

Pre-testing Your Message

There are three ways to do this: polls, focus groups and the brother-in-law test.

The cheapest and easiest way to test the message is to find one person who represents the target audiences and talk to them. Ideally this should be someone who can give you frank feedback, possibly a family member (Robert Bray in *Sin Works* uses his **brother-in-law**).

Focus groups are more expensive and several need to be done with different parts of the target population, as one focus group can provide skewed results. They do have the advantage that researchers can facilitate the groups themselves if need be.

Many politicians rely on **polls** to check their statements and policies, to develop images, political positions and sound-bites. A typical poll costs tens of thousands of pounds but there are websites which offer poll data on a number of issues.

Resources

US-focused resources include:

www.gallup.com
www.people-press.org
www.pollingreport.com
www.pipa.org
www.ropercenter.uconn.edu

