



WORKSHEET #4: SEGMENTING YOUR AUDIENCE

Purpose: To help you think through the rationale for selecting your audience segment(s)

Preparation:

Gather the following data to help you fill out this Worksheet for your program.

- **Worksheet #1**, if you have completed **Essential Element 1**.
- If you have not completed **Worksheet #1**, you can complete this Worksheet with the data you have available—data relating to young people in your country/city (this can be primary and/or secondary research). Data can come from surveys, documents, reports, health and education statistics, and from other organizations working with young people and research.

Directions:

1. Answer the questions in this Worksheet using your data.
2. Refer to the **Worksheet #4: Zanbe Example** to help you complete this blank Worksheet with the information relating to your program.

1. What is the audience that you plan to reach through your program?

2. How did you decide on this audience? (Check all that apply)
 - It was already promised to the donor.
 - We already serve this audience and want to continue doing so.
 - Our research suggests that this audience is most in need.
 - This is the group that we have the capacity and the expertise to reach.
 - Reaching this audience now will help us reach a wider audience later.
 - This audience was identified by the government (e.g., as in a National Strategic Plan).
 - Other _____

3. What types of research do you have about your intended audience? (Check all that apply)
 - Secondary research (e.g., DHS survey)
 - Primary research (e.g., quantitative and qualitative studies, mapping exercises)
 - Program reports (from your or others' programs)
 - Media consumption studies

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4. What are the most important things you have learned about your audience from the research that you have? Please include the sources of this information.

Things we know about the audience	Sources that provide this information

5. What questions would you still like to answer about your intended audience?

6. What can you do to get those questions answered?

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TIME TO REFLECT

Before you move on, take a moment to reflect on your experience with this Worksheet. What are the three key pieces of information you learned from filling out this Worksheet?

1.

2.

3.