

For each of your answers that match the questions below, give yourself a point in the score column.

BRAND	Answer
Question 1	Agree
Question 2	Agree
Question 3	Disagree
Question 4	Is very important
Question 5	Wait and bought the brand I want at another time.

Add up your points:

- If you have 3 or more answers, write “B” in your BRAND typology.
- If not, write an “F” in your BRAND typology.

WALLET	Answer
Question 1	Spend time to save money
Question 2	Agree
Question 3	Agree
Question 4	Agree
Question 5	Agree

Add up your points:

- If you have 3 or more answers, write “D” in your WALLET typology.
- If not, write an “P” in your WALLET typology.

TIME	Answer
Question 1	Agree
Question 2	Agree
Question 3	Like a mission - there is a very specific goal and plan of action
Question 4	Want to spend as little time as possible
Question 5	Have a plan for what I need and stick to it

Add up your points:

- If you have 3 or more answers, write “M” in your TIME typology.
- If not, write an “J” in your TIME typology.

*To learn about your typology, go to [PrimalShopper.com](http://PrimalShopper.com) and choose the Primal Shopper Overview.*