

# What's VICTORIAN SEGMENT

Victoria Segmentation, or VSEG, is a method developed by the government of Victoria, in Australia, to classify people with different "interests in science & technology"<sup>1</sup> into 6 groups (technically called segments). The people are classified as 2, 3, 1, 6, 4, 5 in the order of high "interest in science and technology."<sup>2</sup> The 6 segments are determined by the combination of answers to the following three questions: "Q1. How much are you interested in science and technology?," "Q2. Do you actively search for information about science and technology?," "Q3. When you have looked for information about science and technology in the past, have you generally been able to find what you were looking for?" (See the table).

<sup>1</sup> Not only having a broad interest in science/technology but also actively searching for information on science & technology.  
<sup>2</sup> The segment no. and the degree of "interest in science/technology" do not correspond to each other, as the segment no. was automatically allocated in the process of developing segments.  
<sup>3</sup> A group of people potentially interested in science/technology and of actively searching for information, if given a chance.  
<sup>4</sup> PESTI is a research development project launched in 2012 with researchers from six universities: Kyoto University, Osaka University, Kobe University, Shiga University, Tottori University and Tezukayama University, with the objective of forming policies that incorporate citizens' needs regarding science and technology innovation. It is positioned as a part of "JST Strategic Basic Research Programs (Research and Technology for Society): R&D program of Science of Science, Technology and Innovation Policy" conducted by the Japan Science and Technology Agency (JST), the Research Institute of Science and Technology for Society (RISTEX), and also as a part of The Science for RE-designing Science, Technology and Innovation Policy (SciREX) which is promoted by the Ministry of Education, Culture Sports, Science and Technology.

Moreover, the combination of segments 2 and 3 is set as "group of people with interest in science and technology," the combination of 1, 6, and 4 as "people with potential interest in science and technology"<sup>3</sup>, and segment 5 as "people with low interest in science and technology."  
 The result of an opinion poll conducted by PESTI<sup>4</sup> in December 2013 found that the group with interest, the group with potential interest and the group with low interest accounted for 16.1%, 61.4%, and 22.6% respectively.

## References

- 1) Kano K., Mizumachi E., Iwasaki T., Isobe H., Kawahito Y., Maenami H. (2013) Segmentation and Targeting of Participants in Science Cafes : From the Viewpoint of the Extent of Engagement in Science and Technology. Japanese Journal of Science Communication 13: 3-16 <http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/52850>
- 2) Kano K. (2014) Toward Achieving Broad Public Engagement with Science, Technology, and Innovation Policies: Trials in JAPAN Vision 2020, International Journal of Deliberative Mechanisms in Science, 3 (1), 1-23 <http://hipatiapress.com/hpjournals/index.php/demesci/article/view/1196>
- 3) Goto T., Mizumachi E., Kudo M., Kano K. (2014) Verification on the Utility of Using the Segmentation Method Developed in Australia to Assess Audiences of Science and Technology Events. Japanese Journal of Science Communication 15: 17-35 <http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/56441>
- 4) Goto T., Kudo M., Kano K. (2015) Measuring Representativeness of Participants in Public Engagement Events. Japanese Journal of Science Communication 17: 3-19 <http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/59575>

## Q1

How much are you interested in science and technology?

- 1 Very interested
- 2 Quite interested
- 3 Neither interested nor disinterested
- 4 Not very interested
- 5 Not interested at all
- 6 Don't know.

## Q2

Do you actively search for information about science and technology?

- 1 Yes
- 2 No
- 3 Don't know.

## Q3

When you have looked for information about science and technology in the past, have you generally been able to find what you were looking for?

