

Class lifestyle profile tally

Class

Date

Number of answers

Tally how many respondents ticked each box. Percent agree = (number of 4s + number of 5s) divided by the total, times 100.

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

Which profile did the self-check give as your closest

INNOVATORS	THINKERS	BELIEVERS	ACHIEVERS	STRIVERS	EXPERIENCERS	MAKERS	SURVIVORS

Strengths

The two statements with the highest percent agree.

Least agreed with

The two statements with the lowest percent agree.

What the open answers say

Sort the comments into three or four themes.

You said, we will

What the spread across the eight types means for the product you are marketing.