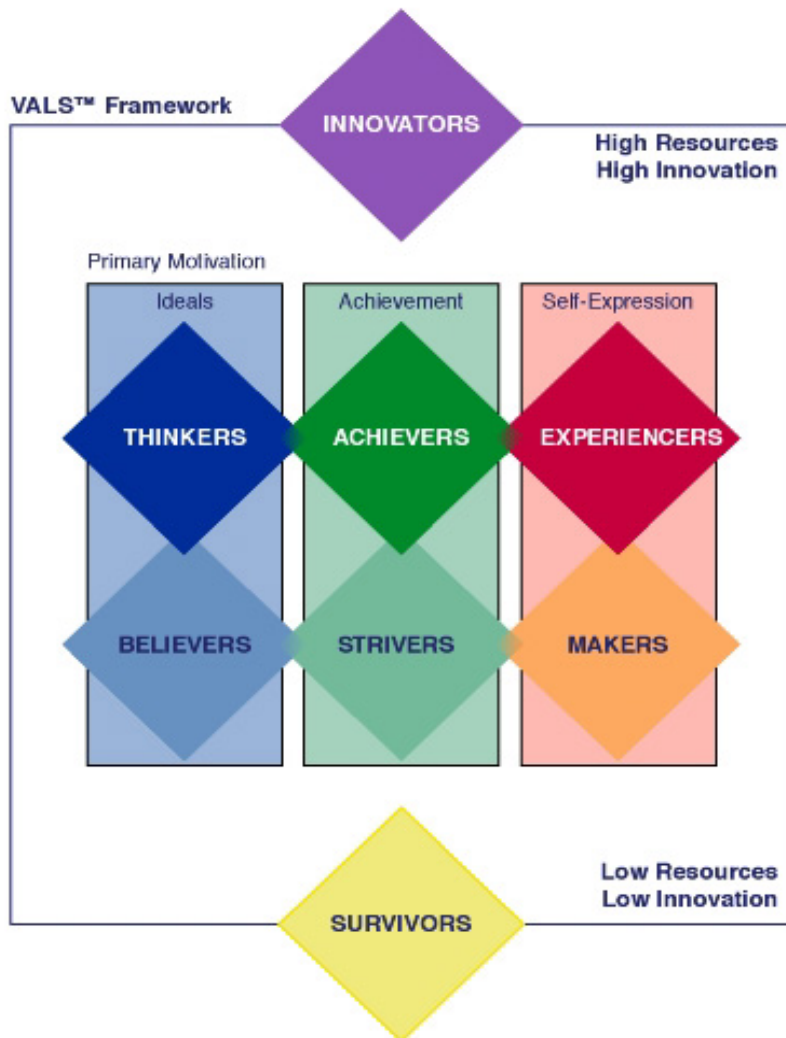




VALS: Values and Lifestyles Segmentation System from SRI Business Intelligence

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



Principle or Ideals Motivated

Motivated by intellectual criteria (quality, integrity, consistency, or tradition)
Idea driven with a “moral code”
Private, mentally active and curious

“What IS Good”

Status or Achievement Motivated

Motivated by a desire to demonstrate success to peers
Role conscious (work and family), concerned with the perceptions of others
Social roles are a framework for the self

“What LOOKS Good”

Action or Self-Expression Motivated

Motivated by a desire for social or physical activity, risk taking, and variety
Focused on having an emotional impact
Sociable, friendly, physically daring

“What FEELS Good”