

# **Target group analysis for differentiated information about mobile telecommunications and health**

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# Contents

**Objective of the study**

**Method of investigation**

**Results:**

- **5 target groups for differentiated information**
- **Accessibility of the identified target groups**

**Conclusions**

# Objective of the study

**Identification and characterisation of target groups for differentiated information about EMF**

**For this purpose:**

- provide data base for target group oriented information
- identify target groups and describe them with respect to their characteristic and differentiating attributes
- draw conclusions for information measures

# Method

## Representative survey in Germany:

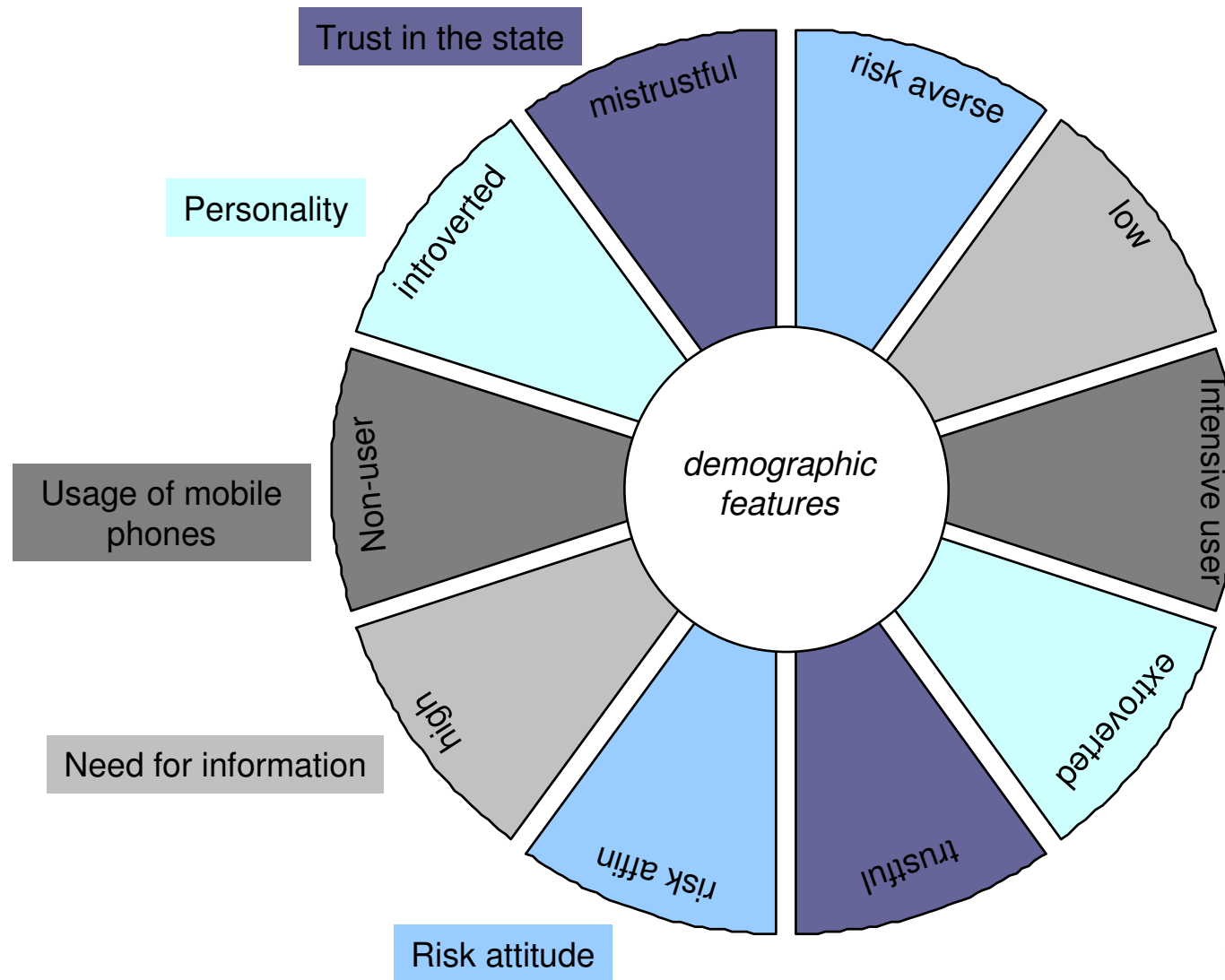
- **Population:** German speaking persons, age 14 and up.
- **Telephone survey CATI** (Computer aided Telephone Interviewing)
- **Representative random sample, n=1.000, multi-stage sampling-procedure**
- **Field work:** 1<sup>th</sup> - 11<sup>th</sup> June 2004 carried out by Ipsos Germany
- **Duration:** 26 - 29 minutes
- **Method:** multivariate analysis; cluster analysis and cluster generation

