

Psychographic Behaviour for Selected Canadian Metropolitan Areas

While Toronto and Vancouver see themselves as sophisticated, Montreal dresses smartly and goes out!

While many attitudes are pretty evenly spread among Canadians, Montreal stands out as fashion conscious (but curiously not brand conscious) and Calgary and Edmonton stand out as more socially conservative.

In Calgary and Edmonton people are 25% more likely to feel men should be the head of their families, and nearly 20% more likely to neglect personal grooming.

Vancouver, for all its distinctiveness is relatively mainstream. However, Vancouverites along with Torontonians are over 30% more likely to describe themselves as sophisticated.



Montreal is the most stylish city in Canada with residents who are more likely to keep up with fashion and dress smartly.

- Montreal shoppers tend to pass up their favourite brand if something else is on sale; they buy on impulse if they see something interesting, and will pay extra to save time shopping
- Television is more likely to be one's primary source of entertainment in Calgary and Edmonton
- Calgary and Edmonton are more likely to believe the man should be the head of the family
- Toronto and Vancouver enjoy being extravagant
- In Halifax, advertising is considered an important source of information and they believe that most new products are worth a try

2008 Psychographic Predictions

	Toronto	Montreal	Vancouver	Calgary	Edmonton	Halifax
New products are worth a try	41%	34%	35%	39%	40%	45%
No-name products are as good as advertised brands	47%	50%	39%	40%	40%	47%
I go out with friends a lot	31%	36%	29%	27%	26%	28%
I keep up with style & fashion	32%	38%	31%	32%	30%	33%
I minimize the time I spend on personal grooming	38%	26%	40%	41%	42%	38%
The man should be the head of the family	23%	15%	22%	25%	25%	17%
I enjoy being extravagant	21%	16%	22%	20%	19%	18%
I am sophisticated	34%	22%	32%	29%	26%	29%

Blue boxes indicate CMA results greater than Canadian average; Red text indicates results less than Canadian average
Source: Generation5 2008

Prepared by: G5 Client Solutions Group