

EMOTIVE SEGMENTATION - UK

MARKETING SERVICES | VisualDNA™

Increase your advertising revenue with the world's most complete psychographic profiles

Global advertisers and agencies can improve their display ad campaign reach, performance and ROI by using over 900 VisualDNA audience segments across 9 key advertising verticals.

Our data offering is unique in its focus, giving you the most complete audience picture that incorporates Emotive segmentation - a completely new way of understanding and matching the motivations, aspirations and personality traits of users around the web.

VisualDNA data delivers unique categorisation to match your clients' advertising briefs, so you can secure more business and continue delivering the best results.

How we collect data

We've developed an incredibly unique and patented way of understanding people, driven by the science of converting visual personality quizzes into rich and accurate audience profiles.

- Quizzes are not incentivised leading to more genuine answers
- Non-linear nature of quizzes results in our ability to capture 50-250 data points per user



Identify and reach the right audience in real time with VisualDNA-powered campaigns. Email us at data@visualdna.com



GENERAL INTERESTS

SPORTS FANATICS

Sports Fanatics are truly passionate about the beautiful game, as both a source of entertainment and a lifestyle. They love the thrill of the match and aspire to emulate the lifestyle - and salary - of topflight players.

MUSIC FANATICS

Music Fanatics are true music lovers. They treat music both as a personal experience and also an opportunity for socialising. They regularly buy music and attend concerts, and may also create their own across a variety of instruments.

BOOK WORMS

Book Worms are intelligent, literate and curious. They love to explore new worlds and ideas through literature and spend a lot of their disposable income on books, from classics to the latest bestsellers. They may also be in some form of education, which would increase their expenditure on reading materials.

GAMERS

Gamers will play computer games whenever they get the chance, both by themselves and socially with their friends. But their interests also extend beyond the latest RPG, and they have a keen interest in all the latest tech development.

AUTO ENTHUSIASTS

Auto Enthusiasts are firmly in-market for a new set of wheels. They think about cars, they talk about cars, and they plan on buying cars. They do have other interests though, and enjoy getting active, whether outdoor (in their new 4x4) or in the gym. They like to feel and look good.

STYLE CONSCIOUS

Style Conscious group members are obsessed with style and fashion. They readily spend a lot of time and money looking and feeling good, pampering themselves, and experimenting with their look. They are also interested in celebrity culture, which they aspire to emulating.

AVANT-GARDE

Avant-Garde group members have aspirational consumer interests, and like to take care of themselves. They are dedicated followers of fashion, and keep up to date with the latest trends and current affairs. They like to look good, and they like to be seen looking good.

ARTS AND CRAFTERS

Arts And Crafters can be identified by their hands on creative interests. They enjoy creative experimentation, and using their own creative skills to control and improve their immediate environment. This environment tends to be quite domestic, but they also look beyond for inspiration and new ideas.

GOURMET EXPLORERS

Gourmet Explorers are interested in discovering new flavours, tastes and cultures. They are true foodies and love to combine culinary-based adventures with spending a lot of time in the kitchen cooking up a storm.

FAMILY FOCUSED

Family Focused group members either have or planning to have children in the near future. As such, they are focused on family and the home. They are interested in buying domestic products that are highly functional, with the occasional purchase that combines function and fun to treat themselves.

ASPIRATIONS AND DREAMS

MAINSTREAM CONSUMERS

Mainstream Consumers are very traditional consumers. They aspire to having enough money to buy themselves whatever they want, and enough time to take care of their bodies so they look their best. But their love of guilty pleasures may be stopping them reaching their bigger goals.

CONVENTIONAL ASPIRERS

Conventional Aspirers have quite a traditional view of 'the good life'. They have an optimistic view of the future and believe they will achieve their dreams, which range from a happy family, career success and self-improvement.

LOVE ASPIRERS

Love Aspirers have grand romantic aspirations. They hold quite traditional values in terms of love and companionship, but they are also not averse to the occasional public display of their happiness.

FAMILY ASPIRERS

Family Aspirers are extremely family-focused. They want a happy family life and hold idealised views of domesticity work, and the 'perfect family'. They have quite traditional, innocent aspirations.

HAPPINESS SEEKERS

Happiness Seekers value personal happiness extremely highly. They seek inner content and calm, and their aspirations reflect this. They enjoy life's simple pleasures and have a bright outlook on the world.

IDEA SEEKERS

Idea Seekers aspire to fresh perspectives and new ways of thinking. They think ideas are the key to both self development and success, and they want both. They're aware that the quest for new ideas can be a frustrating one, and that life has as many dead ends as breakthroughs.

NATURE LOVERS

Nature Lovers want to explore the world, and they also want to protect it for future generations. They're positive and outgoing. They want to make a difference, and they draw strength from feeling like they've played their part.

CAREER DRIVEN

Career Driven group members are very studious, hard working, and are determined to succeed in their chosen field. They value education, intellectual engagement, and academic aspirations that lead to a career advancement.

MONEY DRIVEN

Money Driven group members crave a life of riches, and the security and stability that a lot of money can provide. For them, money really is the route to a better life. They seek success, and view large displays of wealth as signs of this success.

