

Attitudinal Segmentation

Within the GWI survey, respondents are asked the following questions:

TO WHAT EXTENT DO YOU AGREE/DISAGREE WITH THE STATEMENTS BELOW?

- I always strive to achieve more in life
- I am very career orientated
- It is important to me to continue to develop new skills throughout life
- I like to challenge and push myself to be the best I can be in life
- Money is the best measure of success
- You should seize opportunities when they arise
- When buying a product, the price is more important for me than the brand name
- I always try to find the best deals for products that I want to buy
- I am indifferent to what is 'in' right now / what is popular
- I like to keep up with the latest fashions
- I like to stand out in the crowd
- I look after my appearance, my image
- It is important for me to feel respected by my peers
- I am a brand conscious person
- I tend to buy the premium version of the product
- I would consider myself to be much more affluent than the average
- Having the latest technological products is very important to me
- I am constantly connected online
- It's critical for me to be able to be contactable at all times in terms of my private life
- The Internet makes me feel closer to people
- I just don't understand computers and new technology
- Technology makes life more complicated
- I think it is very important to contribute to the community I live in
- I think we should all strive for equality
- I would pay more for sustainable/eco-friendly products
- I am interested in other cultures and countries
- I like to be surrounded by different people, cultures, ideas and lifestyles
- I like to explore the world around me
- I regularly try new foods from other countries
- I would like to work and live abroad
- I find that I am easily swayed by other people's opinion
- It is important to be well informed about things
- It is important to stay in touch with what is going on in the world
- When buying products and services, I always like to seek an expert opinion before purchasing
- I tend to make decisions quickly, based on 'gut' feeling
- Other people view me as adventurous
- I always like to try new products
- I am a risk taker
- I like to pursue a life of challenge, novelty and change

Based on their responses to these questions, we classify respondents into the following segments:

ALTRUISTS	ASPIRATIONAL	COSMOPOLITAN	ECONOMICAL	IMAGE-CONSCIOUS
<p>Those who somewhat/strongly agree with all of the following statements: I think it is very important to contribute to the community I live in; I think we should all strive for equality; I would pay more for sustainable/eco-friendly products.</p>	<p>Those who somewhat/strongly agree with the statement that they always strive to achieve more in life, and those who strongly agree with at least two of the following statements: I am very career orientated, it is important to me to continue to develop new skills throughout life, I like to challenge and push myself to be the best I can be in life, money is the best measure of success, and you should seize opportunities when they arise.</p>	<p>Those who somewhat/strongly agree with all of the following statements: I am interested in other cultures and countries; I like to be surrounded by different people, cultures, ideas and lifestyles; I like to explore the world around me; I regularly try new foods from other countries; I would like to work and live abroad.</p>	<p>Those who somewhat/strongly disagree with the statement that they tend to buy the premium version of the product, and who somewhat/strongly agree with at least one of the following statements: when buying a product, the price is more important for me than the brand name; I always try to find the best deals for products that I want to buy.</p>	<p>Those who somewhat/strongly disagree with the statement that they are indifferent to what is 'in' right now / what is popular, and who somewhat/strongly agree with at least one of the following statements: I like to keep up with the latest fashions; I like to stand out in the crowd; I look after my appearance/image; it is important for me to feel respected by my peers.</p>
INFORMED	PRIVACY-CONSCIOUS	SPONTANEOUS	STATUS-SEEKERS	TECHNOPHILES
<p>Those who somewhat/strongly agree with at least two of the following statements: I find that I am easily swayed by other people's opinion; it is important to be well informed about things; it is important to stay in touch with what is going on in the world; when buying products and services, I always like to seek an expert opinion before purchasing. Also strongly/somewhat disagree with both of the following: I tend to make decisions quickly based on 'gut' feeling; other people view me as adventurous.</p>	<p>Those who somewhat/strongly agree with at least two of the following statements: I am concerned about the Internet eroding my personal privacy; I prefer to be anonymous when using the internet; I worry about my how my personal data is being used by companies.</p>	<p>Those who somewhat/strongly agree with at least two of the following statements: I always like to try new products; I am a risk taker; I like to pursue a life of challenge, novelty and change; I tend to make decisions quickly, based on 'gut feeling'; other people view me as adventurous. Also strongly/somewhat disagree with both of the following: it is important to be well informed about things; when buying products and services, I always like to seek an expert opinion before purchasing.</p>	<p>Those who somewhat/strongly agree with at least four of the following statements: I always strive to achieve more in life; I tend to buy the premium version of the product; I would consider myself to be much more affluent than the average; I am a brand conscious person; it is important for me to feel respected by my peers.</p>	<p>Those who somewhat/strongly agree with at least two of the following statements: having the latest technological products is very important to me; I am constantly connected online; it's critical for me to be contactable at all times in terms of my private life; the Internet makes me feel closer to people. Also, somewhat/strongly disagree with at least two of the following statements: I just don't understand computers and new technology; technology makes life more complicated.</p>