

THE OUTSIDERS

○ POSITION ON GOVERNMENT

GOVERNMENT SPENDING IS UNSUSTAINABLE AND AMERICANS ARE ON THE ROAD TO SERFDOM. (44%)

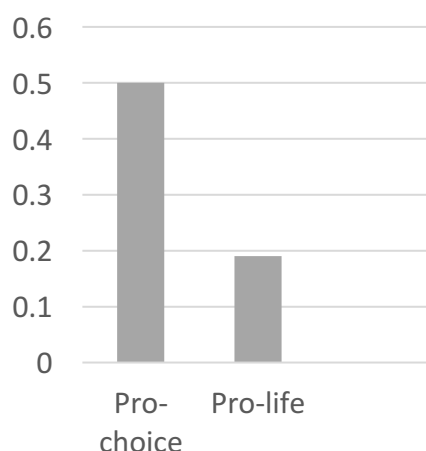
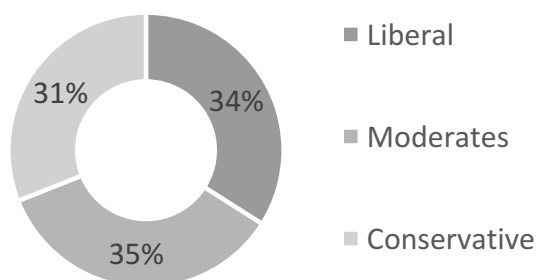
VS

ALTHOUGH GOVERNMENT DOES GOOD THINGS AND PLAYS A VITAL ROLE IN THE LIVES OF EVERYDAY AMERICANS, IT DOES STILL NEED TO BE CUT.



“Survive”.

“One day at a time”.

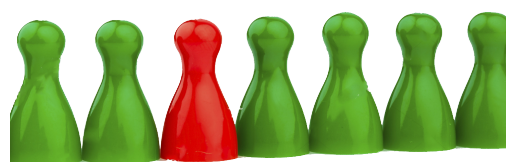


○ HABITS AND ATTITUDES

You do not care about genuine respect from others, carefree fun, or a life full of meaning.



48% of you are **individualists** – by far the leader in this category (top)
13% of you see yourselves writing the great American novel (second highest).



You place the lowest value on almost every attribute tested when compared with other tribes - e.g. the need for God, perseverance, authenticity, duty, simplicity, optimism or even family.

