

Audience Orientation Scale

"The following list of statements is related to the relationship between your organization and its audience in print and online. Please indicate how much you agree each statement describes your organization on a scale of 1-5, where 1=strongly disagree and 5=strongly agree."

Learn: Put more focus on gathering information about the market and audience.

I believe this organization exists primarily to serve its audience.
We periodically review the likely effect of changes in our business environment (technology, competition) on our audience.
We are slow to detect fundamental shifts in our market (competition, technology, etc.) (R).
We are slow to detect changes in our readers' or users' preferences (R).
Our organization regularly measures how well we are serving our audience.
The readers' or users' interests always come first, ahead of the level of profitability.

Share: Spread the information around the newspaper so that awareness is heightened and more minds brought to bear on the issues.

Business strategies are driven by the goal of increasing the value of our print and online products to our audience.
There is minimal communication between different departments concerning audience trends and developments (R).
The business objectives of our organization are driven by reader or user satisfaction.
Our top managers are in close personal touch with the average member of the community.
In our organization, marketing personnel (or individuals performing a similar function) spend time discussing readers' or users' future needs with different functional departments.
Data on reader or user satisfaction are disseminated at all levels of the organization on a regular basis.

Plan: Collaborate on plans to respond to changes and opportunities in the market.

Internal politics drive the products we sell more than audience needs (R).
Several departments get together periodically to plan a response to changes taking place in our business environment.
We periodically review our product development efforts to ensure that they are in line with what readers or users want.
For one reason or another, we tend to ignore changes in our readers' or users' product or service needs (R).
Principles of audience segmentation drive new development efforts in our organization.
Our business plans are driven by market research.

Implement: Execute the plans in a timely manner.

Even if our organization came up with a great plan to build audience, we probably would not be able to implement it in a timely fashion (R).
When we find that readers or users would like us to modify the paper or the Web site, the departments involved make concerted efforts to do so.
When we find out that readers or users are unhappy with our products, we take corrective action immediately.
Our organization is quick to respond to significant changes in our competitors' product or service offerings.

This scale is a revised version of the Reader Orientation Scale used by the readership Institute 2000-2006. "R" indicates that the item should be reversed when calculating Audience Orientation scores.