Typology

Feeling ←→ **Sensing** / **Thinking** ↑ **Intuiting**

Figure 3
The Functional Polarities

| Area	Extraverted Attitude Types	Introverted Attitude Types
Focus/ Energy Flow	The object The outer world People & things	The subject The inner world Ideas & thoughts
Prefers	Public Face-to-face encounters	Privacy Written communication
Values	Interaction Using outside resources	Reflection Being own best resource
Approach	Energetic & forceful Gregarious	Reserved & contemplative Introspective
Style	Thinks out loud Shows the world Shares space	Thinks before speaking Guards hidden side Territorial
US Population Percentage Estimate[12]	CAPT = 53% Myers = 65% SRI = 40% CPP = 46%	CAPT = 47% Myers = 35% SRI = 60% CPP = 54%

If We Have a Sensing Preference, We:

Prefer to use our senses to GATHER INFORMATION

About

- Facts and Realities
- Practical Considerations
- What's Happening Now
- The Strongest Sensations
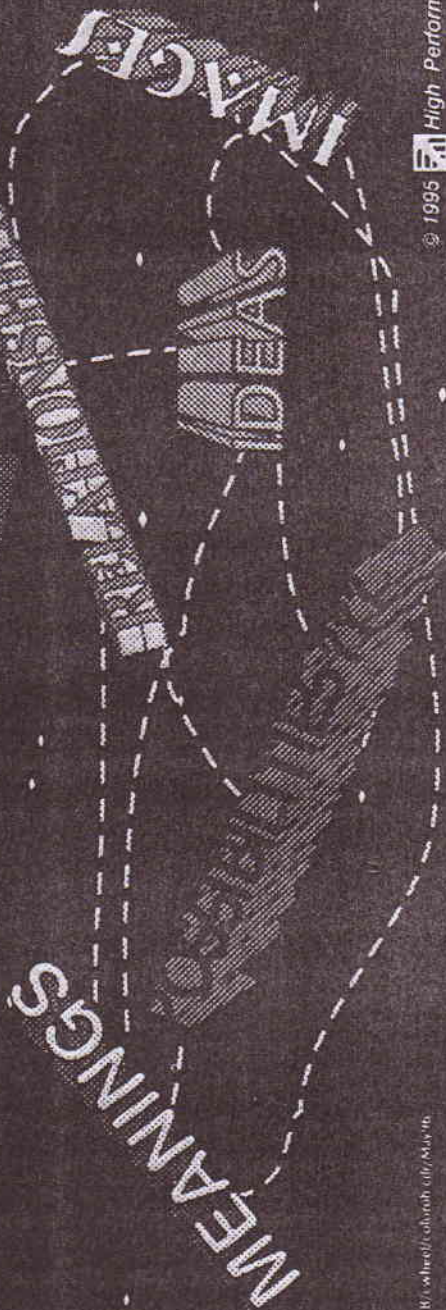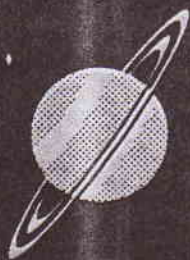- Concrete Experiences
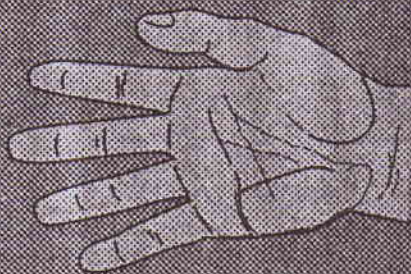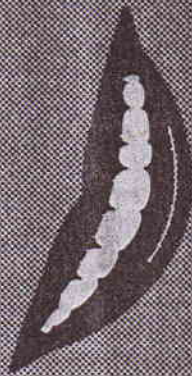
The Portal to the Outer World

If We Have an iNtuiting Preference, We:

PREFER TO USE OUR INTUITION TO

GATHER INFORMATION

ABOUT

RELATIONSHIPS

POSSIBILITIES

IDEAS

IMAGES

MEANINGS

Figure 7

Area	Sensing Function	iNtuiting Function
Focus	Facts Past/Present	Possibilities Relationships The future
Prefers	Facts	Hunches
Values	Reality	What could be
Approach	Methodical to completion	Skips from one activity to the next
Style	Views complex ideas as pieces	Views complex ideas as wholes
Memory	Experiential	Symbolic
US Population Percentage Estimate[15]	CAPT = 54% Myers = 68% SRI = 76% CPP = 68%	CAPT = 46% Myers = 32% SRI = 24% CPP = 32%

If We Have a Thinking Preference, We:

Prefer to use logic to MAKE DECISIONS

By Using

- Abstract Principles of Right and Wrong
- Principles Applied Impersonally
- Causes Linked with Events
- Our Own Conclusions
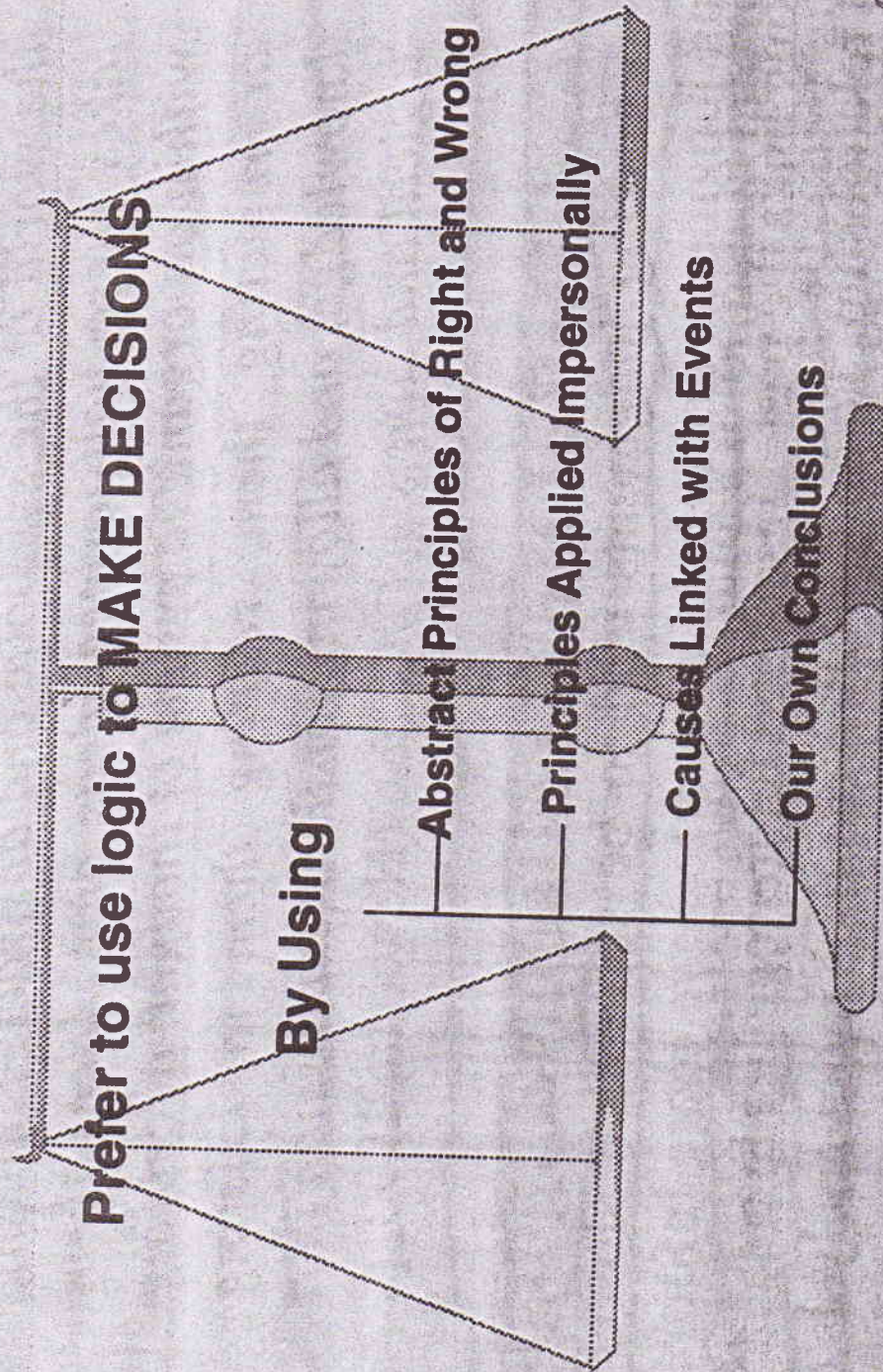
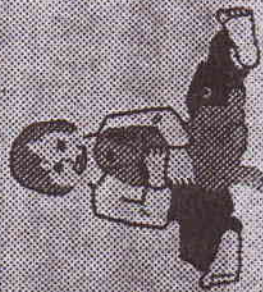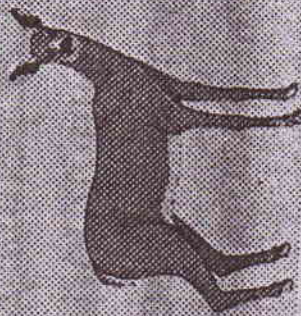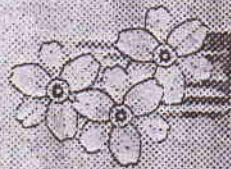# If We Have a Feeling Preference, We:

Prefer to use our personal values to **MAKE DECISIONS**

By
Considering

The People Involved
Harmony
Societal Norms
Right and Wrong
Personal Ideals

Area	Thinking Function	Feeling Function
Focus	Objective criteria	Subjective criteria
Prefers	Principles	Values
Values	Policies/Laws Justice Logic	Humaneness Harmony Subjectivity
Approach	Impersonal Black or white Standards Analytical Naming Categorizing	Personal Shades of gray Values Sympathetic Determining worth Relating
Style	Businesslike	Warm & friendly
Memory	Intellectual	Affective
US Population Percentage Estimates[18]	CAPT = 42% Myers = 48% SRI = 50% CPP = 53%	CAPT = 58% Myers = 52% SRI = 50% CPP = 47%