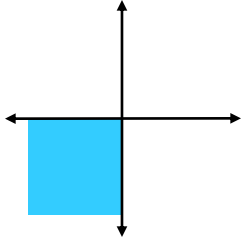


“Loyalists”

Responsibility/Stability



- **“Sears Craftsman Tools”; “Mom, Apple Pie, Made in the USA”**
- **Prefer order and predictability over spontaneity and flexibility.** Are satisfied with their life and slow to experiment and change --
 - They care and protect more than they dare to conquer.
- **Not very active in terms of consumption**
 - They typically will adopt innovative products only when tried and tested, following other segments when they are sure it works.
- **Prefer routine and live a quiet life.**
- **This group uses the Internet the least of all four groups.**
 - Not over-represented on any products or services available on the web.