

Some of the values and mentalities of *The Concerned about Social Responsibility*

Great sense of social and ecological responsibility

Trouble living in our current times

Highly pessimistic outlook

Frugal and cautious consumption, “voluntary or forced” simplicity

Somewhat “No Logo”

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- Very strong
- Strong
- Weak
- Very weak

(*) The indices are calculated by comparing the groups analyzed to the total population

Some of the values and mentalities of *The Zealous Consumers*

They, too, have a great sense of social and ecological responsibility

Very enthusiastic consumers
Completely “Pro Logo”

- Very strong
- Strong
- Weak
- Very weak

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