

SBC Highlight: Advanced Audience Segmentation



USAID
FROM THE AMERICAN PEOPLE



Part I – Segmentation by Demographics

**What is your
gender?**

Female

Male

**Which 'generation' do
you most identify with?**

Silent Generation,
Baby Boomers,
Generation X

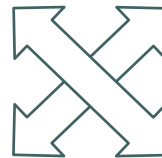
Millennials,
iGen/Generation Z

Female

Silent Generation,
Baby Boomers or
Generation X

Male

Silent Generation,
Baby Boomers, or
Generation X



Female

Millennials or
iGen/Generation Z

Male

Millennials or
iGen/Generation Z

Discussion

- What is the stereotypical communication style of your gender group? Age group?
 - Direct or indirect?
 - Face-to-face or virtual?
 - Formal or informal?
- What % of your group fits that description?

Part II – Segmentation by Communication Style

Communication Style Survey – QUESTIONS

1. **At a large social gathering, you are most likely to value:**
 - a) Interacting with many different people, strangers included
 - b) Using the opportunity to make important contacts
 - c) Connecting one-on-one mostly with people you already know
 - d) Leaving as soon as it's polite to do so
2. **Of these four personality traits, which do you believe to be your strongest:**
 - a) Compassion
 - b) Persistence
 - c) Assertiveness
 - d) Imagination
3. **Which activity appeals to you most:**
 - a) Going to an exciting social event
 - b) Taking action on a calculated risk
 - c) Discovering the secret behind a complex mystery
 - d) Creating harmonious human relationships
4. **When doing group projects, which part of the process is most important to you?**
 - a) Creating relationships with people
 - b) Making sure the process of doing it is fun and exciting
 - c) Organizing the way the project is done
 - d) Sorting out who is playing what role in the project
5. **How would your closest family, friends, and coworkers describe you?**
 - a) Cooperative and gentle
 - b) Focused and efficient
 - c) Animated and gregarious
 - d) Hardworking and ambitious
6. **Which personal quality do you value the most?**
 - a) The ability to make people feel comfortable and included
 - b) The ability to take charge in a chaotic situation
 - c) The ability to motivate others to succeed
 - d) The ability to organize and be methodical
7. **Most of the time, when working, you prefer:**
 - a) To influence the team in new and creative directions
 - b) To do your job quietly on your own
 - c) To be an integral part of a team working together
 - d) To be the leader and organizer for the team
8. **If a conflict arises between a friend or co-worker, your first reaction is to:**
 - a) ... avoid that person for awhile
 - b) ... find compromise, where we both get at least part of what we want
 - c) ... make sure they understand my position on things
 - d) ... make sure the relationship doesn't get damaged
9. **The statement that most closely describes your attitude and personality at work is:**
 - a) Rational and quick-witted
 - b) Sensible and frugal
 - c) Sensitive and reliable
 - d) Creative and fiery

Communication Style Survey – SCORING

STEP 1 → Transfer your responses from the first page to the scoring guide below

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. At a large social gathering, you are most likely to value:</p> <ol style="list-style-type: none">a) Rb) Sc) Ad) D <p>2. Of these four personality traits, which do you believe to be your strongest:</p> <ol style="list-style-type: none">a) Sb) Ac) Dd) R <p>3. Which activity appeals to you most:</p> <ol style="list-style-type: none">a) Rb) Dc) Ad) S <p>4. When doing group projects, which part of the process is most important to you?</p> <ol style="list-style-type: none">a) Sb) Rc) Ad) D <p>5. How would your closest family, friends, and coworkers describe you?</p> <ol style="list-style-type: none">a) Rb) Ac) Sd) D | <p>6. Which personal quality do you value the most?</p> <ol style="list-style-type: none">a) Rb) Dc) Sd) A <p>7. Most of the time, when working, you prefer:</p> <ol style="list-style-type: none">a) Rb) Ac) Sd) D <p>8. If a conflict arises between a friend or co-worker, your first reaction is to:</p> <ol style="list-style-type: none">a) Ab) Rc) Dd) S <p>9. The statement that most closely describes your attitude and personality at work is:</p> <ol style="list-style-type: none">a) Db) Ac) Sd) R |
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STEP 2 → Tally the total number of A's, D's, S's, and R's into the boxes below—the box containing the largest number of responses indicates your communication style persona

ANALYZER

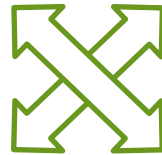
DIRECTOR

SOCIALIZER

RELATOR



DIRECTOR



SOCIALIZER



RELATOR

Vertical scale: Level of openness in relationships

Horizontal scale: Level of **directness**

The resulting quadrant corresponds to a dominant communication style.

Although most of us have a combination of styles, we usually fall under one prevailing style.

Why do we use attitudinal and behavioral segmentation?

Male, late 60s, urban, English, wealthy



Charles, Prince of Wales



Ozzy Osbourne, Rock Star

Allows identification of distinct groups within a population that have different needs, attitudes, and behaviors around a given topic.

These groups—though they may look similar demographically—need different SBC interventions.

Advanced Audience Segmentation Examples

Family Planning in Niger

Modern Elites (16%)

"I want a good life for myself and my children, and that starts with good family planning."

Healthy Proactives (28%)

"My health is important, so I try to learn as much as I can, and reduce my burden by spacing."

Traditional Autonomists (10%)

"My health is important, so I try to learn as much as I can, and reduce my burden by spacing."

Conservative Passives (18%)

"It is important to me that others do not oppose my FP choices."