# Method: Segmentation

Consideration of **socio-demographic, psychographic** and **behaviour-oriented criteria** in the questionnaire:

- **Personality structure**
- **Confidence in the state**
- **Informational behaviour**
- **General and mobile phone-related risk attitude**
- **Mobile phone usage**
- **Demography (age, sex, education, income)**

# Coordinates for the differentiation of target groups

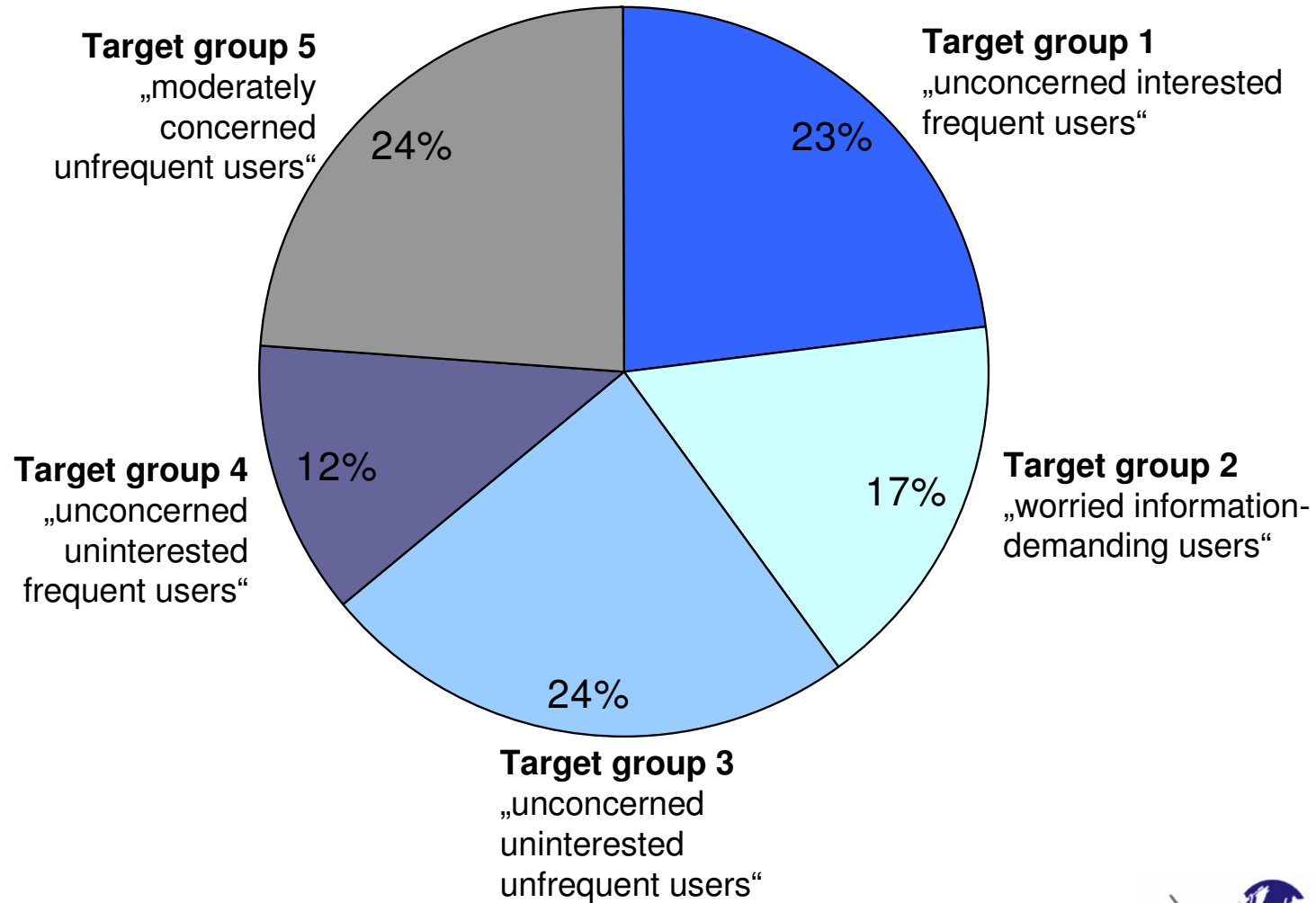


| Verantwortung für Mensch und Umwelt | ■ ■ ■ ■ ■ ■ ■

“German Mobile Telecommunication Research Programme” Workshop on Risk Communication, Oct. 18-19 2006



# 5 Target groups - proportion in population



# Target group 1: unconcerned interested frequent users

Very busy engineer, doctor, architect, notary..., Successful in job, higher income, no children, use of mobile phone for business, general interest in EMF and health due to educational background.

**Interest:**

- EMF-discussion is to a certain degree important
- perceives himself as informed; „rational character“

**Risk perception:**

- sees no special risk potential of mobile telecommunication
- good technological knowledge
- moderate general risk perception

**Mobile phone use:**

- intense mobile phone use
- mobile phone as object of daily life

**Demography:**

- rather male / age 22 – 38 / well educated / higher income

**„EMF is no particular important problem“**



# Target group 2: worried information demanding users

Teacher, administrative officer ... with middle income, family, mobile phone for private usage, infrequent user due to health concerns, sceptical of institutions, interest in EMF and health by reason of concern

**Interest:**

- EMF-discussion is important
- very intensive interest
- higher-than-average technological knowledge

**Risk perception:**

- extremely high, use of precautionary measures
- anxious, requires safety, high estimation of daily life risks

**Mobile phone use:**

- private use of mobile phones
- Mobile phone as emergency aid; use is restricted to what is necessary because of perceived health risks

