

9 AMERICAN LIFESTYLES

#	NAME	# MILLION	DRIVEN BY	DESCRIPTION
1-	SURVIVORS-	6	NEED	POOR, OLD, DEPRESSED, FEARFUL, ECONOMICALLY ANXIOUS
2-	SUSTAINERS	11	NEED	STREETWISE, OUTSIDERS, UNDERGROUND
3-	BELONGERS	60	OUTER	PATRIOTIC, RELIGIOUS
4-	EMULATORS	13	OUTER	TRANSITIONING BETWEEN #3 & #5
5-	ACHIEVERS	35	OUTER	BUILD & MAINTAIN SYSTEMS
6-	I AM ME	6	INNER	GEN. X SELF ABSORBED
7-	EXPERIENTIALS	11	INNER	INNER SEEKING
8-	SOCIALLY CONSCIOUS	15	INNER	CAUSES
9-	INTEGRATEDS	3	INTEGRATED	INNER & OUTER LIFE