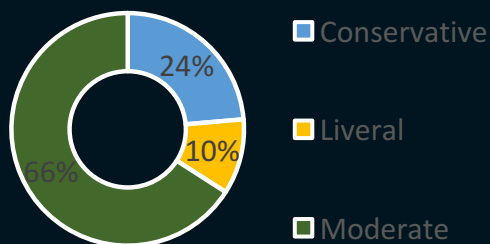


# THE ONE TRUE PATH

*Authenticity; Simplicity; Perseverance*



## POSITION ON GOVERNMENT



*Emphasis on the importance of following politics (44%).*

*Although government does good things and plays a vital role in the lives of everyday Americans, it does still need to be cut. (19%)*

VS

*Government spending is unsustainable and Americans are on the road to serfdom. (68%)*

*91% cite **authenticity** as the most important attribute.*

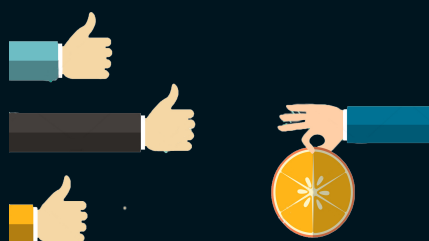
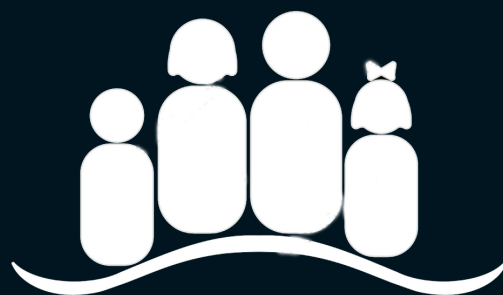
***Authenticity** is what you seek out most in other Tribes' members, in sharp contrast to the only 29% who place a high importance on fun.*

## HABITS AND ATTITUDES



*You place the highest value on **family** among all the tribes.*

*You are the new **global**, more **inclusive** and more **socially conscious evangelical conservatives**.*



*You care very much about **nutritional data** (71%), **GMOs**(51%), **locally produced food**(64%), and the **environmental impact** of food production(58%).*

## WORDS TO LIVE BY

*"Hard work and the will to succeed".*

*"Less is more".*

*"Live in the moment and lose the ego".*

