



Who do we think we are?

How Canadians describe their own personality

July 2021



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CANADIAN VIEWPOINT
REAL PEOPLE | REAL SOLUTIONS | REAL DATA

Background



Q.i. Value Systems and **Canadian Viewpoint** recently teamed up to map the personalities of the top political leaders in Canada. The report can be found [here](#).

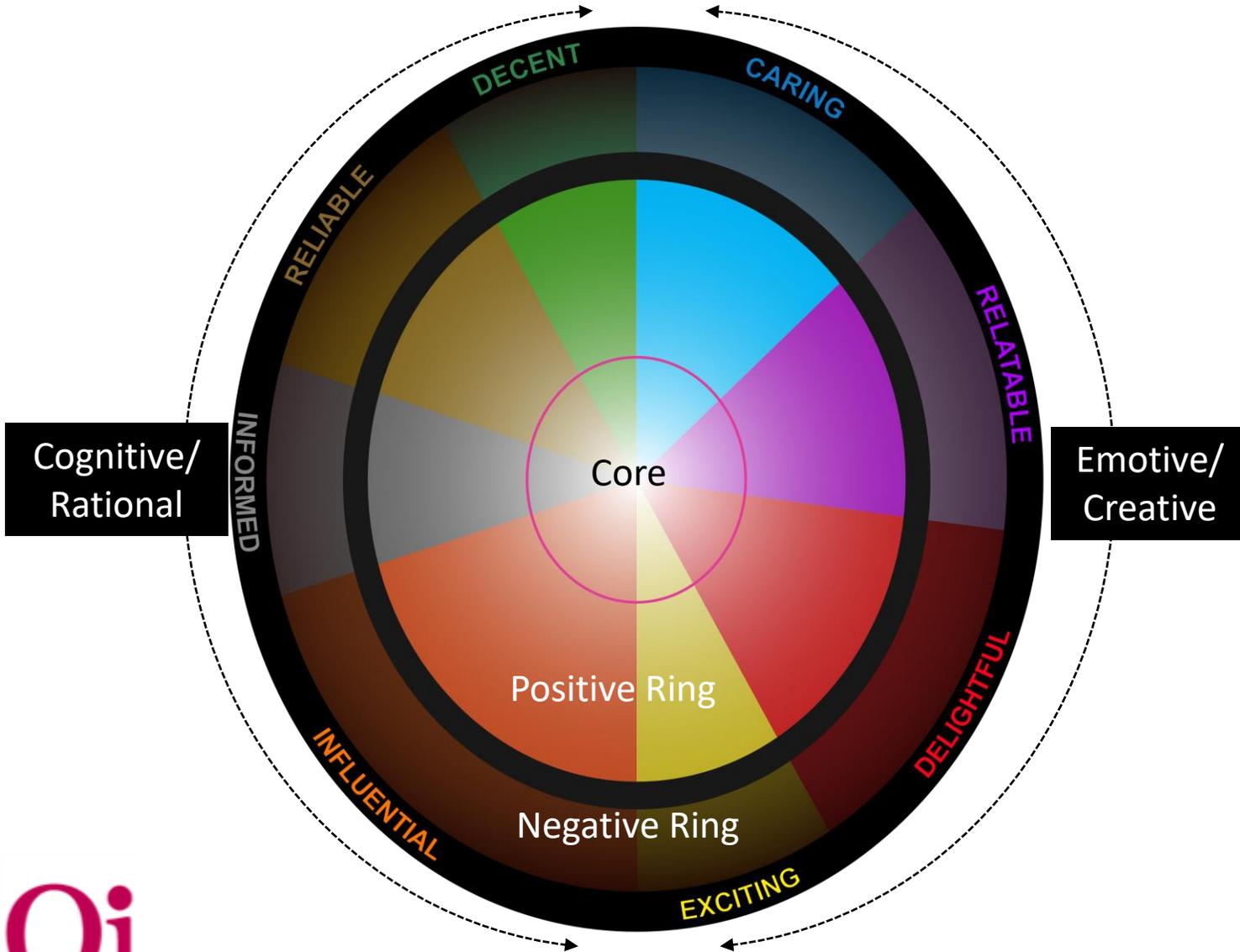
As an addendum to the study, we asked a question to all 1,016 Canadians we interviewed an assessment of their own personalities using Q.i.'s proprietary personality mapping technique. The survey was conducted in May 2021.

