

# THE

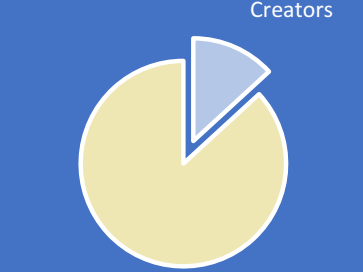
Imaginative, Original, Creative

# CREATORS



- “Indulge in creativity and make a difference”.
- “Shoot for the moon, even if you miss, you’ll be among the stars”.

## Adults



**54% ARE WOMEN** **62% HAVE AT LEAST COLLEGE DEGREE**



Your life mission/meaning is to be **rebellious, adventurous, authentic.**

The factors in choosing fellow tribe members are **authenticity, honesty, adventurousness, and optimism.**

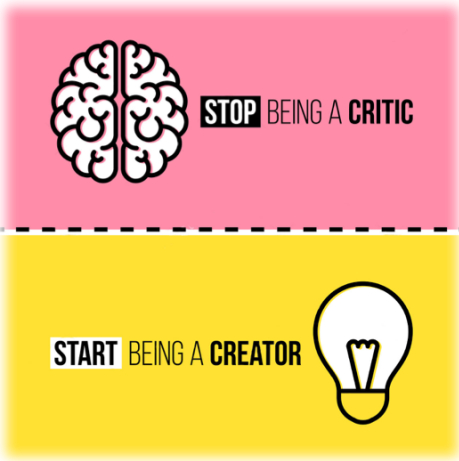
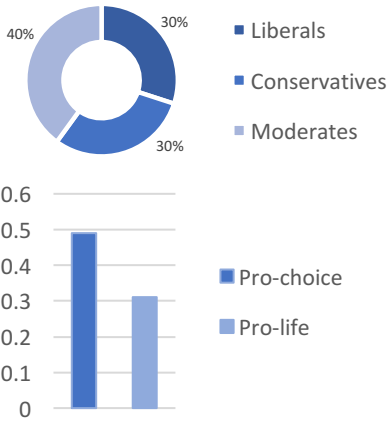
You define success as **freedom** to pursue your own passion, be your own person, define your own success.

One thing missing to complete life is to **write the great American novel and star in a movie.**

The ways to strengthen tribal bonds are by **attending a music festival, group vacation and spiritual retreat.**

## TAKE A DEEP DIVE OF THE CREATORS

### POLITICS



*“Although government does good things and plays a vital role in the lives of everyday Americans, it does still need to be cut.”*

(42% to 25%)

Government Position **VS**

*“The lack of sustainability of government spending is forcing Americans down the path to serfdom.”*

(48% to 32%)



LIKELY TO FIND THEM AT MUSIC FESTIVALS AND THEY GET A KICK OUT OF FARMERS MARKETS.

RATE AT THE VERY TOP/NEAR THE TOP ON ACHIEVING LIFE’S NOBLEST OF GOALS:  
REAL LOVE, TRUE FRIDENDSHIP, A LOVING FAMILY, CAREFREE FUN, AND PERSONAL FULFILLMENT

**77%** SCRUTINIZE LABELS FOR NUTITIONAL DATA

**68%** PAY HEED TO LOCALLY PRODUCED FOOD

**64%** CARE ABOUT THE ENVIRONMENTAL SAFETY OF CONTENTS OF FOOD