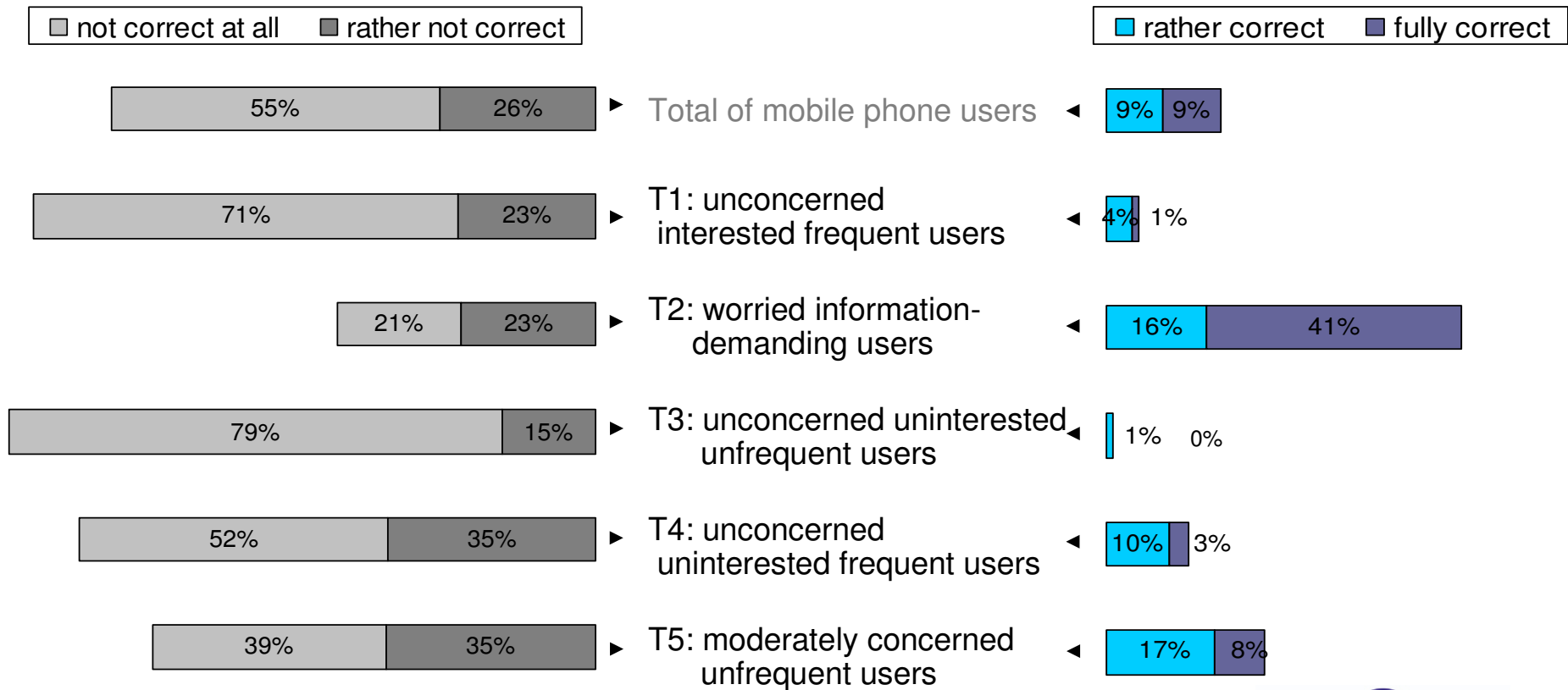
**Demography:**

- rather average income
- families, households with children

**„Risks are high, precautionary measures are necessary“**

# Target group 2: constraint of mobile phone use due to health reasons

„I rarely use the mobile phone for calling, because it could be harmful to health.“



## Target group 3: unconcerned uninterested infrequent users

Retired couple without need of mobile telecommunication, infrequent users for reasons of economy, low education, lack of interest as to little usage

**Interest:**

- EMF-discussion is absolute dispensable
- information is incomprehensible
- strongest disinterest, feel helpless (“flooding”)

**Risk perception:**

- sees very low risk potential of mobile telecommunication
- hardly any technological interest
- extremely low general risk perception

**Mobile phone use:**

- moderate or no mobile phone use at all
- little usage for economical reasons

**Demography:**

- Age 55 and up
- low education / rather low income
- retired persons

**„No interest in EMF topic, feels overtaxed“**

# Target group 4: unconcerned uninterested frequent users

Adolescent under 21, still in training, very intense mobile phone usage, lack of interest in EMF and health, mobile phone is seen as an essential every day article

- Interest:**
- EMF-discussion is irrelevant
  - no need for further information
  - second strongest disinterest after Target group 3
- Risk perception:**
- sees very low risk potential of mobile telecommunication
  - technological interest below average
  - general risk perception / use of precaution neutral
- Mobile phone use:**
- strongest mobile phone use
  - mobile phone is indispensable
- Demography:**
- Age up to 21
  - rather low education / still in training
  - rather low income

**„Uninterested, but accessible for information“**

## Target group 5: moderately concerned unfrequent users

Rather solitarily middle aged women, employee, without contact to technology, therefore little interest

- Interest:**
- EMF-discussion is moderate important
  - neutral attitude towards information demand
  - low technological knowledge

