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| VALStm Lifestyle Segmentation |
| Valstm Group | **Profession** | **Resources** | **Self-****Orientation** | **Psychological****Attributes** | **Lifestyle** |
| Actualizers | Business & government leaders | Most | Seek change, value image as self-expression | Successful, active, sophisticated, take-charge people with high self-esteem | Rich & diverse lives. Enjoy fine things |
| Fulfilleds | Professionals & retireds | High | Principle oriented: seek knowledge & consistency be-tween their behav-ior & world view | To show status, luxury market | Innovators for new products & technology |
| Belivers | Professionals & retireds | Low | Principle oriented: value order, knowledge & responsibility | Conservative, conventional, traditional, predictable | Meet their needs on modest incomes |
| Achievers | Professionals | High | Status oriented: seek security & social standing through achievements | Conventional, politically conservative, committed | Buy good products to exemplify success |
| Strivers | Service workers | Low | Status oriented: seek approval of others to validate themselves | Believe money defines success & feel cheated or not having much | Emulate more economically successful people |
| Experiencers | College students & professionals | High | Action oriented: intensely involved in variety of exciting activities | Practical, constructive, conservative, suspicious of new ideas & government intrusions | Like new, offbeat & risky activities |
| Makers | Work in trades | Low | Action oriented: adamantly self-sufficient | Vital, enthusiastic, impulsive, rebellious, socially & politically opinionated | Value only practical & functional possessions |
| Strugglers | Unemployed & workers who earn poverty wages | Lowest | Survival oriented: constantly struggle to meet immediate needs | Struggle for survival overcomes all psychological attributes | Cautious consumers, loyal to favorite brands |

*Linda P. Morton, Public Relations Publications: Designing for Target Publics (Norman, OK: Sultan Communications Books, 2000).*