#

STEP 2 TASK 2:
Prioritize Audience Segments

**Priority Audience Segments**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Potential Segment**  | **How many people in this group? (E.g. % of population in intended areas of operation)**  | **Is addressing this group crucial to achieving program objectives?5 Most crucial1 Least crucial**  | **Is the group most affected/at risk?5 Most at risk/affected1 Least at risk/affected**  | **How likely will this group change within the timeframe of the SBCC program?5 Most likely1 Least likely**  | **Does the SBCC program have the resources to focus on this group?****5 Sufficient resources1 Insufficient resources**  | **Rank(total from previous boxes)**  | **Determine which group(s) to focus on and during which phase, according to rank** |
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