

## Does one size fit all? A psychographic segmentation of young people in NSW.

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### Background

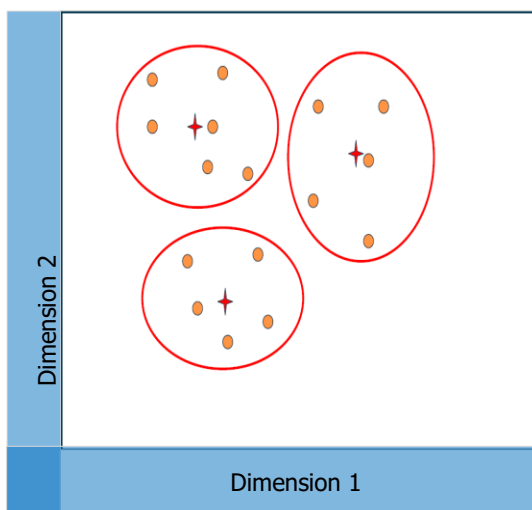
- Previously sexual health programs and communications have viewed the youth audience as an homogenous group
- Where segmentation has occurred this has been by demographic only i.e. gender, age, ethnicity, or 'vulnerable, marginalised'
- Simple messages i.e. 'wear condoms' & 'get tested'
- No consideration of different approaches according to attitudes or behaviours

## Social marketing

- Use of marketing principles to create social or health outcomes
- Focused on behaviour change
- Important component of effective SM is understanding your audience - according to values, attitudes and behaviours
- Key activity is to undertake audience segmentation

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Segmentation is the process whereby individuals are placed into a relatively small number of homogenous groups



The population can be segmented in a number of different ways:

- **Demographic:** gender, age, income, occupation
- **Psychographic:** attitudes, values
- **Behaviour:** product purchased, activity conducted
- **Needs:** what is required from a product/service

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## A three stage research approach

1. Qualitative exploration – online community	2. Quantitative segmentation – online survey	3. Qualitative communications deep dive
To identify key dimensions to use in the segmentation	To understand and segment youth and young adults in NSW to better understand how to communicate sexual health messages and prioritise key groups	To bring the priority segments to life and identify the best way to communicate with them
3 day online community 30 participants (Males and females, 15-29, Regional and metro, CALD & LGBTI)	16 minute online survey conducted with over 1000 from online research panel and microsite (males and females, 15-29, regional and metro, CALD)	3 day online community 15 participants from key segment groups
<ul style="list-style-type: none"> <li>• General attitudes to sex and sexual health</li> <li>• General attitudes to life and risk</li> <li>• Behaviours and influence/rs of behaviours</li> <li>• Sources of information, credibility and engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Sexual activity</li> <li>• Risk taking / perceptions of susceptibility</li> <li>• Perceived seriousness of STI impact</li> <li>• Attitudes to sexual health / safe sex</li> <li>• Key demographics such as gender, age, relationship status etc. and LGBTI)</li> </ul>	<ul style="list-style-type: none"> <li>• Types of communication</li> <li>• Touchpoints</li> <li>• Messages</li> <li>• Tone</li> </ul>

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## The quantitative approach

We recruited via standard online panel and microsite to ensure that we got a good mix of different backgrounds and experiences



Surveys conducted via 16min online survey using research only panels and microsite recruitment



Survey ran September 15<sup>th</sup> – 26<sup>th</sup> September



**1,344**  
In NSW aged 16-29 years  
n=977 from panel  
n=367 from microsite

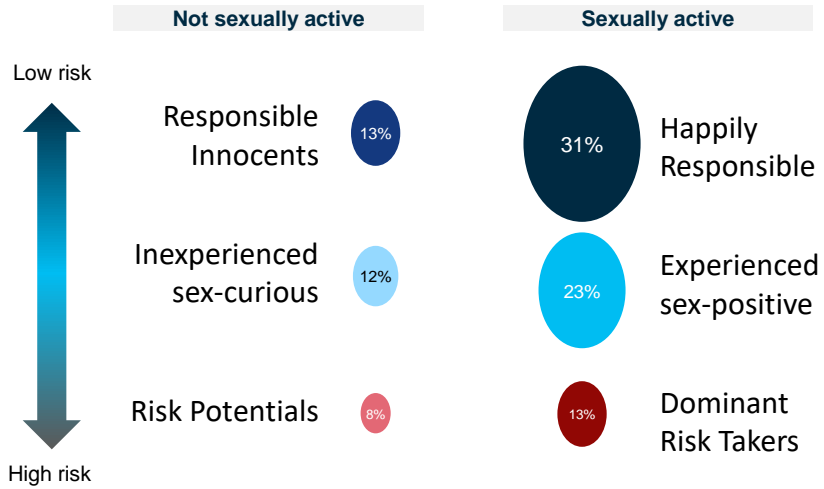


Incentivised via incentives and game of skill to receive one of 10 x double movie passes