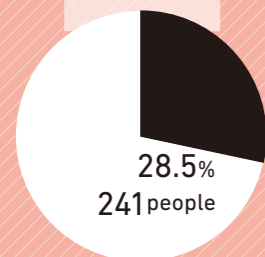
- 1 Yes, and it tends to be easy to understand
- 2 Yes, but it is often difficult to understand
- 3 No, I often can't find what I am looking for
- 4 Don't know

Q1	1 or 2	1 or 2	1 or 2	3 or 4 or 5	3	4 or 5
Q2	1	1	2	1	2	2
Q3	1	2 or 3	-	-	-	-
	Group with interest 16.1%		Group with potential interest 61.4%			Group with low interest 22.6%
	SEGMENT 2	SEGMENT 3	SEGMENT 1	SEGMENT 6	SEGMENT 4	SEGMENT 5

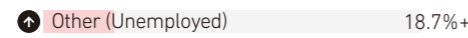
# VICTORIAN SEGMENT

# 1

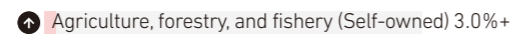
Group with potential interest



What is your current occupation?



What is the occupation you have had the longest period of time?



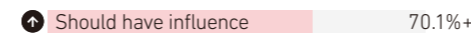
Region



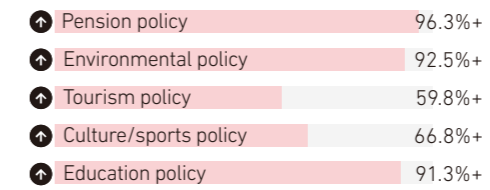
Where do you usually come across information or news on science and technology?



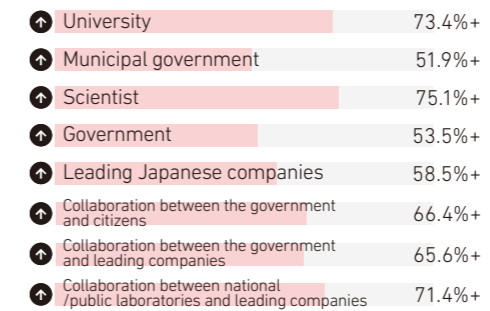
About science and technology issues that are important to you



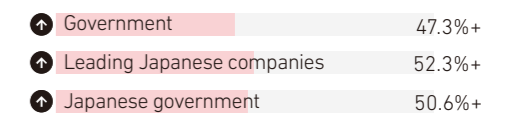
How important are the following policy items to Japan and Japanese citizens?



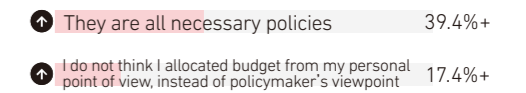
Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



How much trust do you have in the science and technology information provided by the following groups?



If you are a person in charge of policymaking, what did you feel or think?



Item name XX%+  
The largest amount than other segments

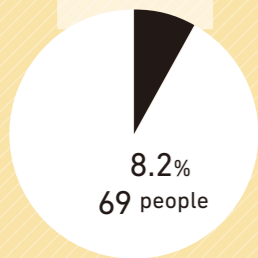
Item name XX%-  
The least amount than other segments

# VICTORIAN SEGMENT

# 2



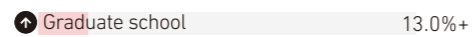
Group with interest



## Gender & age



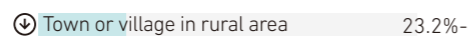
## What is your educational background?



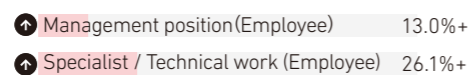
## What is your expertise?



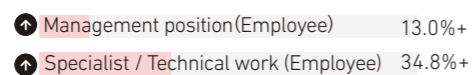
## Where did you mainly live until the age of 15?



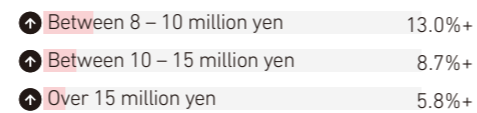
## What is your current occupation?



## What is the occupation you have had the longest period of time?



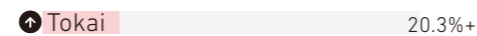
## What is the approximate pre-tax income of your entire household per year?



