WORKSHEET 5: SEGMENTATION WORKSHEET

Using the secondary research you have gathered, answer the following questions as best you can:

1. What geographic characteristics define separate segments within your population?

   _____
   _____
   _____

2. What demographic characteristics that are most relevant to the problem define separate segments within your population?

   _____
   _____
   _____

3. What physical or medical characteristics define separate segments within your population?

   _____
   _____
   _____

4. What psychographic characteristics, such as lifestyle, personality, values, and social norms, define separate segments within your population?

   _____
   _____
   _____

5. What behaviors put people most at risk of the problem?

   (a) _____
   (b) _____
   (c) _____

6. What behaviors help to reduce the risk or prevent the problem from occurring?

   (a) _____
   (b) _____
   (c) _____

7. How can you best segment the target audience on the basis of the key behaviors listed in Question 5 and/or Question 6 above (e.g., users/nonusers, frequency of use, reason for use)?

(5a) _____

(5b) _____

(5c) _____

(6a) _____

(6b) _____

(6c) _____

8. What attitudes or beliefs related to the problem or relevant behaviors listed above define separate segments within your population?

_____

_____

_____

9. Are there any segments you definitely will not target in your program because, for example, it is not feasible or there are already programs in place addressing those groups?

_____

_____

_____

10. Look over the possible segmentation criteria you have noted above and write down the five that you think are most important, in order:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

11. For Question 10, put a star next to the segment(s) most at risk of having the problem you are addressing in your program (targets of risk).

12. For Question 10, put a circle next to the segment(s) you think would be most easily reachable or changeable through your program (targets of opportunity).

13. How will you allocate resources to the segments you will address through your program?

❑ Allocate equal resources to all segments

❑ Allocate different amounts of resources to each segment

❑ Allocate all resources to only ___ [number] segment(s)

14. Are there any secondary audiences who influence the target audience that you should consider addressing in your program? Identify the most important segments:

_____

_____

_____