



This guide is intended to form a template for an audience research brief. It can be used by anybody in an organisation who may want or need to commission audience research.

Even if you are not commissioning external research but have your own internal staff, it is worthwhile completing this as it provides a focus to your study and a framework for discussion about the research you require.

AUDIENCE RESEARCH BRIEF

1. Background

Within this introduction to the brief provide relevant background which helps the recipient to understand the project, the role of the research and why it is required. Mention specific issues, details of recent studies (and whether findings from this new research need to be informed by those studies and/or compared with them), size/structure of the user base or target audience.

2. Aims and objectives

This is the key element of the brief. What is the main aim of the study and what are its objectives. The aims and objectives should influence the approach and will enable you to measure whether the research outcomes have met the brief.

3. Approach/Methodology

If you have a preferred methodology then mention it within this section explaining which it is your preferred approach. You should expect, however, for an agency to offer options, challenge your suggestion and make recommendation for the route they would prefer.

Detail the segment/s for this research ie visitors/non-visitors, families/non-families, members/non-members etc and if you have a means by which a sample can be built ie a members' database.

Within this section you could also mention whether the study should be a phased approach and whether regular updates (and in what format) are required.

4. Deliverables

Specify the required deliverables ie data tables, a full written report, a power point presentation etc and/or whether the agency should deliver the report in a presentation or a workshop.

5. Timings

Specify whether the research should be conducted in a specific time frame and for what reason ie findings are required for a specific meeting, to inform the development of a new exhibition etc.

6. Budget

If possible provide the available budget but request a detailed cost estimated based on the proposed approach. You can suggest that alternative options may be costed so that the scale of the project can go up or down.

7. Key contact

Contact of relevant people in case there are any questions relating to the brief and who will be the main point of contact during the study period.

8. Study team/previous relevant experience

Ask those preparing a report to provide details of the proposed study team and its previous relevant experience. What work have they done which gives you confidence that they have the skills required to conduct this research on your behalf.