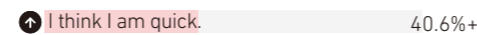
## Would you like to receive a copy of the results of this survey?



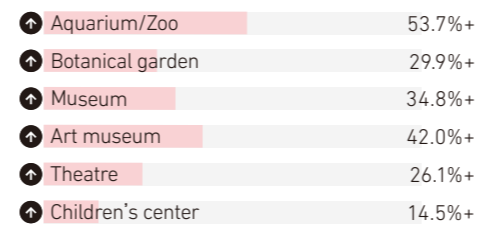
## Region



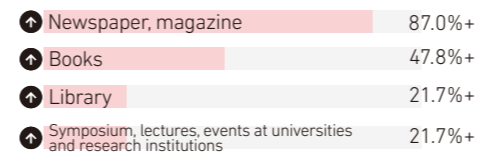
## Do you think you are quick to catch on to a trend?



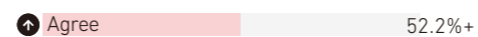
## What leisure facilities you have visited in the past one year using your leisure time?



## Where do you usually come across information or news on science and technology?



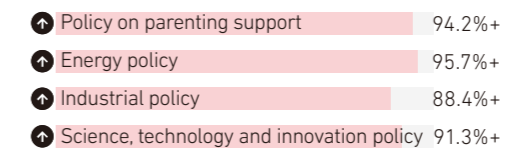
## Do you think opportunities are sufficient to deepen interest and understanding on science and technology?



## How do you feel about new technology and products?



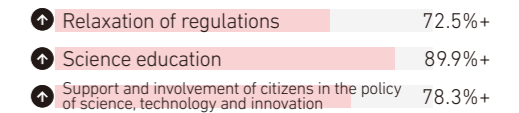
## How important are the following policy items to Japan and Japanese citizens?



## Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



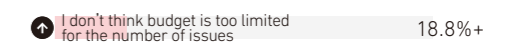
## Which do you think would advance science, technology and innovation?



## How much trust do you have in the science and technology information provided by the following groups?



## If you are a person in charge of policymaking, what did you feel or think?



↑ Item name XX%+  
 The largest amount than other segments

↓ Item name XX%-  
 The least amount than other segments

# VICTORIAN SEGMENT

# 3

Group with interest

7.9%  
69 people

What is your educational background?



University (and old-education-system high school) 43.3%+

Where did you mainly live until the age of 15?



Suburbs or outskirts of major city 17.9%+

City scale



Small city 35.8%+

What leisure facilities you have visited in the past one year using your leisure time?



Library 53.7%+  
Science museum 38.8%+

Where do you usually come across information or news on science and technology?



Science museum/museum 19.4%+

How do you feel about new technology and products?



I always try new technologies and products before anyone else does 20.9%+

How important are the following policy items to Japan and Japanese citizens?



Not policy on parenting support 9.0%+  
Not policy of safety/security of life 6.0%+  
Information and communications policy 89.6%+

Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



University 88.1%+

Which do you think would advance science, technology and innovation?



Increase of successful companies in science, technology and innovation 77.6%+

How much trust do you have in the science and technology information provided by the following groups?



Universities 85.1%+  
Global companies 67.2%+

If you are a person in charge of policymaking, what did you feel or think?



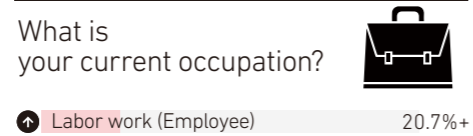
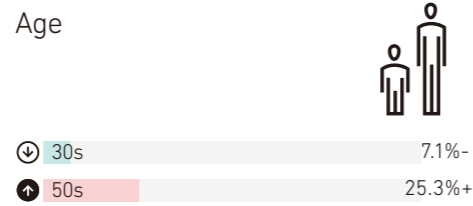
More budget should be allocated to human resources 68.7%+  
We should allocate budget for the future 92.5%+  
I don't think there are too many issues for Japan 14.9%+

