

Tradition	Modernity	Technological	Reliable	Changing
Fashionable	Stylish	Academic	Local	National
International	Large	Small	Simple	Complex
Understanding	Sensitive	Probity	Trustworthy	Honest
Dishonest	Secretive	Approachable	Entertaining	Fun
Responsive	Young	Old	Middle aged	Advanced

Juvenile	New	Supportive	Established	Historical
Ecological	Sustainable	Friendly	Creative	Strong
Weak	Multi-faceted	Proud	Intelligent	Accountable
Natural	Scientific	Political	Responsible	Green
Irresponsible	Fresh	Stale	Leadership	Growing
Fast moving	Unchanging	Helpful	Human	Sophisticated

Famous	Trusted	Controlling	Frightening	Mysterious
Realistic	Stable	Mercurial	Dated	Generous
Customer focused	Satisfying	Small minded	Eastern	Western
Spiritual	Industrial	Untried	Novel	Jealous
Proud	Confident	Insecure	Foreign	Respected
Reputable	Notorious	Unpredictable	Wild	Boring