The data has been weighted to age, gender, metro vs. regional, CALD and sexuality to be representative of the youth population

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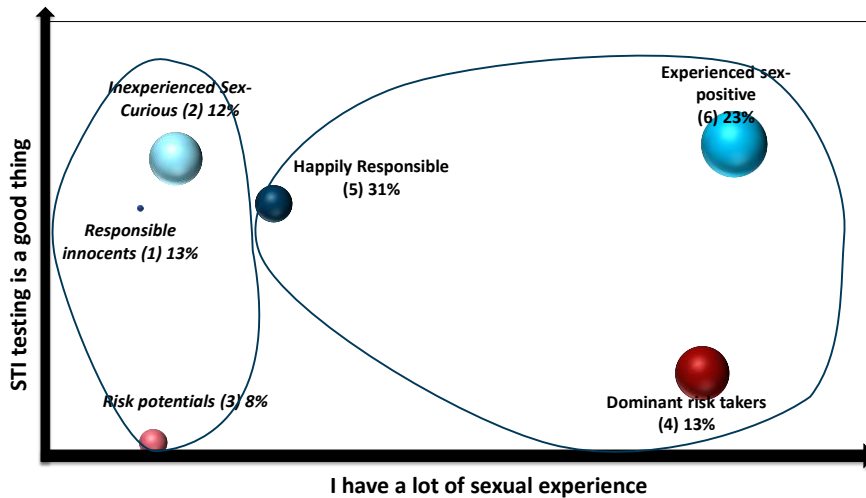
## Sizing the segments



Key dimensions: sexual activity, risk taking, attitudes to sexual health/safe sex, attitudes to respect in relationships.

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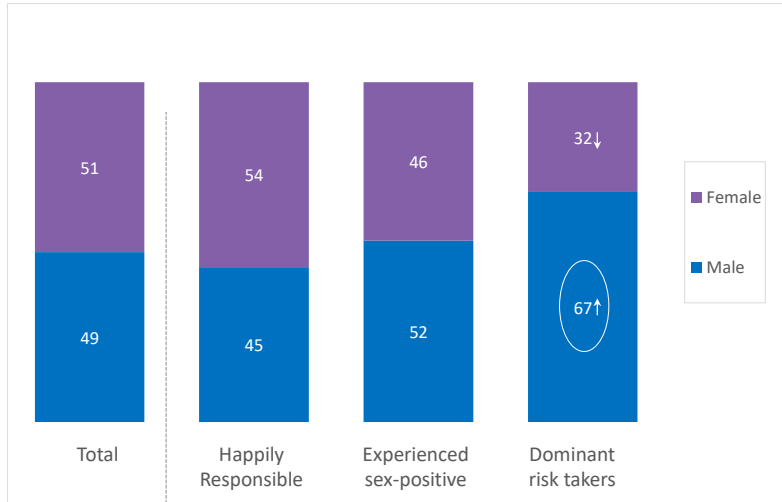
## Potential way to map the segments



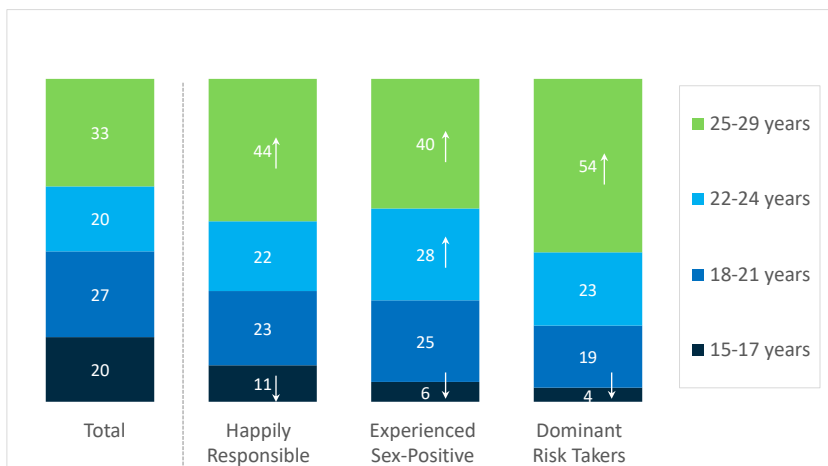
The size of the bubble represents "Its ok to have sex with someone on the first date"  
*Italics = non-sexually active*

