

Executive Reporting - Trade Area - Psychographic - SocialValues Overview

Provides psychographic data for the selected trade area.

Psychographics | SocialValues Overview



Trade Area: Whitchurch-Stouffville, ON (T)

The **Trade Area** selected for the analysis.

Strong Values

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The **Strong and Weak Values** represent the strongest and weakest psychographic trends that the members of the trade area identify with based on Index ranking.

In the example, the strongest value held by the Whitchurch-Stouffville population is **Legacy**. With an Index of **129** the Whitchurch-Stouffville trade area is **29%** more likely to identify with the Legacy value than households in the benchmark of Canada.

Descriptions | Top 3 Strong Values

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Descriptions | Top 3 Weak Values

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

The **Descriptions** provide the SocialValues glossary definitions for the top three strong and weak SocialValues for the members of the trade area.

Benchmark: Canada

The **Benchmark**—also referred to as the base—indicates the geographic extent. National geographies are recommended to be set as the benchmark for this report.

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Index Colours:	<80	80 - 110	110+
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