

PREFERENCE SURVEY

Each individual has one primary mode in which he or she prefers to communicate – either visual, auditory, or kinesthetic. However, we also have the ability to move from one mode to another, depending on the situation. For example, if you are right-handed, you probably would rather write with the right hand than the left. You may have ability to write with the left, but comfort lies with the right.

In the list below, check A, B, or C next to the response that most appeals to you. This will help you determine whether your predominant mode is visual, auditory, or kinesthetic. There are no correct or incorrect answers; you are simply indicating your preferences. *A* signifies the auditory mode, *B* the visual mode and *C* the kinesthetic mode.

1. A ____ I love to listen to music.
B ____ I enjoy art galleries and window-shopping.
C ____ I feel compelled to dance to good music.
2. A ____ I would rather take an oral test than a written test.
B ____ I was good at spelling in school.
C ____ I tend to answer test questions using my “gut” feelings.
3. A ____ I’ve been told I have a great speaking voice.
B ____ My confidence increases when I look good.
C ____ I enjoy being touched.
4. A ____ I can resolve problems more quickly when I talk out loud.
B ____ I would rather be shown an illustration than have something explained to me.
C ____ I find myself holding or touching things as they are being explained.
5. A ____ I can usually determine sincerity by the sound of a person’s voice.
B ____ I find myself evaluating others based on their appearance.
C ____ The way others shake hands with me means a lot to me.
6. A ____ I would rather listen to cassettes than read books.
B ____ I like to watch television and go to the movies.
C ____ I like hiking and other outdoor sports.
7. A ____ I can hear even the slightest noise that my car makes.
B ____ It’s important that my car is kept clean, inside and out.
C ____ I like a car that feels good when I drive it.
8. A ____ Others tell me that I’m easy to talk to.
B ____ I enjoy “people watching”.
C ____ I tend to touch people when talking.

9. A _____ I am aware of what voices sound like on the phone, as well as face-to-face.
 B _____ I often remember what someone looked like, but no the person's name.
 C _____ I can't remember what people look like.
10. A _____ I often find myself humming or singing to the radio.
 B _____ I enjoy photography.
 C _____ I like to make things with my hands.
11. A _____ I would rather have an idea explained to me than read it.
 B _____ I enjoy speakers more if they use visual aids.
 C _____ I like to participate in activities rather than watch.
12. A _____ I am a good listener.
 B _____ I find myself evaluating others based on their appearance.
 C _____ I feel positive or negative toward others, sometimes without knowing why.
13. A _____ I can resolve problems more quickly when I talk out loud.
 B _____ I am good at finding my way using a map.
 C _____ I exercise because of the way I feel afterward.
14. A _____ I like a house with rooms that allow for quiet areas.
 B _____ It's important that my house is clean and tidy.
 C _____ I like a house that feels comfortable.
15. A _____ I like to try to imitate the way people talk.
 B _____ I make a list of things I need to do each day.
 C _____ I've been told that I'm well coordinated.

Count the total number of *A* responses, *B* responses and *C* responses and note below.

Your score: _____ Number of *A* responses
 _____ Number of *B* responses
 _____ Number of *C* responses

If you scored most *A* responses, it indicated an auditory preference. If you score most *B* responses, it indicates a visual preference. If you scored most *C* responses, it indicates a kinesthetic preference.

My perceptual preference, based on this questionnaire, is _____.