

THE HARTMAN GROUP'S **WORLD OF WELLNESS**



All consumers participate at some level in health and wellness (H+W). The **Core** are the most deeply involved in H+W. **Inner Mid-level** consumers pragmatically adopt Core attitudes and behaviors but with less consistency and scope. Those in the **Outer Mid-level** experiment with H+W, often because "everyone else is doing it." **Periphery** consumers are the least involved in H+W but often share aspirations they learn from consumers from other segments.

