

Name:

VALS Survey

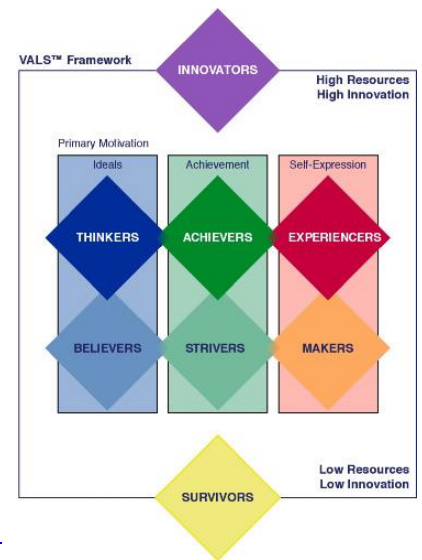
What is VALS?

The purpose of the VALS™ survey is to identify the consumer profile of the person taking the survey. You will find out about your product preferences, media preferences, hobbies, additional demographics, or attitudes. See if you think your result fits you!

Take this survey!

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

Note: At the end of the survey, you do not need to provide any personal information, even if it asks.



1. Record your result (should be 2 words):
2. Read what your result means
3. Write 2 descriptor words/phrases for each of your results (total of 4):
4. Do you agree with what the survey says about you? Why or why not?