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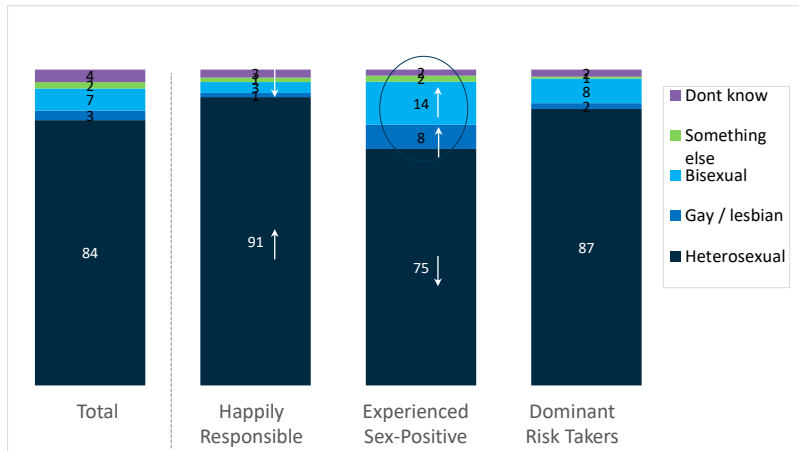
## Gender



## Age



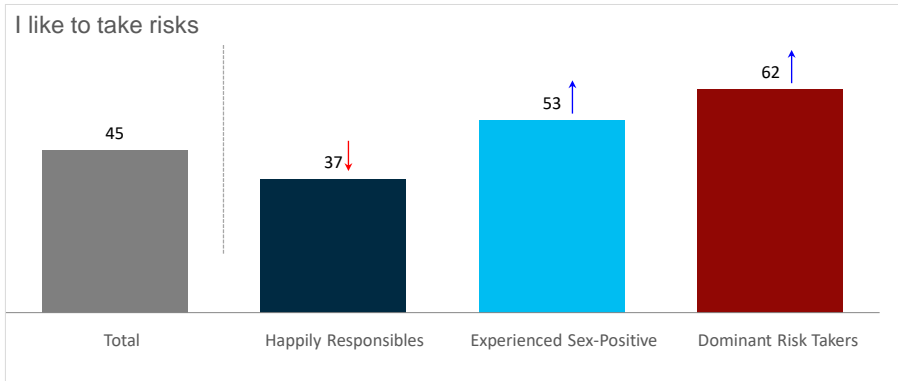
## Sexual orientation



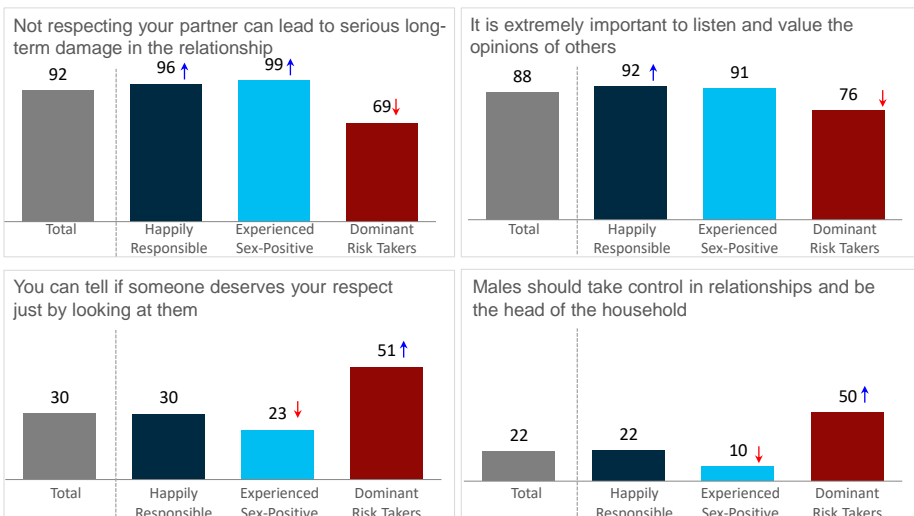
## Current sexual behaviour



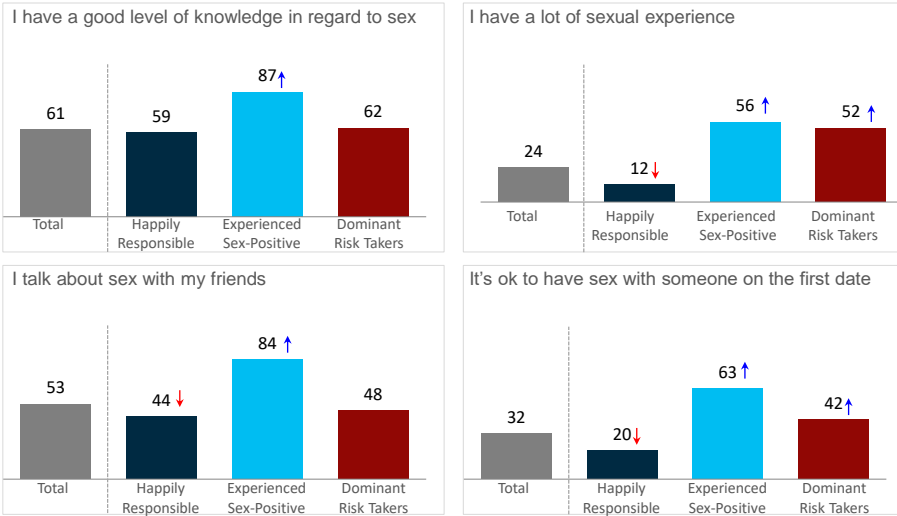
## General life attitudes



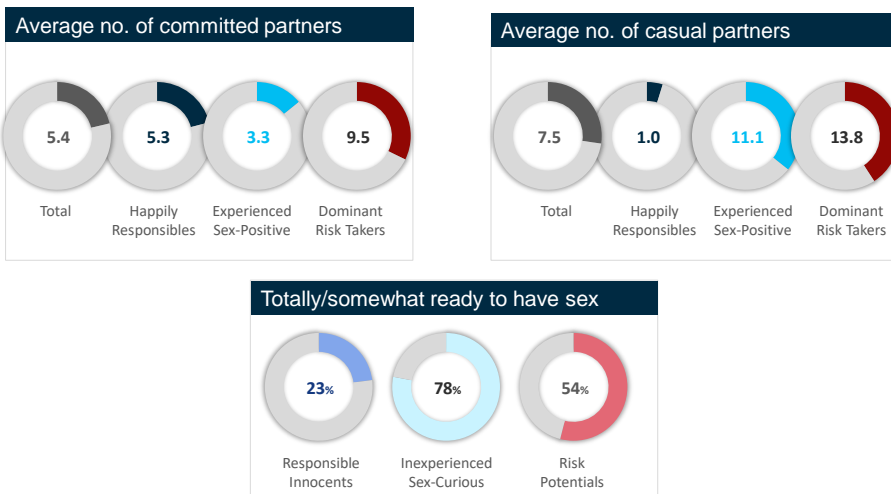
## Respectful relationship attitudes



## Sex attitudes

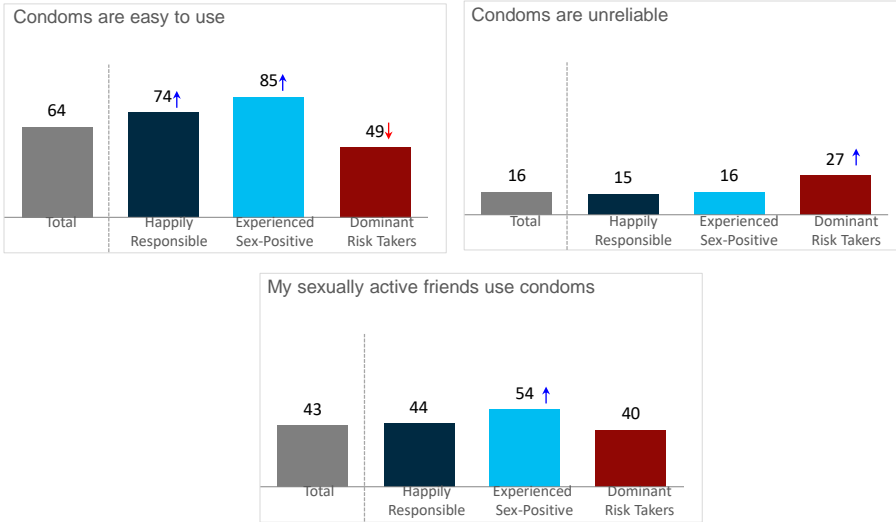


## Number of partners and readiness to have sex

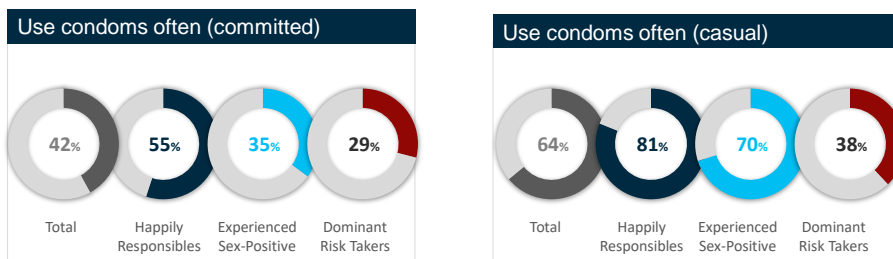




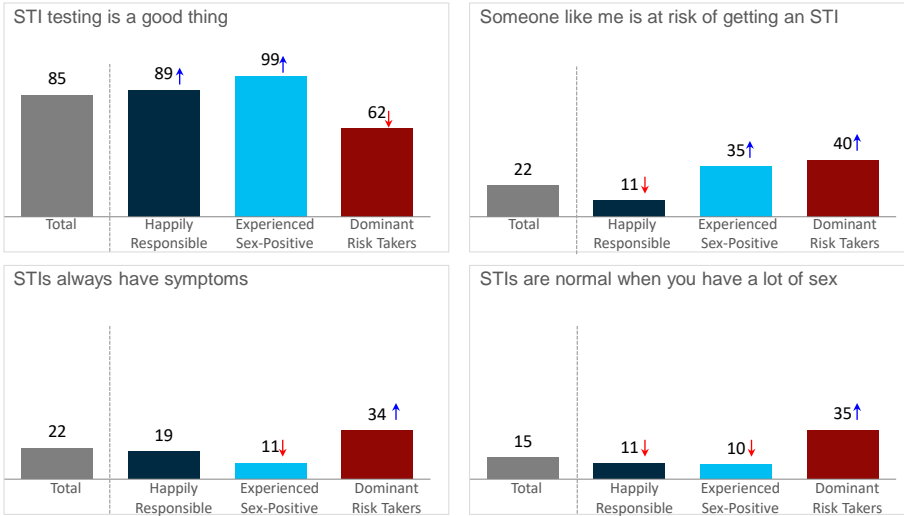