ASSET DRIVEN

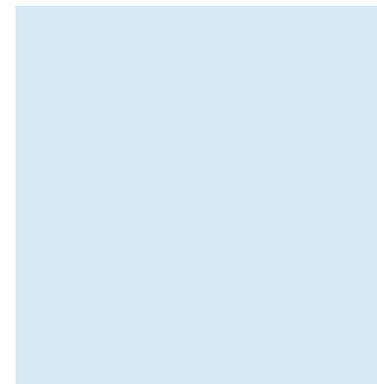
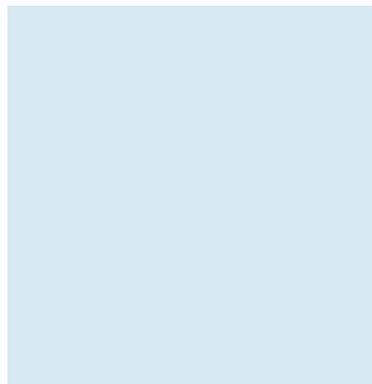
Asset Driven group members are drawn to physical, large scale measures of success. They aspire to property ownership and other tangible signifiers of achievement, security and status. They are likely to be interested in anything that would help them to realise their dreams quickly.

SPIRITUAL BELIEVERS

Spiritual Believers draw strength from their faith and have dedicated their life to exploring and further their life to exploring and further developing their spirituality. They cultivate a very philosophical view of the world and avoid being swayed by transitory or ephemeral events.

FUTURE CHAMPIONS

Future Champions can smell success. They treat life like a game and think they're winning. They take their aspirational cues from the world of sport and they're drawn to the glamour, attention and recognition that sporting superstars receive.



DEALING WITH STRESS

WORK HARD PLAY HARD

Work Hard Play Hard group members don't let stress get in their way. They work hard, and when the stress builds up, they play hard. They're an intensely sociable group and thrive in structure, social environments.

BRUSH OFF

Brush Off group members would much rather ignore stressful feelings in favour of active, social fun. They may occasionally take some time to think things through, but for the most part they prefer burning off some steam with friends.

TALK IT OVER

Talk It Over group members are natural communicators, and generally have a positive world view. They like to know where they stand at all times, and rely on talking through problems with others to help them find the best solutions. They are a sociable group.

CONTEMPLATORS

Contemplators respond to stress with careful thought. They require time to process events and their response, and this time is mostly spent alone. They rely on the perspective and lack of distraction that the natural world provides, but also appreciate the value of productive action.

COMFORT SEEKERS

Comfort Seekers look for comfort and support from others when they feel stressed. They are emotional and very tactile, and value physical connections with people close to them. They also like to reciprocate and take care of others whenever they need help.

EMOTIONAL

Emotional group members are characterised by their tendency to react extremely emotional to stress and difficulties. They can feel overwhelmed by negative feelings, which they tend to internalise and to which give a lot of attention and energy.

QUICK FIX

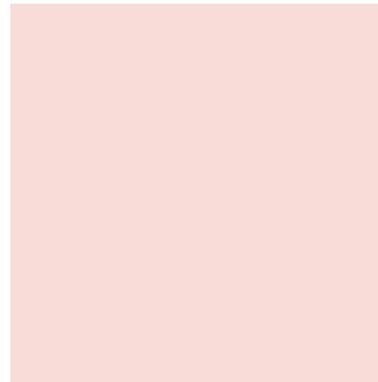
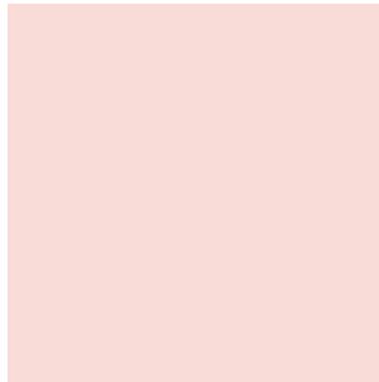
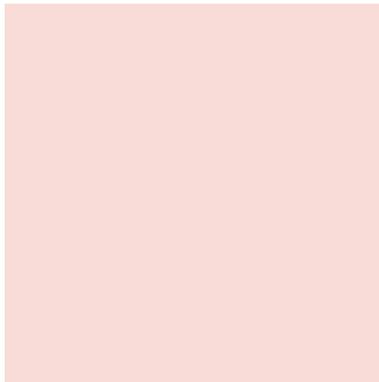
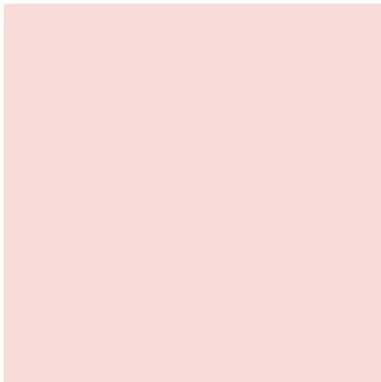
Quick Fix group members are interested in immediate results and seek out the fastest routes to getting them. They dislike stressful situations but their tendency towards sudden emotional reactivity and reliance on short term distractions can make their problems last longer than necessary.

