Depending on the question(s) that the Affiliate is trying to answer, examples of target populations may include:

- Women who have not entered the continuum of care (e.g. have not been screened)
- Women in different age classification (e.g. 18-39 years, ages 40-65, 65+)
- Women within high risk groups
- Breast Cancer Survivors
- Healthcare professionals (e.g. physicians, clinical patient navigators, social workers, administrative staff, finance, mammography tech, ultrasound tech, Hospice)
- Previous patients of the healthcare system
- Minority population (e.g. immigrants, Hispanic/Latinas, African Americans)
- Community healthcare providers (e.g. Federally Qualified Health Care Center, health districts/departments)
- Community organizations (e.g. cancer-related, faith-based)
- Community/Lay Health Workers
- Non-clinical Patient Navigators
- Co-survivors (e.g. spouse, parents, children, friends, coworkers)

Depending on the target population, examples of where individuals/groups may be found include:

- Affiliate Community Grantees (e.g. current and former)
- Public or Private Hospitals
- Public or Private Clinics (e.g. veteran facilities, safety-net clinics, treatment centers)
- Support Groups
- Coalitions/Networking meetings
- Government Assistance Programs (e.g. HUD apartments/housing, WIC, Department of Job and Family Services)
- Employers (e.g. factories, farms)
- Community Centers (e.g. YMCA, YWCA, Senior Centers)
- Low Income Assistance Resources (e.g. food banks, shelters)
- Events (e.g. Races, health fairs, festivals)
- Public Establishments (e.g. grocery stores, Laundromats, public libraries, beauty salons)
- English as a Second Language (ESL) Schools
- Adult Living Facilities (e.g. nursing homes, assisted living facility, adult daycare facility)
- Homeless shelters
- Churches