



SCC | Study of the Canadian Consumer | Fall 2022

What's New

Vividata's Fall 2022 SCC | Study of the Canadian Consumer contains over **600 NEW Psychographic Statements** in the following categories:

- Local Media
- Advertising
- Automotive
- Communications & Media
- Diet/Health
- Drinking
- Environment
- Finance
- Food
- Home Improvement
- Internet
- Life Values
- Luxury/Status
- Motivation
- Out-of-home/Direct Mail
- Personal Appearance
- Personal Interests
- Print/News
- Products/Consumer Durables
- Shopping
- Social/Politics/Ethics
- Sports Betting
- Travel

Employment Location pre-COVID-19:

- Likelihood to go back to same location
- Frequency of working (days)
- Frequency of working (days) by location
- Location for remainder of the week

Diet control/weight management programs used

Items used for stress relief

Use of travel insurance

- Reasons for using travel insurance
- Paid out of pocket when traveling without travel insurance
- Influence of COVID-19 on purchasing travel insurance (within Canada and abroad)
- Likelihood of purchasing travel insurance for next vacation (within Canada and abroad)

Cultural Events personally participated in/celebrated in past 12 months

Type of Planned home renovations in the next 12 months

Activities done to reduce impact on environment

Frequency of ordering meals from quick service restaurants in the past 30 days (for Breakfast, Lunch, Dinner, or Snacks)