BOTTLED UP

Bottled Up group members respond to stress with a brave face, at least to the outside world. Inside their head they can be consumed with uncertainty and need time alone to process their problems, but you won't see this side of them.

HOT AND COLD

Hot And Cold group members can seem quite contradictory in their reactions to stressful situations as they are governed by their changeable emotional state. One day they may act out, the next they may internalised their feelings, and the next they may funnel all their energy into work.



LOVE

TRUE ROMANTICS

True Romantics have an idealised view of love and romance. They seek companionship, are flirtatious, and like to both give and receive attention. They take quite an old school approach to love. They appreciate grand gestures but also see the value of everyday companionship and a more personal style of romance.

WAVELENGTH ROMANTICS

Wavelength Romantics demand connection with their lovers in every level of their relationship. They seek companionship and a true meeting of minds and hearts across humour, communication, sex and everyday togetherness. They like love that is exciting, adventurous, and a lot of fun.

ROLLERCOASTER ROMANTICS

Rollercoaster Romantics understand the highs and lows of love. They naturally prefer the highs and seek them out, but they also look for lovers who they can work through the more difficult times with and from whom they can draw strength when needed.

ROMANTIC TRADITIONALISTS

Romantic Traditionalists are quite traditional in their romantic desires. Grand, and often public, gestures of love make them feel special and set their heart aflutter.

ROMANTIC ADVENTURERS

Romantic Adventurers believe that love is an adventure, and they're seeking someone to go exploring with them. They understand that love has its ups and downs, but they are mostly positive and excited about the romantic journey they are on.

DRAMATIC LOVERS

Dramatic Lovers enjoy the type of love that the whole world can see. Deep down they yearn for natural connections but they also enjoy the more performative aspects of love and relationships. They feel like love is a movie and they're the star.

PASSIONATE LOVERS

Passionate Lovers seek strong connections with their partners. For them, love and sex cannot be separated. They are extremely sensual people and seek out love that is flirtatious, intimate, attentive and explosively physical.

LOVING COMPANIONS

Loving Companions believe that solid, dependable companionship is the key to love. They relish support, humour and a sense of togetherness. They do not go in for grand gestures and believe reasonable expectations play a crucial role in long term relationships.

UNROMANTIC

Unromantic group members are overly aware of the pragmatic give and take of love. They enjoy the excitement of flirtatious and attentive love, but are also quite experienced in the harder side of love which has caused them to become quite jaded.

TENDER HEARTS

Tender Hearts crave tenderness and comfort in love. They appreciate everyday gestures of love and the constant reassurance of a caring lover. As they are very tender they are easily hurt, but they believe in the heart's ability to repair itself.

LONELY HEARTS

Lonely Hearts crave romance as they aren't experiencing much of it right now. For them love is a tender, optimistic feeling which is just out of reach. They value intimacy and seek out deep, companionable connections with their lovers.

FINANCE

LEISURE SPENDERS

Leisure Spenders like to spend their disposable income on fun leisure activities. They enjoy pampering and taking care of themselves but are just as likely to be found in the middle of the action. They have a taste for the finer things and are willing to pay to get them.

STYLE SPENDERS

Style Spenders like to flash some serious cash. They have expensive tastes and like to show off their purchasing power with stylish personal accessories and by kitting out their house with the latest top of the range gadgets.

FOOD SPENDERS

Food Spenders have a real love of food and enjoy treating themselves to five star gourmet experiences. They enjoy spending their disposable income on social activities centred round a slap up meal at their favourite restaurant or at home, using their gadget-filled kitchen.

