



Psychographic Statements

ADVERTISING

Advertising influences my purchase decisions

Overall, I consider advertising a good thing

Advertising plays a vital role in providing information about products and services

Advertising keeps me up to date about products/services available in the marketplace

I like to share my opinions about products and services by posting reviews online

Outdoor advertising affects how I see a brand

I'm willing to pay or subscribe to a service to avoid advertising

I don't see my culture presented enough in ads

I don't see people like me presented enough in ads

AUTOMOTIVE

A car's only purpose is to get from point A to point B

Having a vehicle that is fun to drive is an important feature when I am buying a car

I am interested in what goes on under the hood of a car

I choose a car mainly on the basis of looks

I keep up on the latest advances in automobile technology

I like driving

My Car Should Express My Personality

I Refuse To Buy A Car That Is Not Fuel Efficient

Given Choice I'd Always Choose Full Size/Luxury Auto

You Can Tell A Lot About Someone By The Car They Drive

I would like to own a hybrid vehicle

I would like to own an electric vehicle

When choosing a car, safety is my top concern

CANNABIS

I often follow local media

I believe what is in my local media more than national media coverage

Local media make me aware of products and services available in my community

Local media have influence on the events I attend, and products and services I use and buy

I value my local media because it covers what's happening in my community

I feel local media better connects me to my community than national media

COMMUNICATIONS AND MEDIA

Online TV streaming services have changed the way I watch television

Because of online TV streaming I now watch more television than I used to

Being able to stream or listen to the radio online has changed the way I listen to the radio

I always choose not to be included on email/ mailing lists
I couldn't live without my mobile phone
I rely on TV to keep me informed
I prefer to watch TV programs live
I sometimes rely on the radio for companionship
I primarily listen to music through streaming services
I'm willing to pay extra for the quality content
I'm willing to pay extra for the quality content of TV or Video
I'm willing to pay extra for quality content of audio

DIET/HEALTH

I always think of the calories in what I eat
I think fast food is all junk
Because of my busy lifestyle, I don't take care of myself as well as I should
I trust homeopathic medicine
I always check the nutritional content of food
I always look for the light/diet versions of food and drink
I consider my diet to be very healthy
I am eating more healthy food than I have in the past
I mainly eat vegetarian food
I indulge in my cravings for sweets
I avoid or consume less of beverages that are high in sugar
I avoid or consume less of beverages that contain artificial sweeteners
I seek out beverages that are organic
I seek out beverages that contain probiotic
I am trying to reduce or eliminate the amount of animal meat/or cow's milk dairy consumption in my diet
I try to make sure that we keep a wide variety of snacks at home
I like to reward myself with a snack
Eating many times during the day is better for you than a few large meals

DRINKING

Drinking Is Part Of My Lifestyle
It's worth paying extra for good quality beer/wine/spirits
I Probably Should Drink Less Alcohol
When I visit restaurants I often order an alcoholic beverage

ENVIRONMENT

I make a conscious effort to recycle
I am prepared to make lifestyle compromises to benefit the environment
It's not worth doing things to help the environment if others don't do the same
I am very concerned about the effects of pollution on our planet
It's only worth doing environmentally-friendly things if they save you money
Companies should help consumers to be environmentally responsible
People have a duty to recycle

Global warming is not man-made- it's a natural occurrence

Today there is too much emphasis on conservation

I buy products in bulk to avoid over packaging

I would pay more for products knowing that they are produced and packaged in an environmentally friendly way

I do my best to shop ethically and responsibly (e.g. rechargeables, refills, reusables, biodegradables etc.)

FINANCE

I am actively looking for opportunities to earn supplemental income beyond my regular job

I am very good at managing money

I am more of a spender than a saver

With a credit card I can buy the sort of things I couldn't normally afford

I spend money more carefully than I used to

Financial security for retirement is each individual's responsibility

My main goal is to make as much money as possible

I feel overwhelmed by financial burdens

I seldom make a financial move without consulting an expert

I have already taken steps to ensure that I have sufficient income for my retirement

FOOD

I like to try out new food products

I like to treat myself to foods that are not good for me

It's worth paying more for organic food

I have conservative taste in food

I am willing to spend more on good quality foods

I like to experience other cultures through their cuisine

I'm more likely to try an ethnic food if a family or friend recommends it

LUXURY/STATUS

Money is the best measure of success

It is worth paying extra for quality goods

Sometimes I treat myself to something I don't need

I am prepared to pay more for products that elevate my status

I enjoy being extravagant

I like to live a lifestyle that impresses others

MOTIVATION

I don't want responsibility; I'd rather be told what to do

I look on the work I do as a career rather than just a job

I want to get to the very top in my career

There's little I can do to change my life

I like taking risks

I would like to set up my own business one day

How I spend my time is more important than the money I make
I am willing to sacrifice my time with my family in order to get ahead
You should seize opportunities in life when they arise
In this day and age it is important to juggle various tasks at the same time
It is important to continue learning new things throughout your life
I like to pursue a life of challenge, novelty and change
I am perfectly happy with my standard of living
I am usually the first amongst my friends to know what's going on
Family life is the most important thing

PERSONALITY

Has an active imagination
Has few artistic interests
Does a thorough job
Tends to be lazy
Is generally trusting
Tends to find faults with others
Is relaxed, handles stress well
Gets nervous easily
Is outgoing, sociable
Is reserved

