

## VALS™ Fact Sheet

Please check your facts against the following list. It includes several important details about VALS that people frequently question or misunderstand.

VALS, originally developed by SRI International (a nonprofit research organization in Menlo Park, California), is now owned and operated by Strategic Business Insights (SBI).

- VALS is not an acronym; VALS abbreviates nothing. The first VALS system was based on social values, and at the time, VALS was an acronym for *Values and Lifestyles*. SBI dropped *Values and Lifestyles* in 1990 but retained the VALS brand.

Every nation includes people who are more or less impulsive or more or less deliberate, preferring the familiar to the novel; the same is true for other characteristics such as adherence to traditional values, me-first attitudes, and reliance on self. These attitudes connect to a broad range of consumer behaviors such as brand preferences, the adoption of new products, and leadership qualities.

- VALS is a proprietary psychometric method that measures these and other predictive attitudes—in conjunction with behaviors and demographics.
- The VALS battery of attitude items—the VALS questionnaire—is based on a multi-million-dollar research and development effort. Between 1987 and 1989, SRI International conducted several large national consumer surveys to identify the psychological traits and key demographics that have a strong correlation with a large range of consumer preferences about products, activities, and media.

The current US [VALS questionnaire](#) is the fourth version based on this kind of extensive empirical research.

- You can determine your VALS type by completing the [VALS questionnaire](#) online.

Clients often ask how we can know about product, service, and activity preferences from the short [VALS questionnaire](#). The answer is that these questions are not the only ones that we ask. The VALS questionnaire on our website is our US VALS–location battery. Its purpose is to identify a person's VALS type. We gather consumer product, service, and activity data by integrating the VALS questionnaire into larger custom or syndicated questionnaires. For example, VALS integrates into:

- SBI's [Consumer Financial Decisions' MacroMonitor](#) survey to provide a source of detailed financial behaviors and attitudes by VALS types
- Various client-specific questionnaires
- GfK MRI's [Survey of the American Consumer](#).

VALS frameworks currently include [US VALS](#), [China VALS](#), [Dominicana VALS](#), [Japan-VALS™](#), [Nigeria VALS](#), [United Kingdom VALS](#), and [Venezuela VALS](#).

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