Item name XX%+  
The largest amount than other segments

Item name XX%-  
The least amount than other segments

# VICTORIAN SEGMENT

# 4

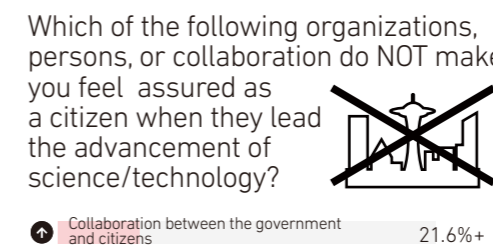
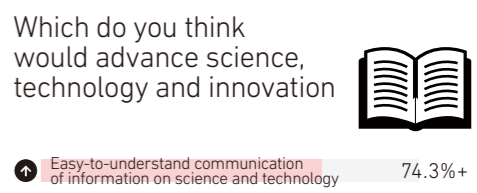
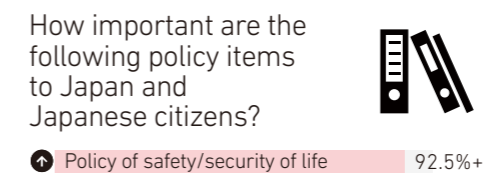
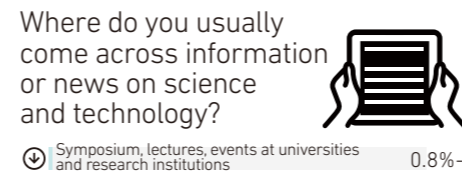


Group with potential interest



↑ Item name XX%+  
The largest amount than other segments

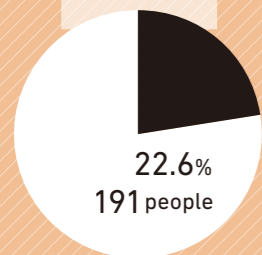
↓ Item name XX%-  
The least amount than other segments



# VICTORIAN SEGMENT

# 5

## Group with low interest



### Gender & age



Female	67.0%+
40s	10.5%-
Over 70s	31.4%+

### What is your educational background?



Elementary/junior high school (and old-education-system elementary school)	24.1%+
High school (and old-education-system junior high school)	50.3%+

### Where did you mainly live until the age of 15?



Town or village in rural area	45.0%+
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### What is your current occupation?



Homemaker(Unemployed)	27.7%+
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### What is the occupation you have had the longest period of time?



Labor work (Employee)	28.6%+
I have never worked before.	10.2%+

### Would you like to receive a copy of the results of this survey?



No	75.4%+
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### Region



Kyusyu	9.9%-
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### Do you think you are quick to catch on to a trend?



I don't think	49.7%+
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### When do you use time for leisure activities such as your hobby, culture lessons and other amusement?



Monday to Friday	12.0%-
Never (I cannot take time for leisure.)	23.0%+

### What leisure facilities you have visited in the past one year using your leisure time?



Library	21.5%-
Aquarium/Zoo	22.0%-
Science museum	6.8%-
Museum	11.5%-
Art museum	18.8%-
Movie theatre	36.1%-
Temple or shrine	30.9%-
None of the above	22.5%+

### Where do you usually come across information or news on science and technology?



Radio	6.8%-
Internet	16.8%-
Newspaper, magazine	40.3%-
Books	4.7%-
Science museum/museum	2.6%-
Library	3.7%-
Promotion event at companies, advertisement, catalogues	4.2%-
Conversations with family and friends	12.0%-
None in particular	16.2%+

### Do you think opportunities are sufficient to deepen interest and understanding on science and technology?



Agree	25.7%-
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### How do you feel about new technology and products?



