



# Value Populations

## Values Drive Behavior

Traditional age-based demographic research analyzes past behavior in the attempt to predict future behavior. Unfortunately, this analysis method is seriously flawed—because past behavior does not drive future behavior. Behaviors are not drivers, they are responses—responses to emotions that are activated by a person’s consistent and lasting set of values.

## What is a Value?

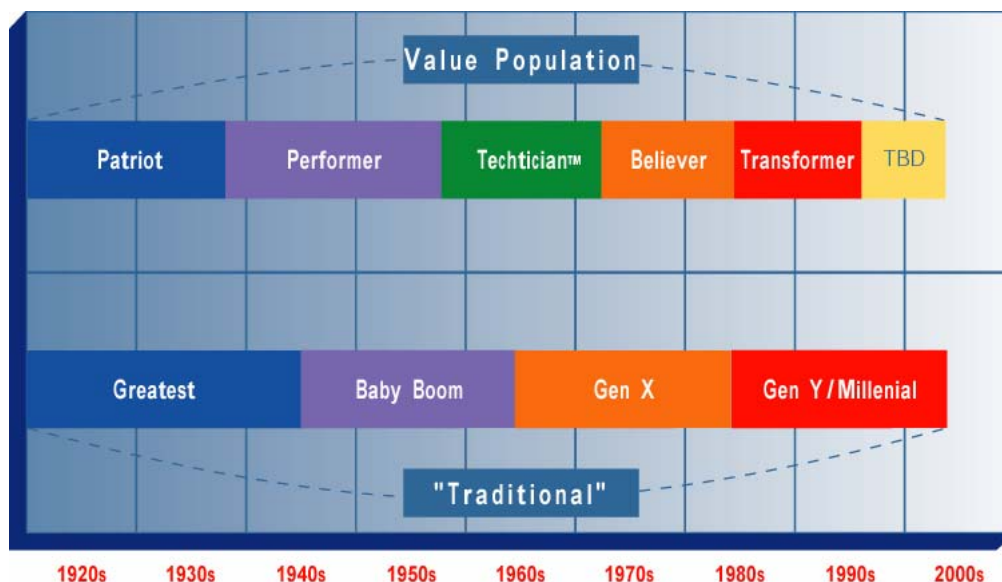
Values are our subconscious perspectives on life that guide our behaviors. Values determine how we view the world and interface with it and other people. Values are survival mechanisms that teach us to adapt and allow us to survive in the environment that we are born and remain consistent throughout our entire lives. Values are not the things we want them to be or what we think they should be—values are what they have to be.

## What Forms Our Values?

Values are formed through cultural apprenticeship from experiences in our formative years. Since the proliferation of mass communication starting in the 1920’s with the introduction of broadcast radio, value formation has increasingly become driven by social influences and events rather than historically consistent family and local cultural conditions

## What is a Value Population?

Value Populations are groups whose consistent connection is shared values—values that were created by experiencing shared events in the cultural environment. And since values play such an important and increasing role in defining consistently behaving cohort groups, we could no longer use the traditional term “generation” to accurately define them, so we coined a new term, Value Populations.



## A Brief Overview of the Value Populations

### ***Patriots—Born 1920–1937***

It would be naïve to assume that life was easy prior to the Patriot value-formation period. On the other hand, it can be argued that life experiences were somehow more consistent, measured, local, and familiar prior to the advent of mass communication, industrialization, global depression, and world war.

With the Patriots, one encounters a Value Population “forced” to collectively accept a complex, unknown, and seemingly dangerous future. While mass prosperity and cultural freedom beckon in this new age, it is the collective pain that fate inflicts on this group, primarily via economic disappointment, but also through significant changes in the established social fabric, that most clearly leaves a lasting mark on their values. For this group there is a strong sense that life-changing decisions are made on their behalf—ones that they do not fully participate in making, that they do not necessarily want, and that at times hurt them badly.

Throughout the social commentary of the Patriot period, there is a deserved litany of suspicion regarding bankers, businessmen, brokers, and most politicians. Subjected to the grim residue of war, disease, and want, Patriots, more than any other Value Population, are about exercising caution, mistrusting the motives of others, keeping their hands on their wallets, and most of all, attending to the rules and rituals of the families, friends, and social equals who validate and protect their own stash of valuables and values.