HOME IMPROVERS

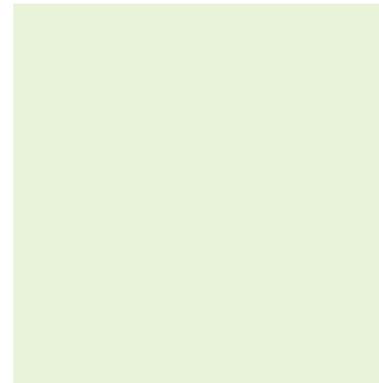
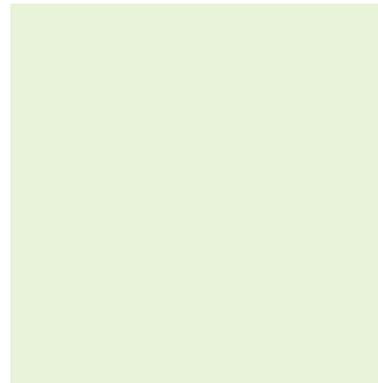
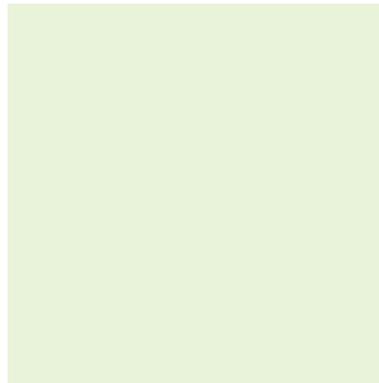
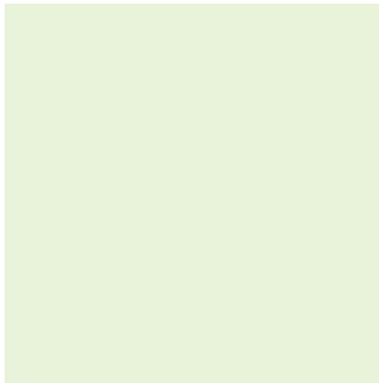
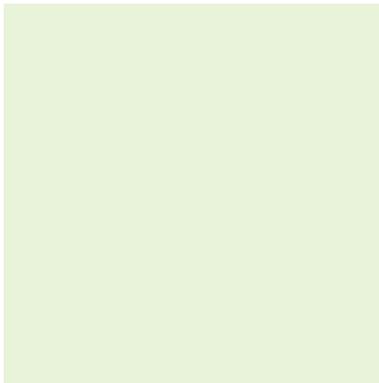
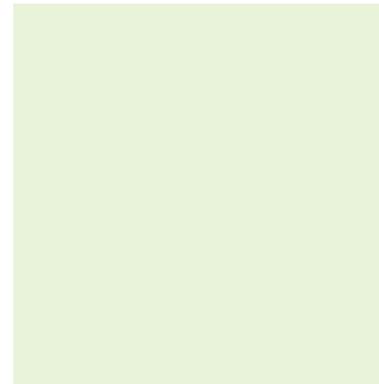
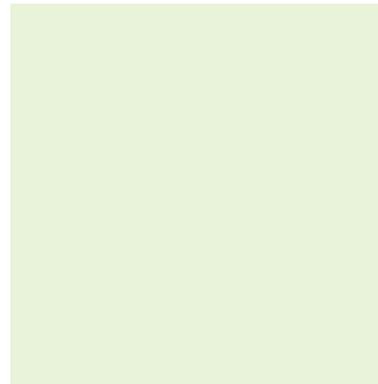
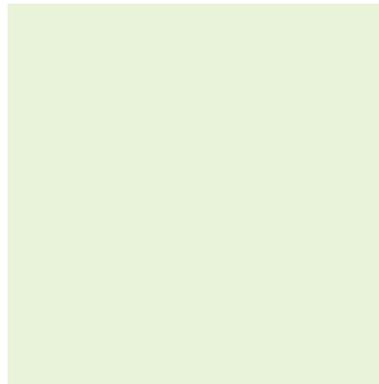
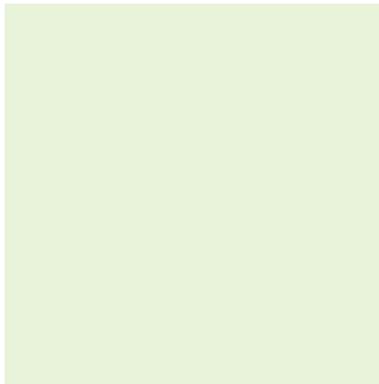
Home Improvers have a domestic focus and spend large amounts on sizable domestic purchases like white goods and entertainment systems. They are interested in renovating the home to their own standards and style, and are ready to spend on the services this requires.

AFFLUENT PROVIDERS

Affluent Providers have expensive tastes and like to spend money both on themselves and on the people closest to them. They can be extremely generous, but also have a tendency to want to show off their purchasing power by only picking the best of the best.

CAREFUL SPENDERS

Careful Spenders are concerned with financial security and making sure there is enough money to take care of the people and things that are closest to them. Their care and attention lets them spend hefty sums on the things that matter most to them.



RESOURCEFULNESS

EXPERIENCED WORKERS

Experienced Workers believe in hard work. They are highly skilled, engaged with their work, and combine a firm concentration on their long term goals with the ability to achieve any task that is set for them.