PERSONAL APPEARANCE

I like to stand out in a crowd
It is important to be attractive to others
I like to keep up with the latest fashions
When shopping for clothes I generally look for designer labels
It is important to keep young looking
I spend a lot of money on toiletries and cosmetics for personal use
I do some form of sport or exercise at least once a week
Most of the time I'm trying to lose weight
My confidence is greatly enhanced when I know I look my best
I can't leave home without make-up
To be beautiful is to be simple and natural
People's opinion on my appearance is very important to me
I take great pleasure in looking after my appearance
Beauty comes from within
I would consider having cosmetic surgery
I tend to always buy the same beauty products
I look after my health to improve my appearance
I have a conservative dress style
I prefer to buy clothes that are classic and timeless in style
My fragrance expresses my personality

Skincare products help make your skin look younger

PERSONAL INTEREST

I enjoy entertaining at home
I enjoy spending time with my family
We often sit down for a meal together at home
Music is an important part of my life
I really enjoy cooking
My friends are more important to me than my family
Sports and recreation are important to my family
I like to dine at fine restaurants as often as possible
Regular exercise is an important part of my life
I closely follow at least one sport throughout the season
I love to spend time looking at household decorating ideas
I am particularly interested in the arts
I participate in sports on a regular basis

PRINT/NEWS

Print is an uninterrupted, personal and relaxing experience
The physical aspect of reading print is a key part of the experience
Computers remind me of work; reading print is a pleasure
I feel it is important to pay for news and information to feel truly informed
I commit more time each day to seek out current news and information than I did two years ago
Newspapers should encourage debate and challenge perspectives
I prefer to read news content online than in printed version
I would pay for access to magazine content online
I would pay for access to newspaper content online
I trust newspapers to print the truth
I trust the content I read in magazine
I like the ads in magazines as much as the articles
The ads in magazines are valuable source of new information
I learn about things to do or places to go reading magazines
I like learning something new from articles in newspapers that I wouldn't normally look for
Reading newspapers is part of my daily routine
I look at most of the inserts included with my magazines and newspapers

PRODUCTS/CONSUMER DURABLES

I love to buy new gadgets and appliances
It is important my household is equipped with the latest technology
I wait until technology becomes cheaper before considering a purchase
I pay extra to personalize products to suit my taste and style
When I buy any product, its style and design are as important as its quality
I feel confident using new technology products
I buy goods produced by my own country whenever I can

People tend to ask me for my opinion about new products and services
I can't resist fancy packaging
Online product reviews have a major influence on my purchasing decisions

LIFE VALUES/SELF-PERCEPTION

It is important that those around me think I'm doing well
I try to keep up with developments in technology
I like to enjoy life and don't worry about the future
I am an optimist
My faith is really important to me
I often do things on the spur of the moment
I find I am easily swayed by other people's views
I prefer to spend a quiet evening at home than go out
I prefer to work as part of a team than work alone
I consider myself an entrepreneur
It's important to me to feel respected by my peers
I don't like to judge other people on the way they choose to live their life
I consider myself to be a spiritual person
I consider myself to be a creative person
I like to have a circle of close friends who support me in hard times
I like to have control over people and resources
I am willing to volunteer my time for a good cause
I have a keen sense of adventure
I worry a lot
Meeting new people comes easily to me
I often feel anxious
I start the day off feeling depressed
I feel lonely
I feel more unmotivated these days than I did a year ago

SHOPPING

I always look out for special offers
I really enjoy shopping
I always use a shopping list
I tend to make impulse purchases
I trust my own judgement in picking out my clothes
People come to me for advice before buying new things
I buy new products before most of my friends
When I see a new brand I often buy it to see what it's like
Once I find a brand I like I tend to stick to it
I think that well-known brands are better
Celebrities influence my purchase decisions
Shopping online makes my life easier

Convenience of online shopping is more important than price
I look for the lowest possible prices when I go shopping
Even though I have a favourite brand, if another brand is on special offer I buy it instead
I check a number of sources before making a significant purchase
I often buy a product recommended by an influencer I follow online
I always accept the opinion of an influencer's I follow online
I carefully consider product recommendations made by influencers I follow online

SOCIAL/POLITICAL/ETHICAL

It is more important to do your duty than to live for your own enjoyment
Children should be allowed to express themselves freely
I think we should strive for equality for all
I think it's important to have a lasting relationship with one partner
I worry about violence and crime
I find exposure to different cultures personally rewarding
It is important that a company acts ethically
I have refused to buy products from a company of which I disapproved
Men and women should share household responsibilities equally
The quality of human contact has been improved through technology
I trust the government to protect my privacy

TRAVEL

When I go on vacations, I only want to eat, drink and lie in the sun
Vacations are all about escaping my everyday life
When traveling I want to experience the local culture and lifestyle
I seek out adventurous experiences when I travel
The best vacations involve as many activities as possible
I prefer to travel off the beaten path
My vacations are focused on quality time with family/friends
Connecting with my romantic partner is a big reason I go on vacations
I want to meet new people and socialize when I'm on vacation
I want every aspect of my vacation to be luxurious
I love sharing my vacation experiences on social media
Travel and accommodation discounts have a huge impact on my travel plans
On my vacations, I prefer traveling to places I've never been