DOES ONE SIZE FIT ALL? A PSYCHOGRAPHIC SEGMENTATION OF YOUNG PEOPLE IN NSW.

Hearnshaw G[1], Janssen M[2], Murray C[1], Bourne C[1]

[1] NSW STI Programs Unit, NSW Health, [2] South Western Sydney Local Health District

Background: Sexual health campaigns targeting young people commonly use generic and simplistic messages, without adequate understanding of differences between key segments of young people. Such messages may have little engagement with many young people, or change their behaviours. To be effective, social marketing programs require in-depth understanding of populations of interest. This can be gained through psychographic segmentation research, which seeks to characterise sub-populations according to values, attitudes and behaviours.

Methods: NSW Health coordinated in-depth audience segmentation research on young people and sexual health, between August 2016 and March 2017. This included two qualitative online communities of up to 30 people and a quantitative online survey of 1,344 people, all aged 15-29 years living in NSW. The quantitative survey elicited participants' values, attitudes and behaviours about STI testing, condom use, sexual behaviours and relationships. The quantitative data was weighted for age, gender, location and cultural and sexual diversity, to be representative of the NSW youth population. Cluster analysis was undertaken to identify and group young people into audience segments.

Results: The analysis identified six segments: three for non-sexually active young people, and three for sexually active. The largest sexually active segment (31% of population), named "Happily Responsible", had very low numbers of sexual partners and casual sex, and is therefore lower priority for sexual health promotion programs. The two other sexually-active groups, named "Dominant Risk Takers" and "Experienced Sex Positive", were 23% and 13% of the population respectively. Both had higher numbers of sexual partners and other risk behaviours and therefore are key foci for sexual health program delivery.

Conclusion: Audience segmentation enables effective targeting, design and delivery of social marketing programs. The values, attitudes and behaviours of key populations can be used to better target programs and messaging likely to be most effective for successful and sustained behaviour change.