



A perception audit provides an opportunity for an organization to gauge community opinions. It provides statistically valid data from which decisions can be made regarding the tone and content of public communications, ways to effectively engage the community, and how to uncover and address negative or inaccurate sentiments.

Ideally, a perception audit will be a two-part undertaking. The first part will be an online survey delivered to all members and external stakeholders. The second will include one-on-one interviews with key people, as identified by an expert partner organization. By following the steps outlined below, organizations can ensure they get the results they seek quickly and efficiently.

### 1. Clarify Objectives

**The first step is to articulate the purpose and desired outcome(s) of the audit. Determine what exactly it is you want to accomplish.**

Assess community awareness of a project/company?	<input type="checkbox"/>
Assess levels of community support for a project/company?	<input type="checkbox"/>
Understand what type of information people have - and its accuracy - regarding a project/company?	<input type="checkbox"/>
Gauge the impact outreach activity to date has had on support for a project/company?	<input type="checkbox"/>
Understand the medium of information that has been most impactful?	<input type="checkbox"/>
Learn what the community is seeking/most concerned about?	<input type="checkbox"/>

### 2. Establish a Baseline

**Next, determine what sample sizes and baseline information will ensure credible results, and that the audit encompasses the right audience.**

Specific community/communities being targeted	<input type="checkbox"/>
Gender and age	<input type="checkbox"/>
Learn preferred sources of local news	<input type="checkbox"/>
Gauge level of support/understanding of mining (or industry in question)	<input type="checkbox"/>
Understand if respondents work/have family members who work in the industry	<input type="checkbox"/>
Determine the biggest challenges/issues facing the community	<input type="checkbox"/>

### 3. Gather the Right Information

Finally, employ a mix of questions covering valuable quantitative and qualitative data regarding your project/company.

How do you rate your knowledge of the mining industry?	<input type="checkbox"/>
How knowledgeable are you about the project/company?	<input type="checkbox"/>
What most comes to mind when considering the project/company?	<input type="checkbox"/>
Ranking in order of importance, what sources of information have provided you with the most information regarding the project/company?	<input type="checkbox"/>
[Open End] What specifically do you recall hearing, seeing or reading about the project/company?	<input type="checkbox"/>
What influence, if any, did this information have on your perception of the project/company?	<input type="checkbox"/>
Has your opinion improved, worsened or remained unchanged during this time?	<input type="checkbox"/>
Based on what you have heard, seen and read, do you support or oppose the project/company? <input type="checkbox"/> If oppose, explain why <input type="checkbox"/> If support, explain why	<input type="checkbox"/>
What, if anything, would make you more likely to support the project/company?	<input type="checkbox"/>
What, if anything, would make members of the community more likely to support the project/company?	<input type="checkbox"/>

## Get Started Today.

PRA Communications has a wealth of experience planning and overseeing community audits. We can provide everything from strategic consultation to full project oversight.

Contact us at [team@pracommunications.com](mailto:team@pracommunications.com) to learn more.