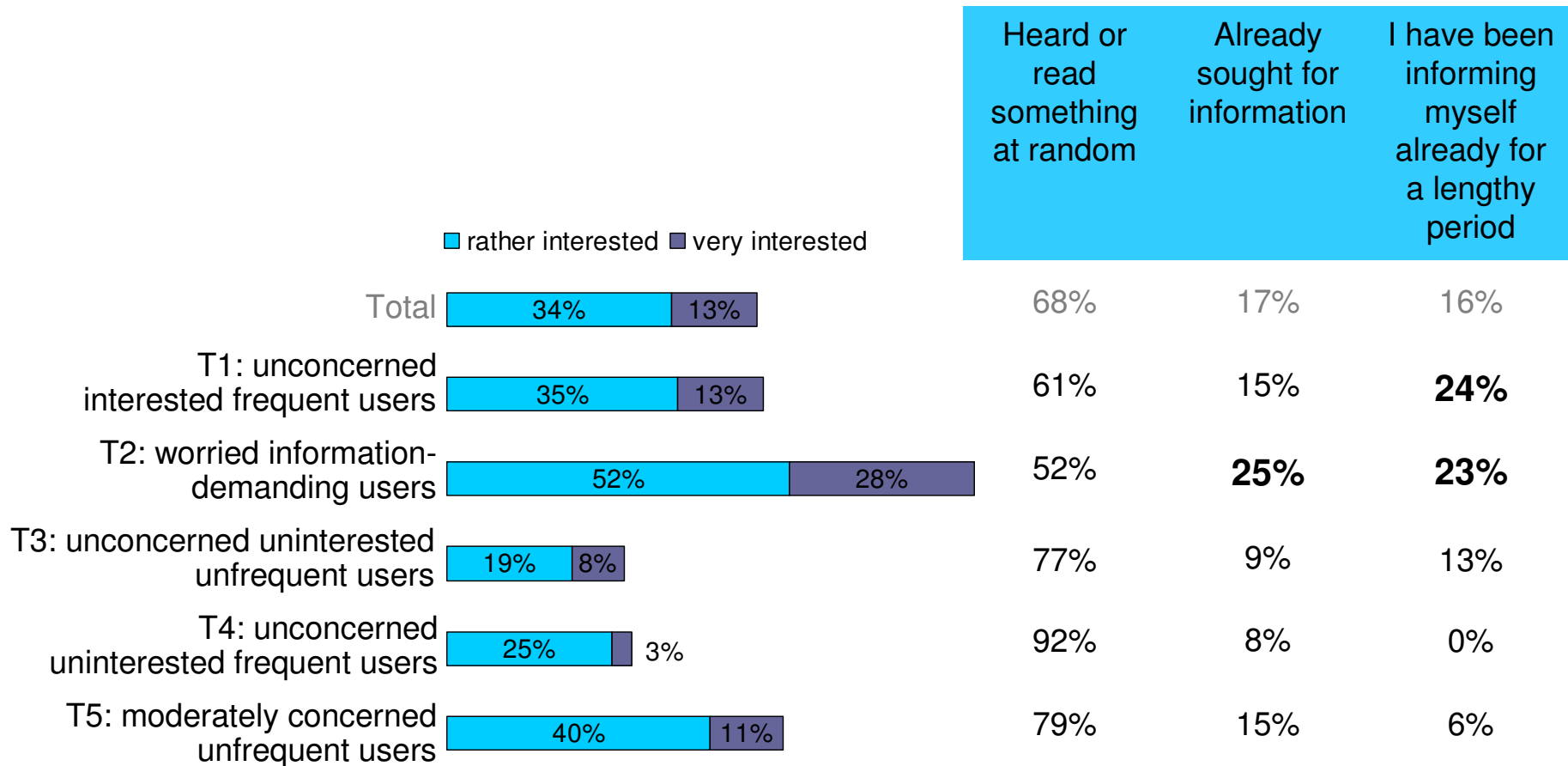
- Risk perception:**
- EMF risk perception neutral
  - feels badly informed
  - general risk perception above-average, but uses hardly any precaution

- Mobile phone use:**
- rare mobile phone use, often non-user
  - lowest assimilation of mobile phones

- Demography:**
- rather female
  - Age 22-54
  - housewives, singles, single father/mother

