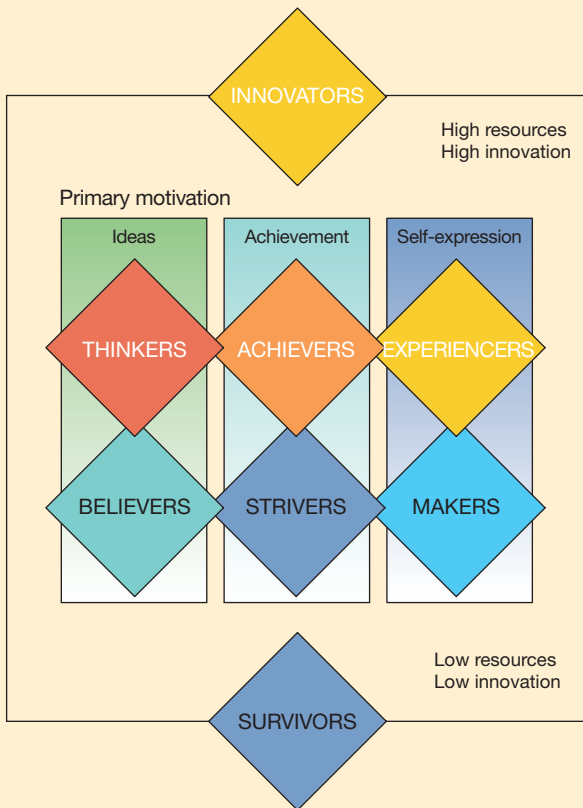


Figure II.1

The VALS Types



To Receive an Accurate VALS Type:

By design, the questions are for use by people whose first language is American English. If you are not a citizen of the United States or Canada, residency should be for enough time to know the culture and its idioms. **If you do not meet these conditions, your VALS type will not be valid.**

Source: Strategic Business Insights (SBI), www.strategicbusinessinsights.com/vals. Reprinted by permission.