SKILLED WORKERS

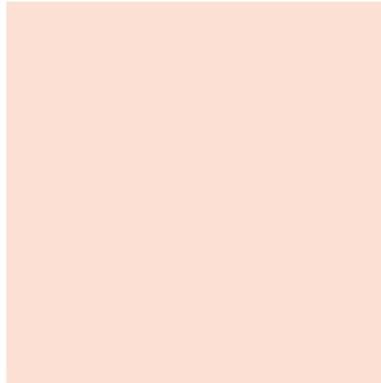
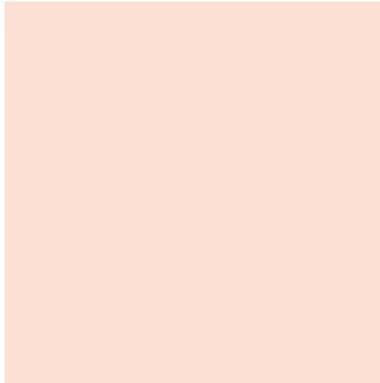
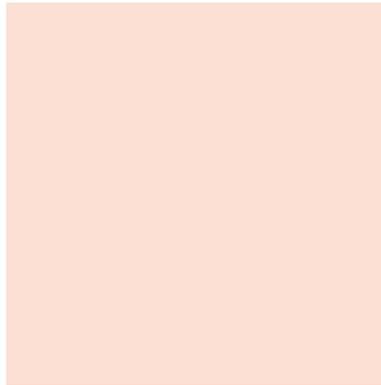
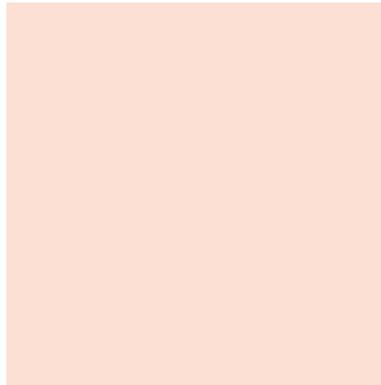
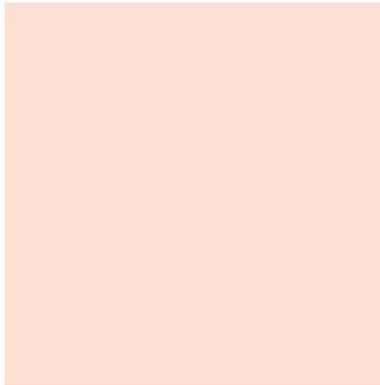
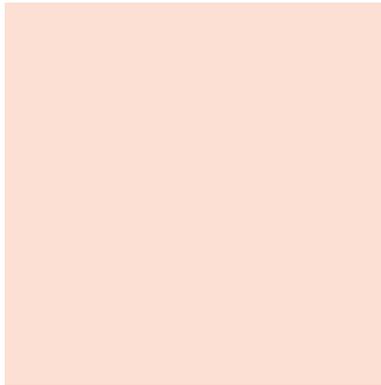
Skilled Workers have a considerable skill set, which they regularly employ. They experience good levels of engagement from their work and benefit from being able to both use their skills regularly and focus on their long term goals and career aspirations.

EARLY STAGE WORKERS

Early Stage Workers have an awareness of the combination of skill, effort and focus required for successful work, but they may not have found the correct balance of these elements within themselves yet. As a result, when they focus on their long term goals their daily tasks can suffer.

DISENGAGED WORKERS

Disengaged Workers are totally detached from their work. They are unskilled at what they do, and lack the determination and drive to work towards achieving the any kind of goal. They also have little to no focus on their daily tasks, which often go uncompleted.



STATE OF MIND

ENERGETIC OPTIMISTS

Energetic Optimists are reaping the rewards of all their positive mental attitudes. They are happy in the here and now and are upbeat and excited about what the future holds for them. They are happy, relaxed and open to new experiences.

WISE OPTIMISTS

Wise Optimists enjoy a deep contented sense of happiness in the present, and their view of the future is one of relaxed, almost spiritual, positivity. They know that they will be happy wherever life takes them.

HAPPY NOW

Happy Now group members are very happy in the here and now. They see the future as a winding road, but don't necessarily see this as a bad thing. To them, a winding road means adventure, and that's something to be excited about.

GO GETTERS

Go Getters are very strong willed, with a focus on work and competition as routes to success. They already feel pretty successful and see the future as holding more opportunities for them to build on this success and become even more impressive.

CHILLED OUT

Chilled Out group members aren't in a rush. They draw a lot of inspiration and take their cues from nature. They're calm, content, and extremely relaxed, and believe that maintaining this outlook is key to a positive future.

CARING

Caring group members are very emotionally engaged and kin, and like to offer help and assistance to people around them. They actively dislike situations where they are unable to offer this care, or where their efforts have little impact, which can negatively affect their outlook.

UNCERTAIN THINKERS

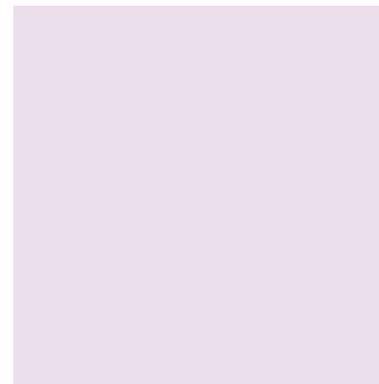
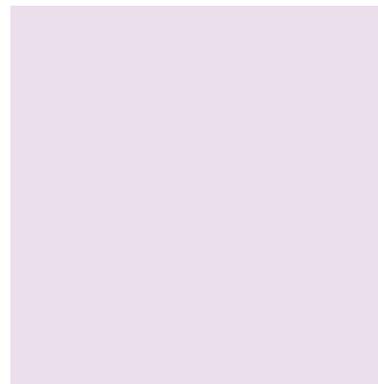
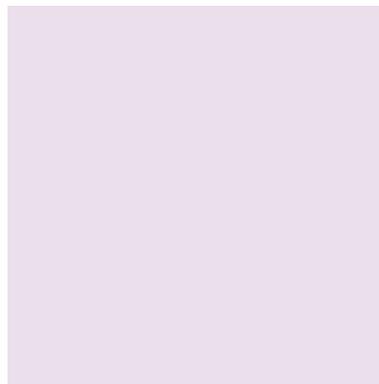
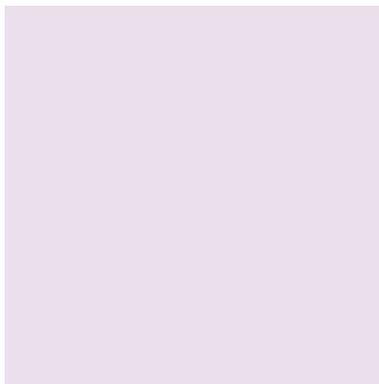
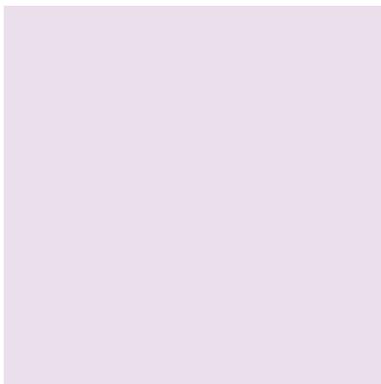
Uncertain Thinkers are hard working and intellectually engaged but are not currently seeing any positive results from their mental endeavours. They know life is a balancing act, but right now they're feeling distinctly unbalanced. As a result they see the future as pretty precarious.

