

Trade Area: Selkirk, MB (CY)

Strong Values

Values	Index
Utilitarian Consumerism	121
Obedience to Authority	117
Fulfilment Through Work	113
Primacy of Environmental Protection	112
Confidence in Small Business	111
Ethical Consumerism	111
Financial Concern Regarding the Future	110
Need for Escape	110
Flexible Families	108
Attraction to Nature	107

Descriptions | Top 3 Strong Values

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

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.

Weak Values

Values	Index
Vitality	83
Attraction For Crowds	85
Adaptability to Complexity	86
Ostentatious Consumption	86
Traditional Family	86
Enthusiasm for Technology	87
Pursuit of Novelty	87
Spiritual Quest	87
Status via Home	87
Community Involvement	88

Descriptions | Top 3 Weak Values

Vitality

The sense that one has a great deal of energy and is in contact with this energy. It measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

Adaptability to Complexity

Tendency to adapt easily to the uncertainties of modern life, and not to feel threatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunity.

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Trade Area

Name	Level	Geographies
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Benchmark

Name	Level	Geographies
Manitoba	Province	Manitoba

DataSource

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