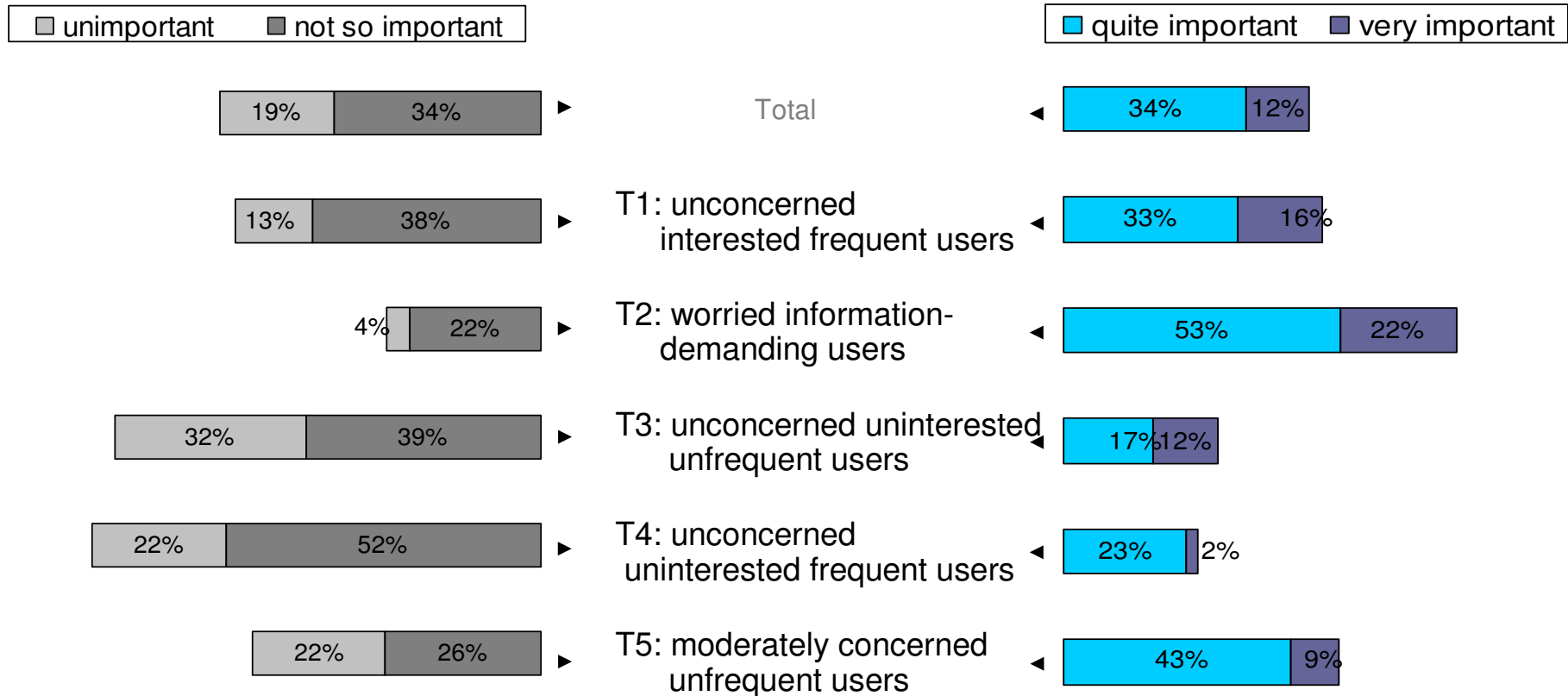
**„Mobile telecommunications is no personally relevant topic“**

# T1, T2: Higher interest in topic „mobile telecommunication and health“



# Desire for EMF-relevant information

## Further information is....:



# Accessibility of the target groups

**Only 40 % of the population can be accessed well – Internet not yet an universal channel of information**

- 1. T 1: „unconcerned interested frequent users“:**  
Good accessible by all media, also internet, only moderate risk awareness, but generally interested
- 2. T 2: „worried information-demanding users“:**  
Existing knowledge, but not easily accessible due to problems of credibility, high risk awareness, internet is not the most important media
- 3. T 3: „unconcerned uninterested infrequent users“:**  
Hardly accessible, as almost totally disinterested; lowest risk awareness, rapid overtaken, hardly accessible online
- 4. T 4: „unconcerned uninterested frequent users“:**  
Hardly accessible, as highly disinterested, low risk awareness and intense mobile phone use; peer groups play an important role
- 5. T 5: „moderately concerned infrequent users“:**  
Difficult to access, as there is no contact to mobile telecommunication and technology; existing risk awareness, but knowledge below average; general disinterest in technology



# Conclusion

- **Target groups are characterised by a complex composition of different parameters and their specific values**
- **EMF risk perception shows high parallelism to general attitudes towards life (technology, risks, institutions, media, etc. )**
- **For about 60% of the population EMF is not an important issue: interest could only be awoken with high effort over a long time period**
- **Heterogeneous information sets are required (offline, online, target group specific format and speech)**

# Thank you for your attention!