### Patriot Values

---

- Familiarity
- Creature Comforts
- Wealth
- Affection
- A Place in the Collective
- Loyalty
- Virtue
- Courage
- Defense and Security



## **Performers—Born 1938–1957**

If Performers sometimes seem unduly self-absorbed and self-indulgent, one must first consider the conditions of their value-formation period before passing too blithe a judgment. Born during and just after global war, and heirs to the advent of “we will bury you” Communism and its consistent threat of nuclear annihilation, offspring of the Patriot Value Population—most notably characterized by caution and an obsessive allegiance to the prevailing practices of the clan—the Performer generation might well have emerged as a tribe of crushed gray spirits quivering in the darkest corners of their own repressive nightmares. But be it a matter of fate, fortune, or their own sheer numbers, the Performers take the exact opposite generational tack ... that of lighting their own inner flames rather than cursing the darkness.

There are always exceptions to these broad generalities, but no other Value Population quite compares with Performers for their lust after life’s sheer drama—for the belongings, feelings, and events that make an individual feel unique and very much alive.

### Performer Values

---

- Personal Freedom
- A Place in the Sun
- Courage and Adventure
- Creativity
- Youthfulness
- Romance
- Glamour and Style
- Broad Generalizations
- Friendships



## **Techticians—Born 1958–1971**

Techtician values derive from a complex mix of social idealism and world-weary cynicism. Born into a world flush with scientific, social, economic, and personal potential, some of which did manifest in very positive ways during their value-formation period, the Techticians were ultimately subjected to a degradation of events. President John F. Kennedy invoked outer space as a metaphor for man's unlimited potential for advancement. Unfortunately, advancement did not occur and the times instead declined in the forms of political assassinations, violent generational confrontations over moral attitudes, and the ethical calamities of the Vietnam War and the Watergate scandal.

While simultaneously disposed toward altruistic acts of service and a cautious, if not cynical, approach toward swallowing too much of anyone's pitch, Techticians now seem to be marked by nothing so much as their pragmatism. They accept few absolutes—relying mainly on “the facts” and a rational process for stringing them together for the benefit of some greater, albeit conditional, good.

*“We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills ...”*

—John F. Kennedy

### Techtician Values

---

- Self-Reliance
- Service
- Pragmatism
- Data and Logic
- Time
- Skill
- Technology
- Alienation
- Nature



## ***Believers—Born 1972–1983***

It is tempting to dismiss Believers as victims of a bad patch of history and to simply offer generational condolences. Certainly Believer value formation takes place in an era of broad political, economic, and social dissolution, and there is hardly a more representative phrase than “power outage” to describe the general tone of the times. But to be frank, the term “power outage” is a common aspect of the characteristic Believer personality. What makes the Believers such a fascinating group, however, is an appreciation of the skills they develop to cope with and survive the issues posed by such a low-wattage value formation period.

Along these lines, some of the defining qualities of Believers include empathy, patience, and, perhaps most importantly, the faith that rescue may be near at hand. To some observers, the idea that things are simply going to get better of their own accord may seem rather naïve and escapist, but the overriding “truth” of the Believer value formation period is that at its darkest hour the Ronald Reagan administration comes along and things suddenly do get better. Grace, Believers seem to inherently know, can only arrive if one makes room in the spirit for its possibility.

### Believer Values

- Friendship and Love
- Suspicion of Leaders
- Feminism
- Peace and Diplomacy
- Comfort and Ease
- Justice
- Patience
- Grace
- Art



## ***Transformers—Born 1984–1995***

While Transformers are still in their childhood and adolescence as this is being written, one may safely assume that this Value Population is likely to take a back seat to none when it comes to claiming a share of the world's wealth and power. Whereas Believers, who preceded them, appear to have accepted peace as a path through turmoil, Transformers have received their value conditioning in an era that endorses a far more energetic and assertive approach toward personal survival and self-satisfaction. Created in a complex time of personal power resurgence amidst chaos, built by the speed and perception-bending qualities of the computer age, and fraught with streetwise intelligence about what separates winners and losers, Transformers, already exquisitely adept and savvy, are likely to survive on their own terms.

*"The poet called Miss Liberty's torch 'the lamp beside the golden door.' Well, that was the entrance to America, and it still is. And now you really know why we're here tonight. The glistening hope of that lamp is still ours. Every promise, every opportunity is still golden in this land. And through that golden door our children can walk into tomorrow with the knowledge that no one can be denied the promise that is America."*

*—Ronald Reagan, Republican National Committee speech (1984)*

### Transformer Values

---

- Power
- Edge
- Control
- Challenge and Competition
- Loyalty
- Tradition
- Enhanced Perception
- Money
- Transcendence





## Where Can I Learn More?

A comprehensive overview of the history, cultural icons, and lasting values of the Value Populations can be found in:

### *The Consistent Consumer* *Predicting Future Behavior Through Lasting Values*

Get your copy today...

