

THE HAPPY HEDONISTS



Love of God and Faith

○ WORDS TO LIVE BY

“I’m finding a way to live forever”.

“Out of my way, full steam ahead”

“Happy Friday”.



○ POSITION ON GOVERNMENT



■ Liberals ■ Conservative ■ Moderates

Although government does good things and plays a vital role in the lives of everyday Americans, it does still need to be cut. (31%)

VS

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**.