FRUSTRATED

Frustrated group members are extremely unhappy both in the present and about the future. They don't see the future as offering anything to improve their current negative emotional state and as a result they are prone to internalising their sense of unease and pessimism.

DOWNHEARTED

Downhearted group members feel deflated by life. They feel like all their efforts to make a positive impact on the world are going to waste at the moment. They can succumb to feelings of exclusion and even irrelevance. Sometimes it can feel like the world is spinning without them.





OPENNESS

EXCESSIVE

Excessive group members are extremely emotional. They have a relatively simple outlook on life, placing greater value in emotions and natural responses than learned teaching. They are very imaginative, to the point of fantasy at times, and are drawn to people who are willing to let them be themselves.

CREATIVE

Creative group members are drawn to a wide variety of artistic pursuits. They are interested in seeing the outside world in unusual ways and finding personal ways to express their own inner world. They are imaginative, open to inspiration and tend to be extremely tolerant of other people and their experiences.

CURIOUS

Curious group members are intelligent, imaginative and often highly literate and literary. They are emotionally engaged and have a creative streak which can make them appear quite free spirited. They are likely to have interesting, and perhaps unusual ideas about a variety of subjects, which they are keen to express.

NICE

Nice group members are open, creative and emotional, but they are also very practical. They value their emotions but also know where to draw the line in terms of succumbing to them. They are also very aware of the feelings and situations of others and like to help where they can. They consider themselves reliable and sensible and are drawn to others who they identify as the same.

INTELLIGENT

Intelligent group members highly value their education and level of literacy. They are thoughtful and academic, but also have a creative streak through which they express themselves. They like to think abstractly and are drawn to other intelligent people from whom they can learn.

LOGICAL

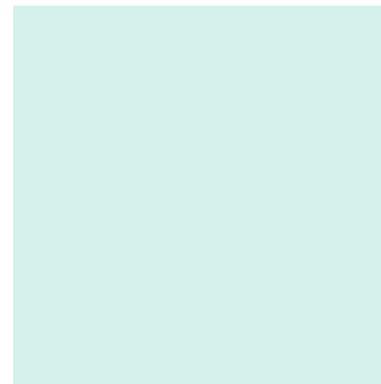
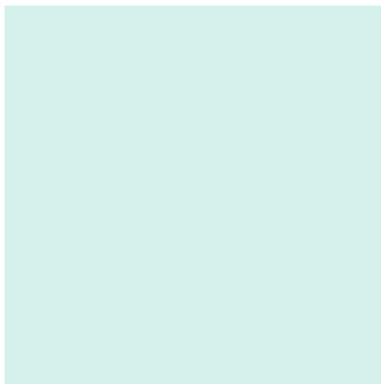
Logical group members are extremely practical thinkers and workers. They are uninterested in emotions or any deep sense of creativity, preferring less abstract thinking and working to plans. They are drawn to process and thrive in task driven environments.

STRAIGHTFORWARD

Straightforward group members prefer a relaxed and carefree life to the ups and downs that come with placing great value on emotions. They feel that emotions tend to cloud judgement and prefer to place them to one side, allowing them to pursue simple pursuits unencumbered with too many thoughts or worries.

SENSIBLE

Sensible group members are not easily distracted. They place little value on their emotions or anything particularly creative or abstract. They are drawn to simple activities and situations which require practical and logical thoughts and actions.





CONSCIENTIOUSNESS

PERFECTIONISTS

Perfectionists like to live life ahead of schedule. They are highly organised and focused. They give over all their attention to any tasks they're given and like to see them through to the end. They have a tendency to keep working on something until it's perfect, whether or not it needs to be, but also value their downtime.

OBSESSIVE WORKERS

Obsessive Workers are extremely process driven. They believe in creating plans and sticking to them, carefully prioritising tasks and working through them. They like to create a very structured environment in which to work. Their obsessiveness and rigidity does mean that they can miss opportunities and focus too much on producing something perfect than something to deadline.

LIFE PLANNERS

Life Planners live through careful organisation of their life, space and tasks. They are neat, highly conscientious and thrive on process. They like knowing exactly what they need to do, where and when. Down time is spent maintaining their mind and body so that they are in peak physical and mental condition.

