HealthFocus INTERNATIONAL

HealthFocus International Proprietary Attitudinal Segments

PROACTIVE ← → PASSIVE (REACTIVE)

Disciples	Managers	Investors	Healers	Strugglers	Unmotivateds
Believe diet is very important. Compulsive about their choices and abreast of current nutrition issues.	See positive, daily results from better nutrition and have high expectations about the benefits of nutrition.	Make healthy choices to ensure future good health and are very quality conscious.	Feel compelled to eat healthier due to health problems and tend to be older.	Yo-yo between healthy and unhealthy eating.	Don't believe diet impacts health and tend to be younger and male.