

## **Market Segmentation Using the VALS™ Survey - Personality Traits -**

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The VALS™ Survey provides the means by which marketers can segment the market based on personality traits and to relate this understanding to the market behaviour of consumers.

*After you take the survey*, check out the different areas of the SRIC Consulting Business Intelligence website. Particularly, review the VALS™ brochures, the VALS™ Framework and Segmentation Descriptions, the VALS™ types, and the discussion of Applications.

### **Questions:**

1. Go to the [VALS Survey](http://www.sric-bi.com) site and take the survey [<http://www.sric-bi.com>]. Once at the site, click on *VALS™ Survey* and then click on *Take the Survey*.

Once you complete and submit the survey, the results will be sent back to the email address that you entered. What is your VALS™ type?

2. Do you agree with the results of the survey (i.e., the personality type identified for you)? Why or why not?
3. If you were the marketer of automobiles, how would you market your product to each of the personality types identified by the VALS™ instrument?
4. If you were the marketer of milk, how would you market your product to each of the personality types identified by the VALS™ instrument?
5. If you were the marketer of chocolate bars, how would you market your product to each of the personality types identified by the VALS™ instrument?
6. If you were the marketer of perfume and cologne for women and cologne and after shave for men, how would you market your product to each of the personality types identified by the VALS™ instrument?
7. If you were the marketer of bar soap used for washing one's hands and face, how would you market your product to each of the personality types identified by the VALS™ instrument?