Sheltered Skeptics (28%)

"I'm not too familiar with family planning methods, but I don't trust them."

HIV Treatment Experience in Tanzania

Big Picture Thinker

"Taking ART is difficult, but I have to be healthy for my children and family. If I'm not here they will struggle."

Courageous Fighter

"No matter what happens I will always take my ART. It's my main responsibility in life and will keep me strong."

Lone Zebra

"I know its supposed to help, but ART makes me feel sick and I'm afraid to take it in front of others. I'm busy trying to provide for my family and can't make it to the clinic every month."

Fledglings

"I'm trying my best. Sometimes it's hard to remember, and the side effects aren't good, but I want to do what the doctor says."

No Tomorrows

"I don't feel that sick, and I don't want people to think I'm HIV positive. I'd take the pills if they truly cured me, but I don't want to take them for the rest of my life."



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GENDER: Male

AGE: 45

INFLUENCED BY:

- Partner and children
- Extended family
- Clinic staff

PERCEPTION OF HEALTH:

Can I take care of my wife and children? Can I harvest enough food for them?

“

I was very weak when I came to the clinic, and I have gained a lot of weight since then. At the time I was barely working and not producing enough food for my family. Now I can support them again. I don't like taking ART or having others know that I have HIV, but it is important for me to stay healthy. I watched my sister-in-law's family suffer after my brother passed away, and I can't leave my family in that condition. Coming to the clinic takes time out of my day, but I believe the staff will give me good advice and support.

I want my wife and close family members to get tested. It's better to know early than to become very sick.

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IDEAL INTERVENTION QUALITIES:

- Reinforces ART's role in restoring and maintaining health
- Praises personal commitment, promotes agency
- Reduces stress associated with ART & clinic

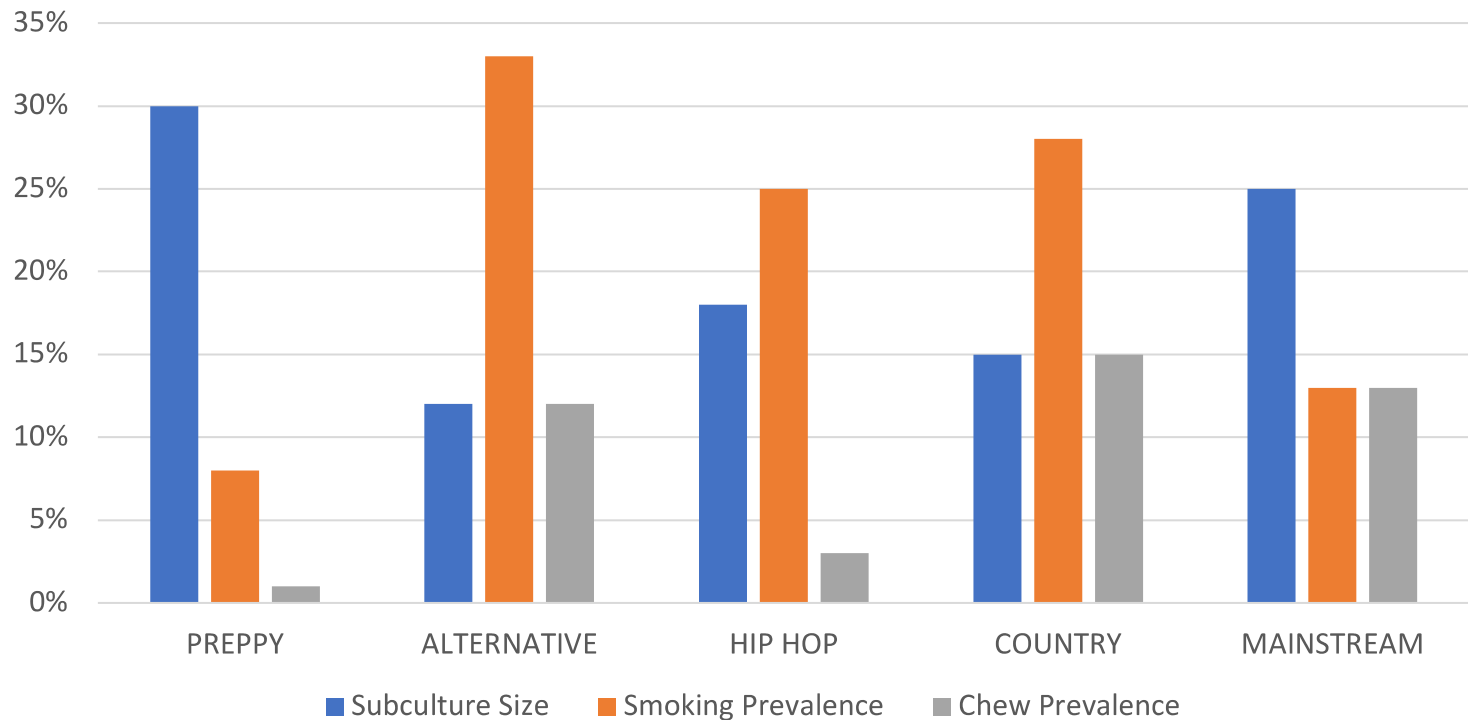
ADHERENCE PAIN POINTS:

- High level of household responsibility, supporting immediate and extended family
- Side effects
- Fear of stigma from larger community

Segmenting by Sub-Culture

Fresh Empire – Youth Tobacco

Estimated National Teen Tobacco Use Prevalence by Subculture



RESCUE
The Behavior Change Agency





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