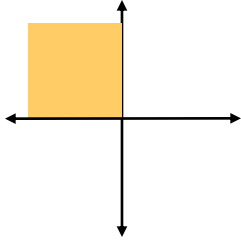


“Inclusives”

Expansion/Responsibility



- **“Consumer Reports”**
- **Concerned about social and political issues;** look for a common purpose. Actively involved in society, for example, to preserve nature and the environment. Soft conception of pleasure. Interest for health issues.
- **Active in humanitarian and cultural activities.**
- **Intellectual curiosity;**
 - Read books and different types of magazines.
 - Like to watch TV programs on culture, health.
- **High consumption;**
 - Interested in origins of products, sensitive to corporate ethics.
 - Convenience and simplicity.
 - Personalization.
- **Surf the web for its convenience:**
 - High user of the internet.
 - Value the internet as giving access to more products, shops etc.
 - Value the free-spirit of the internet: free/low cost services.