## Condom attitudes



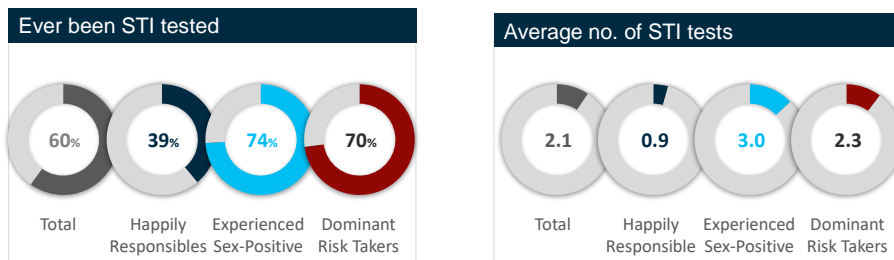
## Condom behaviours



## STI attitudes



## STI testing behaviours





## Applying the research

- **Typing tool**
- **NSW Music Festivals Project**
  - Increase condom use and STI testing through music festivals
  - Targeting dominant risk-takers and experienced sex positive
- **NSW Health Play Safe** website and social media redesign
  - Targeting all segments through different content relevant to each of their interests and sexual behaviour

## Festivals project



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## The future...

- Improved understanding of differences within the population of young people
- Improved understanding of barriers and enablers for key behaviours including condom use and STI testing
- Improved targeting of sexual health programs and campaigns to important segments of audience
- Improved use of channels and influencers to engage youth segments

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## Acknowledgements

- GfK Research agency
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- Family Planning NSW
- NSW STI Programs Unit