I do not actively use new technologies or products	36.1%+
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### About science and technology issues that are important to you



Having no influence	72.8%+
Do NOT have to influence	55.0%+

### How important are the following policy items to Japan and Japanese citizens?



Information and communications policy	57.1%-
Energy policy	72.8%-
Environmental policy	79.6%-
Employment policy	78.0%-
Industrial policy	57.6%-
Agriculture, forestry and fishery policy	62.8%-
Disaster recovery policy	83.8%-
Disaster prevention/disaster reduction policy	82.7%-
National defence policy	56.0%-
Tourism policy	47.1%-
Culture/sports policy	46.1%-
Education policy	74.9%-
Science, technology and innovation policy	49.2%-

### Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



University	52.9%-
Scientist	61.8%-
Government	38.7%-
Leading Japanese companies	40.8%-
Public needs/opinions	34.6%-
National/public laboratory	57.1%-
Collaboration between the government and citizens	47.1%-
Research of various fields jointly	55.0%-
Government and national/public laboratories jointly	59.7%-
Collaboration between the government and leading companies	48.7%-
Collaboration between national/public laboratories and leading companies	50.8%-
Collaboration between universities, public administration, and companies	53.4%-

### Which of the following organizations, persons, or collaboration do NOT make you feel assured as a citizen when they lead the advancement of science/technology?



Collaboration between the government and leading companies	5.8%-
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### Which do you think would advance science, technology and innovation



Relaxation of regulations	34.0%-
Science education	56.0%-
Easy-to-understand communication of information on science and technology	49.7%-
Conveying opinions from citizens to the government	39.8%-
Support and involvement of citizens in the policy of science, technology and innovation	36.1%-
Increase of successful companies in science, technology and innovation	46.1%-

### How much trust do you have in the science and technology information provided by the following groups?



Universities	55.0%-
Scientists	60.7%-
Government	31.9%-
National/public laboratories	55.0%-
Leading Japanese companies	35.1%-
Japanese government	34.6%-
Well-known scientists	63.4%-

### If you are a person in charge of policymaking, what did you feel or think?



More budget should be allocated to human resources	39.3 %-
We should allocate budget for the future	60.7%-
Budget is too limited for the number of issues	55.5%-

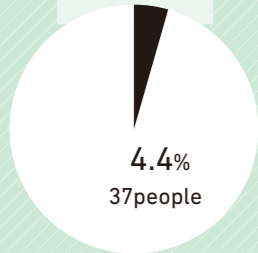
Item name XX%+  
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# VICTORIAN SEGMENT

# 6

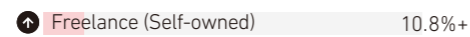
Group with potential interest



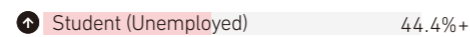
Age



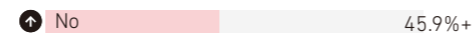
What is your current occupation?



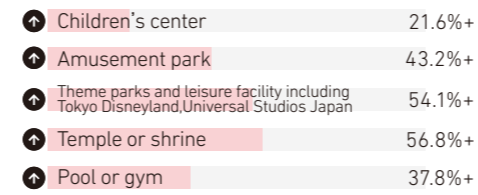
What is the occupation you have had the longest period of time?



Do you have any children?



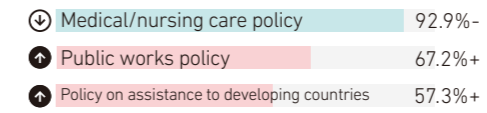
What leisure facilities you have visited in the past one year using your leisure time?



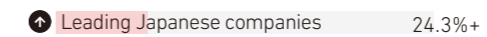
Where do you think would advance science, technology and innovation?



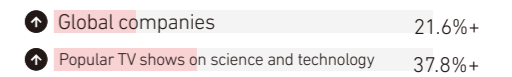
How important are the following policy items to Japan and Japanese citizens?



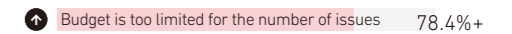
Which of the following organizations, persons, or collaboration do NOT make you feel assured as a citizen when they lead the advancement of science/technology?



How much untrust do you have in the science and technology information provided by the following groups?



If you are a person in charge of policymaking, what did you feel or think?



Item name XX%+  
The largest amount than other segments

Item name XX%-  
The least amount than other segments