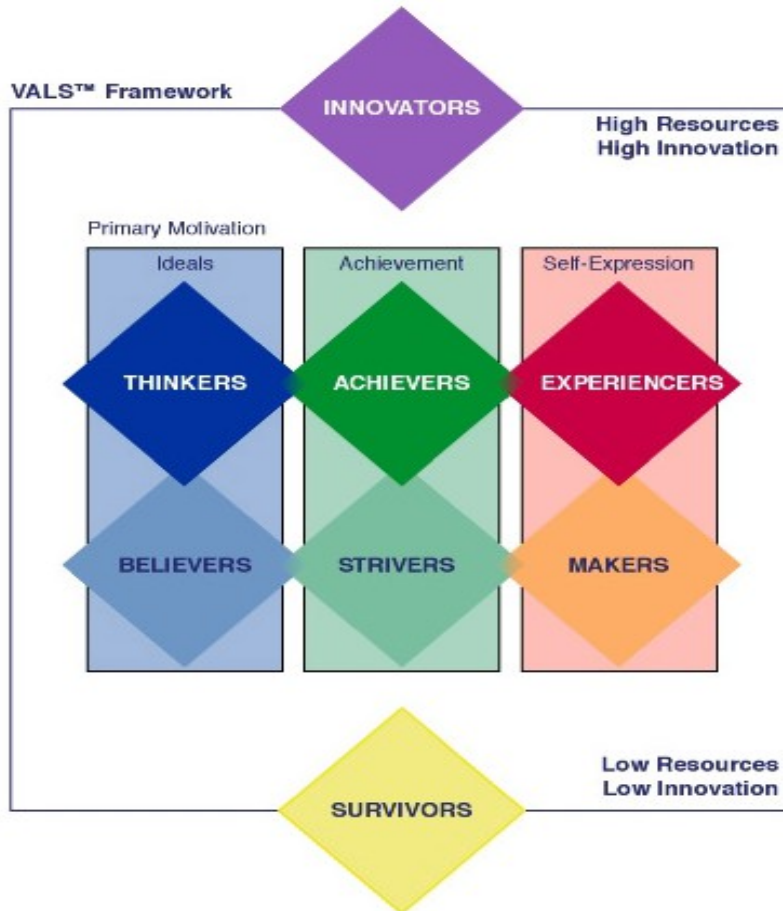


VALS: Values and Lifestyles Segmentation System from SRI Business Intelligence
 Find your type: <http://www.strategicbusinessinsights.com/vals/presurvey.shtml>



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 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 Emotion 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”