

Life Values Segmentation

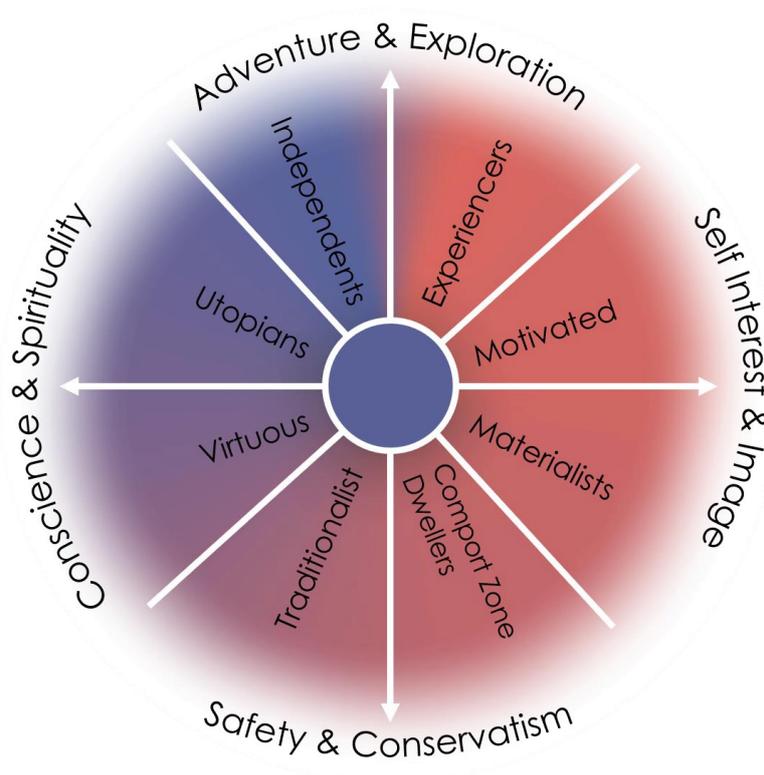


What is Life Values?

It's a segmentation that works on two levels. Firstly, it divides consumers into groups based on their priorities in life. This sheds light on the motivations of category and brand consumers. It shows how well your brand matches up with the values of its key users. Secondly, applying the segmentation to Vividata's Survey of the Canadian Consumer opens a vast range of analysable information about your target consumers.

Life Values is based on well-established psychological evidence (the Schwartz model of universal values), which has two main underlying dimensions: groups (for example: Adventure & Exploration); and segments (for example: Independents and Experiencers).

Summary of Groups



By asking a series of attitude questions, we can score respondents on these dimensions and segment them based on their priorities.

The Nine Segments

There are nine Life Values segments, each with a different set of values and characteristics:



Experiencers: have a strong desire for adventure and novelty. Thrill-seeking, self-expressive and image-conscious.



Motivated: tend to put themselves first and are open to change. Highly ambitious and willing to take risks to get to the top. Concerned with image and avid consumers.



Materialists: focus on themselves but are also, fairly conservative. Use brands to express self-identity.



Comfort Zone Dwellers: primarily conservative, with a focus on themselves. Risk averse and value image and appearance, worrying what others think of them. Tend to be family-orientated, reserved and often 'old-fashioned' in opinion.



Traditionalists: conservative but with a less self-centred orientation. Tend to be patriotic, valuing society's existing customs. Often religious and live fairly 'sedate' lives.



Virtuous: tend to be altruistic and somewhat conservative. Concerned with duty and will donate time to good causes.



Utopians: philanthropic and spiritual, but also welcome change and risk.



Independents: enjoy being different and have a strong sense of self-belief. Often creative and free-thinking.



Indifferent: neutral on most attitudes