

THE

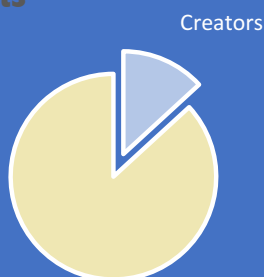
Imaginative, Original, Creative

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

38% ARE SOCIAL NETWORKERS

24% ARE IN INVESTOR CLASS

42% ARE IN CREATIVE CLASS

62% HAVE AT LEAST COLLEGE DEGREE



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

The factors in choosing fellow tribe members are **authentic, honest, adventurous, and optimistic.**

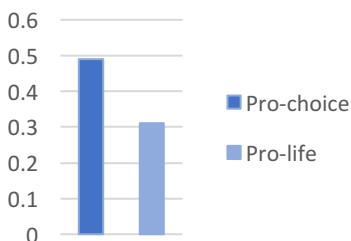
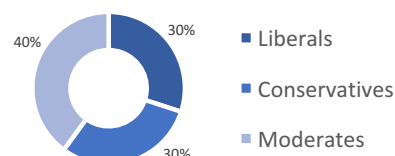
You define success as **freedom** to pursue own passion, be own person, define own success.

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

The ways to strengthening tribal bonds are to **attend a music festival, group vacation and spiritual retreat.**

TAKE A DEEP DIVE OF THE CREATORS

POLITICS



STOP BEING A CRITIC

"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

START BEING A CREATOR

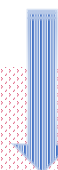


"The lack of sustainability of government spending forcing Americans down the path to serfdom."

(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