TIME KEEPERS

Time Keepers like to complete tasks as quickly as possible. They are good at planning a course of action and completing it as quickly as possible. They have a healthy interest in relaxation and so like to get work out of the way so that it doesn't impinge on their downtime.

FLEXIBLE THINKERS

Flexible Thinkers combine a belief in freethinking with a high degree of focus. They are not distracted by outside forces, which allows them to keep their eye on the prize at all times. Their combination of flexibility and rigidity gives them an interesting perspective on problems and solution finding.

SPONTANEOUS WORKERS

Spontaneous Workers are totally disinterested in strict processes or organisation. They prefer to work in extremely free form ways, diving into tasks at random and letting priorities emerge naturally as they go. This lack of traditional organisation does mean that other people can find it hard to synchronise timetables with them.

SPONTANEOUS LIFERS

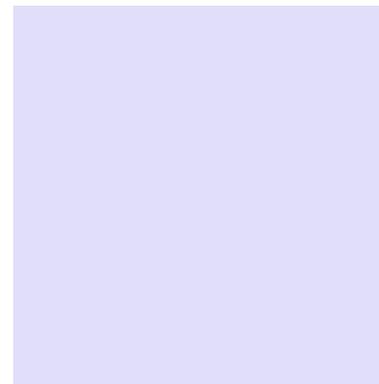
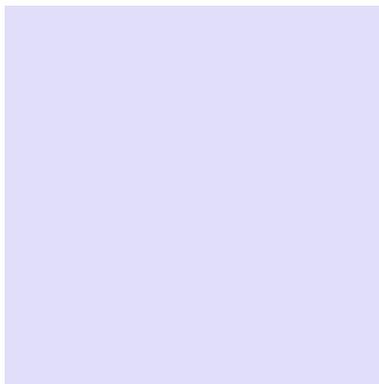
Spontaneous Lifers roll with the punches in life. They don't believe in strict plans or timetables and prefer the freedom to dive into situations when they feel inspired and deal with problems or situations as and when they arise. They have a positive attitude to their health and tend to value the natural above the artificial.

SPONTANEOUS COASTERS

Spontaneous Coasters believe in relaxation, not taking things too seriously, and living on their own terms. They are not comfortable with other peoples' plans or timetables, which means they are often late and appear disorganised and disinterested.

WELL INTENTIONED

Well Intentioned group members would like to be very organised and productive but don't seem to be able to deliver on this hope day in day out. They are good at rolling with the punches but tend to succumb to distractions and are not as focused as they could be.





EXTRAVERSION

NATURAL LEADERS

Natural Leaders are confident, outgoing, and enjoy situations where they can be the centre of attention and take the lead. This attitude spans any situation they might find themselves in, whether work or play.

FUN MAKERS

Fun Makers are energised by social events and activities. They don't necessarily like to take the lead, but they do live being part of the crowd and part of the fun. They're natural story tellers and enjoy entertaining the people around them.

JOKERS

Jokers are confident, social animals. They love to entertain people and feel energised when they're surrounded by people having a good time. In fact, they can feel pretty flat when they don't have an audience to feed off.

SOCIAL PERFORMERS

Social Performers enjoy time spent in social situations, surrounded by large groups of people, but they are also stimulated and energised by time spend alone. They enjoy feeling intellectual as well as creatively challenged.

SOCIAL LISTENERS

Social Listeners feel uncomfortable and uncertain of themselves in social situations, but would very much like to be more involved than they are now. They have a tendency to fade into the background which, because part of them does not want to, can make them feel lonely.

STORY TELLERS

Story Tellers love nothing more than captivating an audience with their latest tale. They thrive in social situations and are comfortable taking charge, so the bigger their audience the better. Membership tends to grow with age and increased self confidence.

CONVERSATIONALISTS

Conversationalists enjoy spending time catching up with their close friends. They like to feel connected by trading stories, the latest gossip and discoveries. They prefer time spent with others than by themselves and are comfortable in larger social groups, though they are likely to let someone else take the lead in these situations.

SUPPORTING CHARACTERS

Supporting Characters can feel slightly awkward in large social situations, where they lack self confidence and are likely to fade slightly into the background. They much prefer spending time with close friends who they already know very well and with whom they share strong connections.

FRUSTRATED EXTRAVERTS

Frustrated Extraverts have a strong desire to be the life and soul of the party, but are undermined by an uncertainty over how to behave in social situations. This may be caused by a lack of social experiences, which can lead to feelings of insecurity and inadequacy.

MEASURED

Measured group members enjoy time spent in social situations, but like to balance this with a healthy amount of alone time. They avoid extremes of emotion and are content both to sit back and observe and pitch in when it feels right.

PROVOCATIVE

Provocative group members come across as extremely serious, and are ready to challenge the beliefs and thoughts of others when the opportunity arises. They are confident, focused and enjoy intellectual stimulation.

DAYDREAMERS

Daydreamers are prone to bouts of fantasy and escapism when they are bored. They find inspiration both within themselves and from being challenged by others to think in different ways or perform for their entertainment.

