

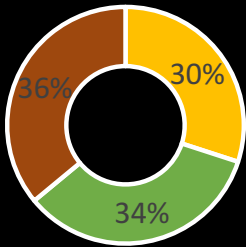
THE ADVENTURISTS



Challenges; Optimistic; Rebellious

-- “I WANT IT NOW”.

○ POSITION ON GOVERNMENT



■ Liberals
■ Conservatives
■ Moderates

Although government does good things and plays a vital role in the lives of everyday Americans, it does still need to be cut. (42%)

Government spending is unsustainable and Americans are on the road to serfdom. (50%)

○ HABITS AND ATTITUDES

Fun is worship to you and you are highest on bonding in **tailgating** and **local sports**.

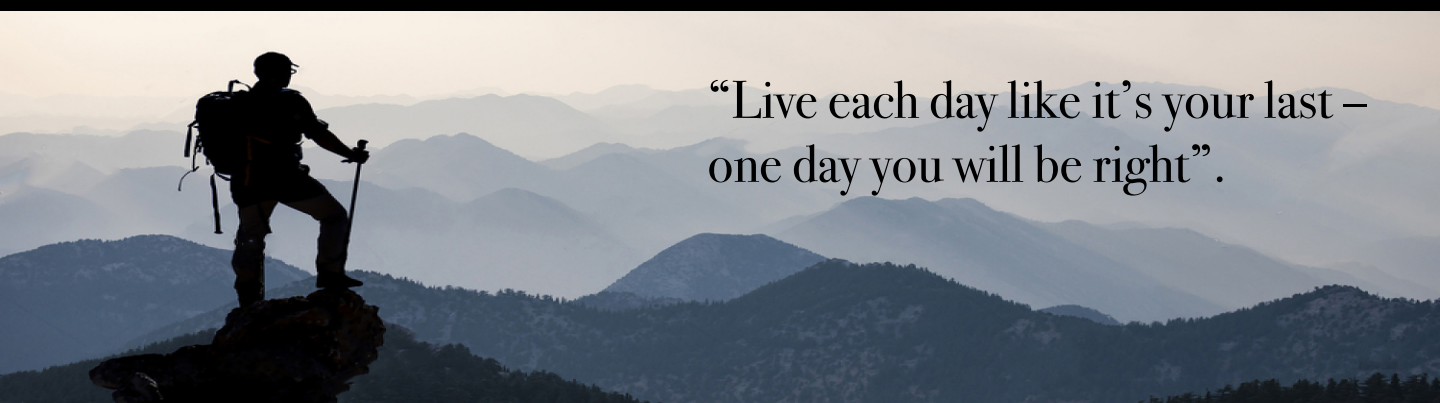


You are clearly **individualists** and **think highly of yourself**, seeing yourself as the “**intelligent chimpanzee**” and the “**free-spirited horse**”.

ADVENTURISTS are great believers in the American Dream.

YOU are satisfied by a wide array of experiences – music festivals, group vacations, dinner parties, and tailgating.

YOU are doers and action figures, not quiet wallflowers.



“Live each day like it’s your last – one day you will be right”.