

VALS Assignment – Part 1 *(May be done with a partner.)*

The Strategic Business Insights company provides an online survey that you can complete in exchange for being told what your "VALS type" is.

Click here to visit the site. <http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

Then, click **Take the Survey** and **read all the questions** when the survey opens, before answering any of them.

If you are uncomfortable answering particular questions, then do not complete the survey, but read the rest of the survey questions before exiting the survey. You will still have to complete this journal activity, so understanding what the questions are is important. If you choose to complete the survey, you will have to enter an email address. You may use your student email address for this purpose.

If you complete the survey, find links to descriptions of your categories in the left column of the results screen. Read the results for your two categories, including the list of **Favourite Things**. Keep in mind that these categories were created, defined and designed by the creators of the survey to meet their purposes.

VALS Assignment – Part 2 *(Must be done individually. 15 points)*

1. According to the survey results (*yours or your partners*), describe your primary and secondary categories. *(2-3 sentences)*
2. How closely (or not) do these survey results match the person who took the survey? *(2-3 sentences)*
3. In what specific ways could a business use this information for marketing? (Give at least 2 specific businesses and at least 2 specific ways they could make money from someone like you.) *(4-8 sentences)*
4. In what ways might it be good that VALS collects this type of information?
5. In what ways might it be not so good that VALS collects this type of information?
6. Write a quick summary of your thoughts on this topic.