SOLITARY

Solitary group members show very little signs of interest in people other than themselves. They are easily bored by both people and social events and dislike intrusions on their personal time and space. They prefer to stimulate, challenge and entertain themselves than rely on others. They can appear detached and distant to those who don't know them.


AGREEABLENESS
ALTRUISTS

Altruists believe in helping and supporting others whenever they need assistance. They see good in people and understand the importance of collaboration. They always seek the advice of others in order to create a consensus that pleases everyone.

POSITIVE IDEALISTS

Positive Idealists are amazed by the achievements of others, and seek to replicate these achievements themselves. They are quite altruistic but are also prone to competitiveness and egotism, and don't necessarily believe that hard work is its own reward.

TEAM PLAYERS

Team Players strongly believe in collaboration and teamwork. They are inspired by the great achievements that can be made when people pull together to a common end. They are open, engaged and willing to work hard for themselves and others.

NATURAL COLLABORATORS

Natural Collaborators have a lot of faith in others and believe in the importance of working with and seeking advice from them. For them, collaboration is at the very heart of society, though they are not averse to taking charge of a situation when they are called upon.

GUARDED COLLABORATORS

Guarded Collaborators believe in pulling together to achieve more than could be done alone. However, they are also resigned to not getting along with everyone and that some people will not appreciate their collaborative efforts. They tend to draw strength from the natural (non human) world.

RESEARCHERS

Researchers like to understand the world. They are particularly drawn to and impressed by achievements that come from rigorous, often scientific, efforts. As a result they can come across as quite cold and overly focused on their personal areas of interests. But they are also quite sociable.

SELF FOCUSED

Self Focused group members prefer to focus on themselves and the needs of their close relationships than on those of the wider society. They are not overly distrustful or suspicious of people they do not know, rather they pay them very little attention. They prefer to keep themselves to themselves.

COMPETITORS

Competitors see all areas of life as a competition. They are ambitious and driven, and are prepared to fight for their own success. They are distrustful of other people and can come across as quite cold to an observer.

CONTROL SEEKERS

Control Seekers are extremely driven and ambitious. They believe in order, instruction and doing what they're told, particularly when they're giving the orders. They are distrustful of other people, who they see as competitors.

LONE WOLVES

Lone Wolves are out for themselves. They are competitive and distrustful of others. They tend to assume that other people are also competitive and selfish and so spend a lot of time and energy working by themselves to their own agendas.

ASSERTIVE

Assertive group members like to take charge. They are only interested in other people to the extent of wanting them to follow the instructions they have laid down. They do believe that everyone has a role to play in life, but they also tend to think they know exactly what these roles are.



NEUROTICISM

HAPPY AND SECURE

Happy And Secure group members have an overwhelmingly positive approach to life. They are emotionally secure, calm in the face of adversity and believe that problems can be solved. They laugh off criticisms and insults.

SELF SECURE

Self Secure group members are confident and willing to stand up for themselves. They have an occasional tendency towards self criticism but overall are emotionally secure. When they encounter a problem they prefer to face it head on and find a solution than dwell on it or internalise negative feelings.

SELF CONFIDENT

Self Confident group members believe in themselves. They may be prone to occasional bouts of uncertainty and doubt, but overall they have a calm and centred approach to life and it's problems which is based in an unshakable conviction in their own abilities.

SENSITIVE

Sensitive group members are easily hurt, and they tend to internalise their negative emotions. This means that they can seem quite emotionally insecure. However, they also believe in positive action and know that dwelling on a difficult problem or emotion won't solve it or make it go away.

INTERNALISERS

Internalisers tend to respond with strong negative emotional feelings when they experience problems or stress. They have a tendency to blame themselves for these problems which has an impact on their sense of emotional security and, at times, self worth.

FEEL THE STRAIN

Feel The Strain group members can roll with life's punches most of the time but they are also likely to succumb to stress. They may appear like they can easily brush off problems, but beneath this veneer they will experience some strong negative emotions.

SELF CRITICAL

Self Critical group members tend to combine negative experiences and emotions with self criticism. They are quite good at maintaining an overall sense of emotional security, but are susceptible to occasional bouts of quite intense gloominess.

EASILY DEFLATED

Easily Deflated group members are extremely self critical and easily deflated when they feel under attack. They do not consider themselves to be very emotionally secure and tend to internalise negative feelings which they don't know how to express in a more healthy way.

INTERNAL ESCAPISTS

Internal Escapists have quite a self centred attitude and draw strength from a belief in their own abilities. They are quick to anger and place blame when they feel they have been insulted or are experiencing problems. This can seem like bravado but they are prone to quite deep negative feelings which can make them feel trapped and in need of escape.

REACTIVE ESCAPISTS

Reactive Escapists do not enjoy pressure and are likely to act out when they feel stressed. They are not self critical and tend to find fault with others rather than with themselves. They can be quick to anger and aggressively defend themselves.

DRAMATIC ESCAPISTS

Dramatic Escapists are very quick to anger and can be very hostile when they feel like they are under attack. Beneath this reactive bravado they consider themselves quite emotionally insecure, and while they may act out their negative emotions also run deep within them.