Why understanding lifestyles tells us almost nothing about how to change behaviours

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Could these two women be motivated by the same things?

Why did this woman buy this car?

The environment?
Cameron Diaz has one?
Fuel economy?
Why are these two behaving like this?

What are values and how do we understand them?

- “trans-situational goals we set for ourselves” (Shalom Schwartz)
- Values > Emotions > Attitudes > Behaviours
- Shalom Schwartz, Ronald Inglehart
- The British Values Survey, began 38 years ago, and every few years asks 8,000 people 1,000 questions
By asking 10 questions we can find out the likely answers to 1,000

- I’m a gambler at heart
- The tried and tested way is the best
- I tend to go along with what other people want
- I enjoy the feeling of walking around with no clothes on
The fundamental drivers

• **Inner Directed**: aesthetic, cognitive, self-actualisation

• **Outer Directed**: esteem of others, self esteem

• **Sustenance Driven**: core needs, safety, belonging
Global values

Self efficacy – the belief that you will achieve your goals
The world is getting more complex and exciting

The world is getting more complex and confusing
I no longer feel safe living in this area

In order to get along with people you have to say things that they like
People who feel that few products live up to the claims of advertisers

Values first

The Campaign Company will sell you your dream at a price you can afford
At work titles and grades are important so you know how well you are doing.

People who don’t worry what others think of them.
### Messenger
We are heavily influenced by who communicates the information. Sustenance Driven audiences are far more likely to trust local people who are seen as like them and prefer face to face contact.

### Incentives
Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses. Outer Directed audiences are more likely to respond to incentives that associate with status and trend and Inner Directed audiences are the least likely to respond to financial incentives.

### Norms
We are strongly influenced by what others do. Outer Directed audiences are the most likely to follow social norms.

### Salience
Our attention is drawn to what is novel and seems relevant to us. Sustenance Driven audiences often feel uncomfortable with the novel and want the safe and predictable.

### Intelligence – important to my identity

![Map with various regions and colors indicating different intelligence levels.](chart.png)

Legend:
- **95%-100%**
- **90%-95%**
- **85%-90%**
- **80%-85%**
- **75%-80%**
- **70%-75%**
- **65%-70%**
- **60%-65%**
- **55%-60%**
- **50%-55%**
- **45%-50%**
- **40%-45%**
- **35%-40%**
- **30%-35%**
- **25%-30%**
- **20%-25%**
- **15%-20%**
- **0%-15%**

Scale Factor 1.0
Thank you
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