HOW TO READ

ENVISION

Executive Reporting - Target Group - Psychographic - SocialValues

Provides psychographic data for the selected Target Group.

Psychographics | SocialValues Overview

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Target Group: Middle-Class Suburbia

The **Target Group** is a subset of the benchmark created based on grouping PRIZM segments with similar attributes.

Strong Values

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The **Strong and Weak Values** represent the strongest and weakest psychographic trends that the target group identifies with based on Index ranking.

In the example, the strongest value held by the target group is **Legacy**. An Index of **129** means that households in the Target Group are **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 target group.

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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