

## **Audience Segmentation**

Definition: Dividing the population into groups with the goal of identifying groups whose members are similar to each other and distinct from other groups along dimensions that are meaningful in the context of the program

(From: *Marketing Public Health: Strategies to Promote Social Change* by Michael Siegel and Lynne Doner)

Segmenting helps you:

- Do more with limited resources
- Improve effectiveness of your programs

It can be used when trying to influence individual behavior change, policies, or the environment.

Key points:

- Audiences should be segmented on variables that affect their behavior.
- Each segment you create/use should be unique and will require a different approach.
- Individuals within a segment are more like each other than they are the general public or other segments.

## **Segmentation Resource Guide**

- Data from Porter Novelli's HealthStyles and ConsumerStyles databases
- Five "energy balance" segments:
  - Balance Seekers, Seeking but Struggling, Actively Balanced, Out of Balance, and Passively Balanced
- Segments characterize U.S. adults according to attitudes and behaviors concerning nutrition, physical activity, and weight control.
- Segment profiles describe context of daily life, including media habits and sources of health information.
- Guide will be placed online at [www.cdc.gov/dnps/socialmarketing](http://www.cdc.gov/dnps/socialmarketing) with the rest of the division's social marketing resources.

## **Highlights**

Part 1 includes:

- Purpose and methods of the segmentation
- How the segments were identified
- Detailed profiles of each of the five segments
- Information to quickly compare segments and their major differences

Part 2 includes:

- Application section: segmentation through the phases of social marketing
- Hypothetical work site example

Appendices:

- Detailed data tables (Appendix B)
- Ten-question survey tool (Appendix D)

**Table 1. Energy Balance Audience Segments**

1. **Balance Seekers** (approximately 24% of population): This group is highly motivated. They are dissatisfied with their weight, actively trying to lose weight, and are confident in their ability to engage in dietary and physical activity behaviors to achieve this goal. Well informed about healthy eating and physical activity behaviors, they have social support networks in place that help keep them motivated. Despite their motivation and confidence, 39% were overweight, and 19% were obese.

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2. **Seeking but Struggling** (approximately 23% of population): Approximately one-half of this segment were obese (53%) and another 35% were overweight. Members of this group are dissatisfied with their weight and recognize the threat to their health. They are trying to eat a healthy diet but often eat when they are stressed or upset. They don't like to exercise but are pleased with themselves when they do. Motivated to eat well and exercise more, they have confidence in their ability to engage in physical activity behaviors but have low self-efficacy for making dietary changes.

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3. **Actively Balanced** (approximately 13% of study population): This audience was among the two segments with the highest proportion of participants with healthy weight according to body mass index measures (63%). Group members are generally satisfied with their weight and are not trying to lose weight. They actively engage in healthy eating behaviors and regular exercise. Health is a priority in making lifestyle choices.

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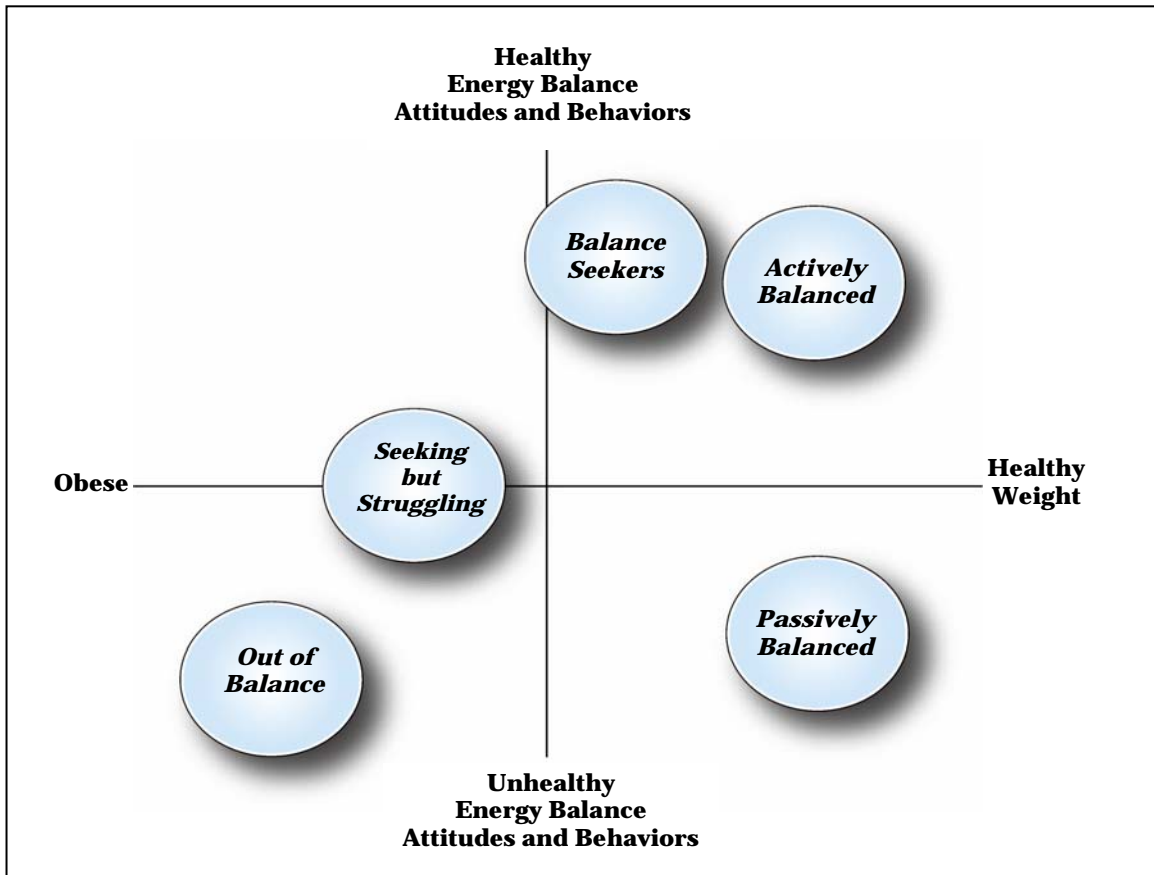
4. **Out of Balance** (approximately 22% of population): More than one-half of the respondents in this segment were obese (56%), and about one-third were overweight (31%). They are dissatisfied with their weight and recognize the threat to their health. But, unlike the *seeking but struggling* and *balance seeker* segments, they are unmotivated to make healthy lifestyle changes. They are the least physically active group, don't get any satisfaction from physical activity, and have no intention to limit calorie intake to lose weight. They are not confident they can be more physically active, eat less, or lose weight, and they have less social support for these behaviors.

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5. **Passively Balanced** (approximately 18% of population): This segment had the second highest proportion of persons with healthy weight (56%). Although they tend to be at a healthy weight, they make no conscious or active effort to maintain healthy weight. Unlike the members of the *actively balanced* audience, members of the *passively balanced* audience have low motivation and little interest in healthy eating habits. They are the most physically active group and are very confident they can stay thin or lose weight but are generally not trying to lose weight.

(From: *Segmenting Audiences to Promote Energy Balance*, p 8)

**Figure 1: Energy Balance Segments**



(From: *Segmenting Audiences to Promote Energy Balance*, p 9)