

# VALS from AUDIENCE 98

## Innovators and Thinkers: Shared Characteristics

Creative

Refined

Independent

Active Participants in Life

Career-Oriented

Concerned about community

Feel duty to become involved

Efficient

Self-assured

Well-educated

Global Citizens

Knowledge-seeking

Committed to social causes

Strong interest in art/culture

Provided by John Sutton & Associates: [www.radiosutton.com](http://www.radiosutton.com)

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