

Value Population - Core Values

Patriots (Born 1920–1937)	Performers (Born 1938–1957)	Techicians (Born 1958–1971)	Believers (Born 1972–1983)	Transformers (Born 1984–1995)
Familiarity	Personal Freedom	Self-reliance	Friendship & Love	Power
Creature Comforts	A Place in the Sun	Service	Suspicion of Leaders	Edge
Wealth	Courage & Adventure	Pragmatism	Feminism	Control
Affection	Creativity	Data & Logic	Peace & Diplomacy	Challenge & Competition
A Place in the Collective	Youthfulness	Time	Comfort & Ease	Loyalty
Loyalty	Romance	Skill	Justice	Tradition
Virtue	Glamour & Style	Technology	Patience	Enhanced Perception
Courage	Broad Generalizations	Alienation	Grace	Money
Defense & Security	Friendship	Nature	Art	Transcendence