**Psychographics:**

V\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_L\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_S\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Characteristic Characteristic Hope Fear Tastes

One Two

**%** OF **POP**

BELONGER

EMULATOR

EMULATOR-ACHIEVER

SOCIETALLY CONSCIOUS ACHIEVER

NEEDS DIRECTED

VALS is different from demographics because

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_