, groups and location, which in turn will help you choose the activities relevant to create the transformation you want.
- 2) help you identify low-hanging fruits,
- 3) help you identify groups that will enable you to test your security culture activities
- 4) make it easier to communicate with the marketing/communication team, as you can share with them knowledge of your target audience

By using this template, you learn important facts about your organization and your target audiences.

License of use

The Security Culture Framework by [The Roer Group](#) is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](#). Based on a work at <https://scf.roer.com>.



Explanation

	Explanation
Systems used	List the relevant systems used by each department. Use this to see if some stand out (use specific system), and to see which organizations wide systems are in place. Systems include software, services etc.
Security in place	List the security systems, policies and controls used by this department. Do some emerge as having special needs?
Tasks undertaken	What are the main tasks this department does?
Psychographics	Psychometrics are psychological factors that impact people in this department
Communication style/ preference	How do people here prefer to communicate? Orally? Written? Do they prefer to talk? Write? Read? Do? Watch?
Attitude towards security (hostile, friendly, neutral)	How do people here think of security? Is security a nuisance? Is it something they embrace?
Security competence (1-5)	How much do this department know about security? 1 == 0 knowledge, 5 == well versed.
	Add your own psychographics.
Demographics	Demographics are elements that describe the people, like age, background, location etc.
Age Median, avg, span	What is the general age in the department? Young? Old? Pre-computer? Mixed?
Gender	Which gender is predominant? One? Both? Do you need to adapt your message?
Language	What are the primary languages in this location (mostly relevant in multinational, can be relevant in areas where hires are foreign)
Geographic location	Where is this? How do the geographic location impact your message? What are the cultural differences?
	Add your own demographics
Low hanging fruit?	After analyzing the different departments, are there some that emerge as low-hanging fruit? Is there some departments that clearly stands out from the others? Can you easily set up a campaign (or a test-campaign) targeting one of these departments to generate quick results?

License of use

The Security Culture Framework by [The Roer Group](https://scf.roer.com) is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/). Based on a work at <https://scf.roer.com>.



Audience Analysis Template

	D1:	D2:	D3:	D4:
Systems used				
Security in place				
Tasks undertaken				
Psychographics				
Communication style/ preference				
Attitude towards security (hostile, friendly, neutral)				
Security competence (1-5)				
Demographics				
Age Median, avg, span				
Gender				
Language				
Geographic location				
Low hanging fruit?				

License of use

The Security Culture Framework by [The Roer Group](https://scf.roer.com) is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/). Based on a work at <https://scf.roer.com>.

