

What are your
primary and
secondary vals
categories?



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BUSTER**

My primary VALS type is Experienter, and secondary type is Innovator. I think that the description of my category partially, not fully, fits me. As an experienter, I like to have experience of new things or latest products. As mentioned in the results, I like to have variety in my life. Similarly, as explained in the innovators part, image is important to me as an expression of my taste, independence, and personality. However, there are some elements from the results that do not fit my personality. For example, I am enthusiastic about new possibilities, but, I do not agree quickly to take any risks.

Similarly, I am not very active consumer and I do not spend a comparatively high proportion of my income on fashion, entertainment, and socializing. So, these descriptions do not fit me. Question 2: Overall, how accurate do you think the survey is? Why or why not? (You may have to visit several sites within the VALS & SRI pages.) Answer: Overall, I think the survey is partially accurate. It is accurate in the sense that it reflects some of the key features of my personality, such as enthusiastic and impulsive behavior, preference to variety and excitement.

Similarly, I am also sophisticated and I have high self-esteem. I also like to lead others. Hence, the survey is successful in this regard. However, I consider it to be inaccurate to some extent. For instance, as against mentioned in the survey, I do not spend a lot on fashion or entertainment. Similarly, I am not interested much in sports or exercise. Hence, I consider the survey to be partially accurate. Result of the Survey: Experienter/Innovator Your primary VALS type is Experienter, and your secondary type is Innovator.

The primary VALS type represents your dominant approach to life. The secondary classification represents a particular emphasis you give to your dominant approach. Experiencers Experiencers are motivated by self-expression. As young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities.

Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis they place on looking good and having "cool" stuff. Innovators Innovators are successful, sophisticated, take-charge people with high self-esteem. Because they have such abundant resources, they exhibit all three primary motivations in varying degrees. They are change leaders and are the most receptive to new ideas and technologies. Read about NHS Functional Areas

Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services. Image is important to Innovators, not as evidence of status or power but as an expression of their taste, independence, and personality. Innovators are among the established and emerging leaders in business and government, yet they continue to seek challenges. Their lives are characterized by variety. Their possessions and recreation reflect a cultivated taste for the finer things in life.