# Psychological Drives

The Questionnaire that you completed considers which of four Psychological Drives is most important for you. This report is divided into two sections:

1. Overview of the Drives
2. Your Primary Drive.

1. Overview of Drives

Our research at Customer Psychology has led us to focus on four fundamental drives. Theses are to Protect, to Acquire, to Bond and to Grow. We all experience all four of these drives, although at different points in our lives we will be willing to expend varying amounts of energy in fulfilling them.
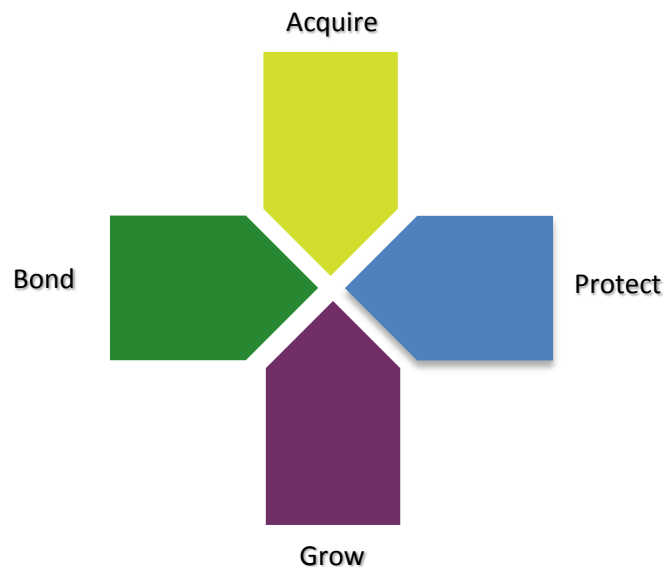
Protect

This is perhaps the most fundamental human drive and it's one that that can be seen in virtually all living things. In simple biological terms the purpose of the Protect drive is to defend ourselves so that we can survive to the next day. In modern humans, this drive is concerned with protecting ourselves and our accomplishments.

Acquire

In the developed world, most people are fortunate enough to have moved from worrying about survival resources such as food to other possessions such as cars, clothes or flat

screen TV's. Once such worldly goods have been acquired, the Acquire drive is still active and so the focus tends to shift to the acquisition of symbolic resources such as money and power.

Bond

Modern humans are social creatures: all people need people. Although this applies in various ways and to various extents, there are very few people indeed who are happy to live in isolation. A strong part of the Bond drive is the desire to be part of something larger than ourselves: a family, clan, team, organisation, political party or country.

Grow

In modern people this drive has shaped itself into a broader curiosity and desire to learn and develop. This is not just curiosity to find out about immediately relevant specifics in life, we also expend a huge amount of energy considering the broader questions such as "who am I?", "why am I here?" and "what is my purpose?". Fulfilling this learning drive includes providing information, skills or knowledge to help us reach our personal potential.

2. Your Primary Drive

This section describes the most important drive for you currently. Our drives do change over time as different aspects of our lives become more important to us, so repeating the questionnaire in a few months may lead to different results.

Protect

This is perhaps the most fundamental human drive and certainly one that can be seen active in virtually all living things. In simple biological terms the purpose of this drive is to defend ourselves so that we can survive to the next day. An extension of this drive is to defend our resources (food, or shelter) so that we can survive into the future and to protect our children so that our genes can survive.

In modern humans, this drive is concerned with protecting ourselves and our accomplishments. We seek to defend whatever is ours because we intrinsically value what we have over what we do not have: and fear loss as a result. This drive tends to become more important as we get older or more affluent: we have more to lose.

You have a high score for this drive. This suggests that you are likely to be cautious – seeking to protect what you have rather than taking any risks to make potential gains. Safety is likely to be important to you, and you may often have feelings of fear when you consider the possibility of losing what is important to you. Therefore you will seek out products and services that allow you to feel safe, for example products that may protect you in your home, a safer car, or services that offer financial security such as savings or insurance.

You tend to be conservative in your ideas. You are unlikely to seek out ideas that would challenge the status quo, instead looking to support the current way in which you understand the world.

You are likely to be content when you know that you have done everything possible to reduce the threats to yourself, your family and your possessions. When you are able to feel this sense of safety then you will be more relaxed.