

Lifestyle profile survey

No right or wrong answers. To score, give each answer 1 to 5 (statement 22 scores 6 minus the answer) and average each block: 1 to 5 Ideals, 6 to 10 Achievement, 11 to 15 Self-expression, 16 to 22 Resources. Resources 4.0 or more with all three motivations at 3.5 or more: Innovators. Resources 2.5 or less with no motivation at 3.5: Survivors. Otherwise your highest motivation decides, and Resources of 3.5 or more puts you on the higher row: Ideals gives Thinkers or Believers, Achievement gives Achievers or Strivers, Self-expression gives Experiencers or Makers. Second closest: the same motivation on the other row if Resources is within 0.3 of 3.5, otherwise your next-highest motivation on your row. Innovators and Survivors take the higher or lower type of their strongest motivation.

Class

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
1 When I choose what to buy, I check that it fits my values before I look at price or popularity.	☐	☐	☐	☐	☐
2 I would rather keep one well-made item for years than upgrade each time a new model comes out.	☐	☐	☐	☐	☐
3 Before a big purchase, I read independent reviews and compare the facts.	☐	☐	☐	☐	☐
4 My everyday decisions follow a few firm principles that I rarely bend.	☐	☐	☐	☐	☐
5 Duty to my family and community shapes how I spend my time and money.	☐	☐	☐	☐	☐
6 I want the things I own to show how far I have come.	☐	☐	☐	☐	☐
7 Reaching my career or income goals is a big part of how I judge my progress.	☐	☐	☐	☐	☐
8 I notice which brands successful people around me choose.	☐	☐	☐	☐	☐
9 Each year I pick clear targets and check my progress against them.	☐	☐	☐	☐	☐
10 I will pay more for a brand that signals success and quality.	☐	☐	☐	☐	☐
11 I spend on experiences, such as trips, concerts or sports, before I spend on things.	☐	☐	☐	☐	☐

12 Most of my free time goes to sport, going out or being with friends.	1	2	3	4	5
13 I enjoy DIY jobs such as repairs, gardening or building around the home.	1	2	3	4	5
14 I choose what I buy to express who I am, not to impress anyone.	1	2	3	4	5
15 Spontaneous plans usually beat carefully scheduled ones for me.	1	2	3	4	5
16 I am usually among the first people I know to try a new product, app or service.	1	2	3	4	5
17 I trust my own judgment on major purchases without needing a second opinion.	1	2	3	4	5
18 Friends often ask me which product or service to choose.	1	2	3	4	5
19 I have the energy to take on new projects on top of my usual routine.	1	2	3	4	5
20 I have the time and money to act on what interests me.	1	2	3	4	5
21 Science and new inventions are topics I follow closely.	1	2	3	4	5
22 I prefer brands and places that are familiar to me.	1	2	3	4	5

Thank you. Your answers are anonymous.

poll-maker.com/cp-vals

Optional questions (1 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

Link the profiles to a product

23 When you choose a new phone, what matters most to you?

- ☐ That it lasts and does the job well ☐ The newest features ☐ What the brand says about me
☐ That it fits my style and interests ☐ The lowest price

24 Where do you usually first hear about something you end up buying?

- ☐ Reviews and comparison sites ☐ Friends or family ☐ Social media or creators
☐ Adverts on TV, radio or streaming ☐ Seeing it in a store

25 Which weekend sounds most like you?

- ☐ A quiet one with family or close friends ☐ Getting ahead on work or a side project
☐ Out trying something new or active ☐ Fixing, making or growing something at home
☐ Keeping it simple and spending little

For the class write-up

26 Which profile did the self-check give as your closest?

- ☐ Innovators ☐ Thinkers ☐ Believers ☐ Achievers ☐ Strivers ☐ Experiencers ☐ Makers
☐ Survivors

27 Which parts of your closest profile describe you well? Give an example.

28 What does not fit you, and which statement do you think placed you there?

Optional questions (2 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

For the class write-up (continued)

29 How could a marketer use your profile to sell you something you like?

About the respondent

30 What is your age group?

- ☐ Under 18 ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 49 ☐ 50 to 64 ☐ 65 or over

31 What do you do most days?

- ☐ Study ☐ Work full time ☐ Work part time ☐ Look after home or family ☐ Retired
☐ Something else

32 Where do you live?

- ☐ A large city ☐ A suburb ☐ A small town ☐ A rural area

33 After essentials, how much of your budget is usually free?

- ☐ None ☐ A little ☐ Some ☐ Plenty