

Global Health Issue Segmentation

The advertising agency of a philanthropic organization asked W5 to assist them in furthering their understanding of the public discourse that influences the social and political attitudes and behaviors of U.S. citizens regarding global health issues.



Tools Used:

Online Surveying

Segmentation

Strategic Consulting

Approach

W5 conducted a nationwide online segmentation survey to uncover relevant and unifying themes that can be used to inspire a shift in public discourse that influences the social and political behaviors of U.S. citizens. By surveying a nationally representative sample of registered U.S. voters, distinct and actionable segments were identified. Segment composition was defined post-hoc based on voters' attitudes, behaviors, and emotional/psychographic characteristics related to domestic and international social issues. These segments were then dimensionalized by examining various characteristics such as media usage, political attitudes, religious beliefs, and other psychographics, and demographics.

Results

W5 identified a series of distinct and actionable segments using cluster analysis. Members within each segment shared attitudes, behaviors, and ideologies regarding political and social issues, including global health issues. Ultimately, this segmentation allowed the Client to not only identify the audience most receptive to their messaging, but develop and refine overall communication strategy moving forward.