**THE HAPPY HEDONISTS**

**POSITION ON GOVERNMENT**

Although government does good things and plays a vital role in the lives of everyday Americans, it does still need to be cut. (31%)  
Government spending is unsustainable and Americans are on the road to serfdom. (53%)

**HABITS AND ATTITUDES**

60% of you define the American Dream as “having money in the bank” – by far more than any other Tribe.

You bond most during group vacations and just love tailgating parties – yet 37% draw strength attending a spiritual retreat.

You lead among Tribes as wanting to be viewed as the happiest, the funniest, and the prettiest.

Perhaps you are self-centered but are not selfish.