

# UNDERSTANDING AUDIENCE FOR IMMIGRANT JUSTICE

**Audience Segmentation** refers to the segmenting of one's audiences around certain **shared characteristics** with the goal of using that insight in your **communications strategy**.

Traditionally, researchers and communicators have relied on things like party affiliation to segment their audiences. For a variety of reasons, movements for social justice have begun using more nuanced tactics to segment their audiences, some of which include:

- Using a **support scale** that measures potential audience members based on how much they believe and support the narrative you are advancing. This helps you energize your base as well as not trigger your opposition.
- Looking at people's **values** and **beliefs** about the world predicts how they might react to certain narratives. Here you might look at **what values are important** to people, which **identities** are most **salient**, and what motivates them to **actions**.
- Understanding what **media** different audiences consume can help you know what might motivate them to adopt your narrative. This method allows you to think about what **stories, storytellers, and mediums** might be most effective for certain groups.

## Audience Segmentation in Practice

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Sarah Lowe from **Define American** shared **research conducted with Harmony Labs** looking at what the **media habits** were of audiences that could be persuaded towards a **pro-immigrant narrative**. Looking at the lesser polarized groups in terms of media consumption, DA explored **what shows certain groups with specific values and worldviews watch**. They also looked at **what stories and narratives might resonate best**.

Su Patel from the **New York Immigration Coalition** discussed the launch of their new **Immigrants are New York** project, trying to shape a pro-immigrant narrative in New York. Su talked about how NYIC has had to grapple with **changing audience dynamics and political climates**. Additionally, Su highlighted the role that culture and narrative change campaigns can play in reaching new and untapped audiences who may not usually see NYIC's advocacy work.