Why Social Marketing Practitioners will get more out of Values Modes than the Department of Health’s segmentation system, Healthy Values

Nick Pecorelli
The values space

Self efficacy – the belief that you will achieve your goals
There are too many foreigners in my country – strongly agree and agree

You are either healthy or you’re not, there is not much you can do about it
Inquisitive

I sometimes buy myself a treat when I go shopping