This report summarizes the key highlights from this analysis.

Q.i. Value Systems is a global research and analytics organization based out of Toronto that specializes in emotional/personality mapping and understanding consumer values. **Canadian Viewpoint** is a premier data collection organization based in Richmond Hill.



The Q.i. Inside™ Mapping System



Q.i. Value Systems uses its mapping technology to get an in-depth assessment of personality. Based on extensive R&D, the map has been developed to help us quantify the tangible and intangible elements that make up human personality.

How the Map works:

The map loosely represents the brain, divided into the left (the cognitive) and the right (the emotive). It can be further divided into 8 zones.

The centre (core) is the strongest with a inner positive 'ring' and an outer negative 'ring'.

How it was used in this analysis:

This technique has been used for respondents to map their own personalities.

Each respondent evaluated their own personality on a list of 100 personality attributes. This list of attributes, called a 'Q.i. Identikit,' has been carefully created to cover all 8 zones of the brain, ensuring coverage of positive and negative personality traits.

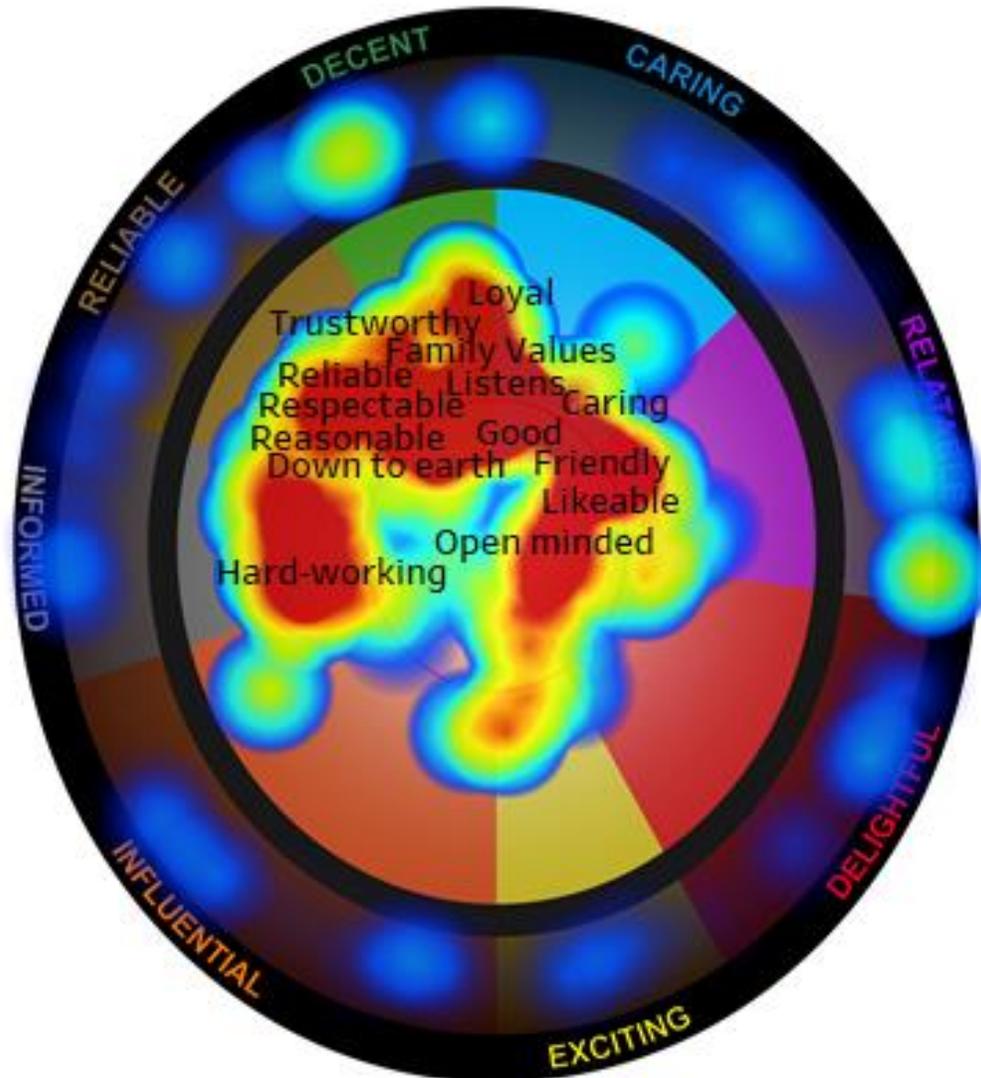


Highlights



The Average Canadian

...as analyzed by themselves



The average Canadian sees themselves in a positive light, with stronger heat towards more rational/cognitive (left) side of the map.

We can see how the 'heat' is focused away from the outer 'negative ring' but in the centre, and slightly towards the left part of the map.

- *Note we do not have a comparison to citizens of other countries yet.*

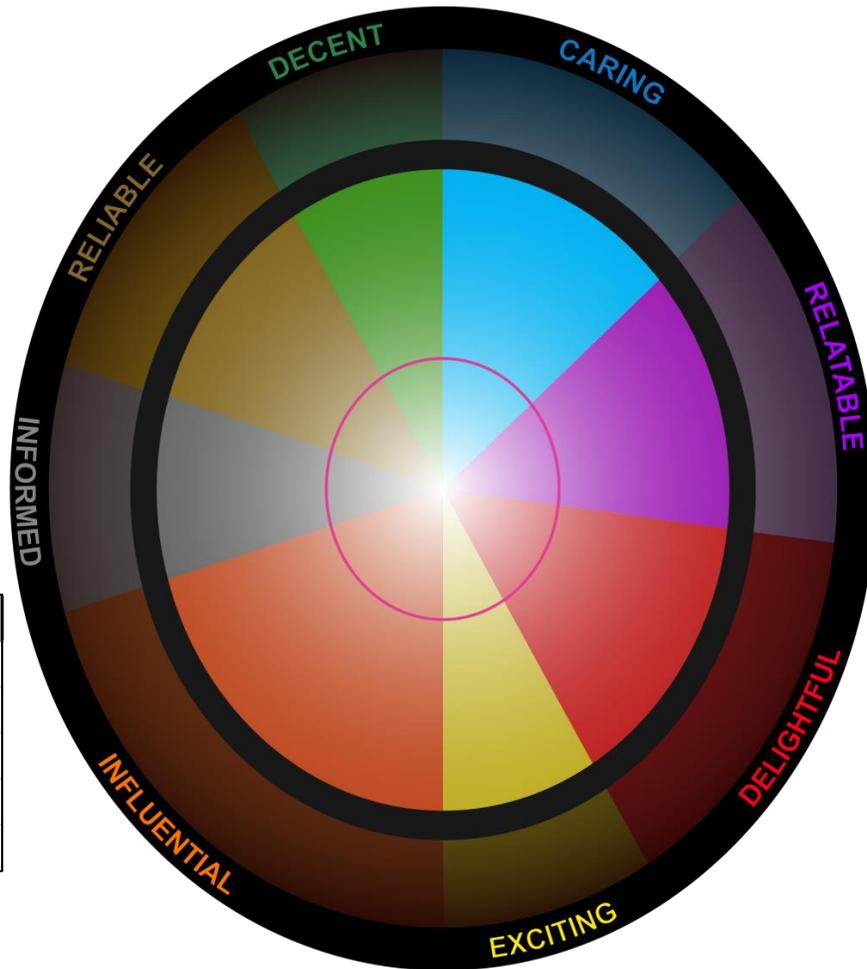
Rational/ Emotional Balance

Within the rational side the strongest associations are with being 'trustworthy' and 'reliable'.

On the emotional side, the strongest Canadian descriptors are 'friendly' and 'loyal'.

**Cognitive/
Rational
53%**

Top Rational	
<i>Trustworthy</i>	56%
<i>Reliable</i>	54%
<i>Down to earth</i>	49%
<i>Reasonable</i>	49%
<i>Family Values</i>	48%

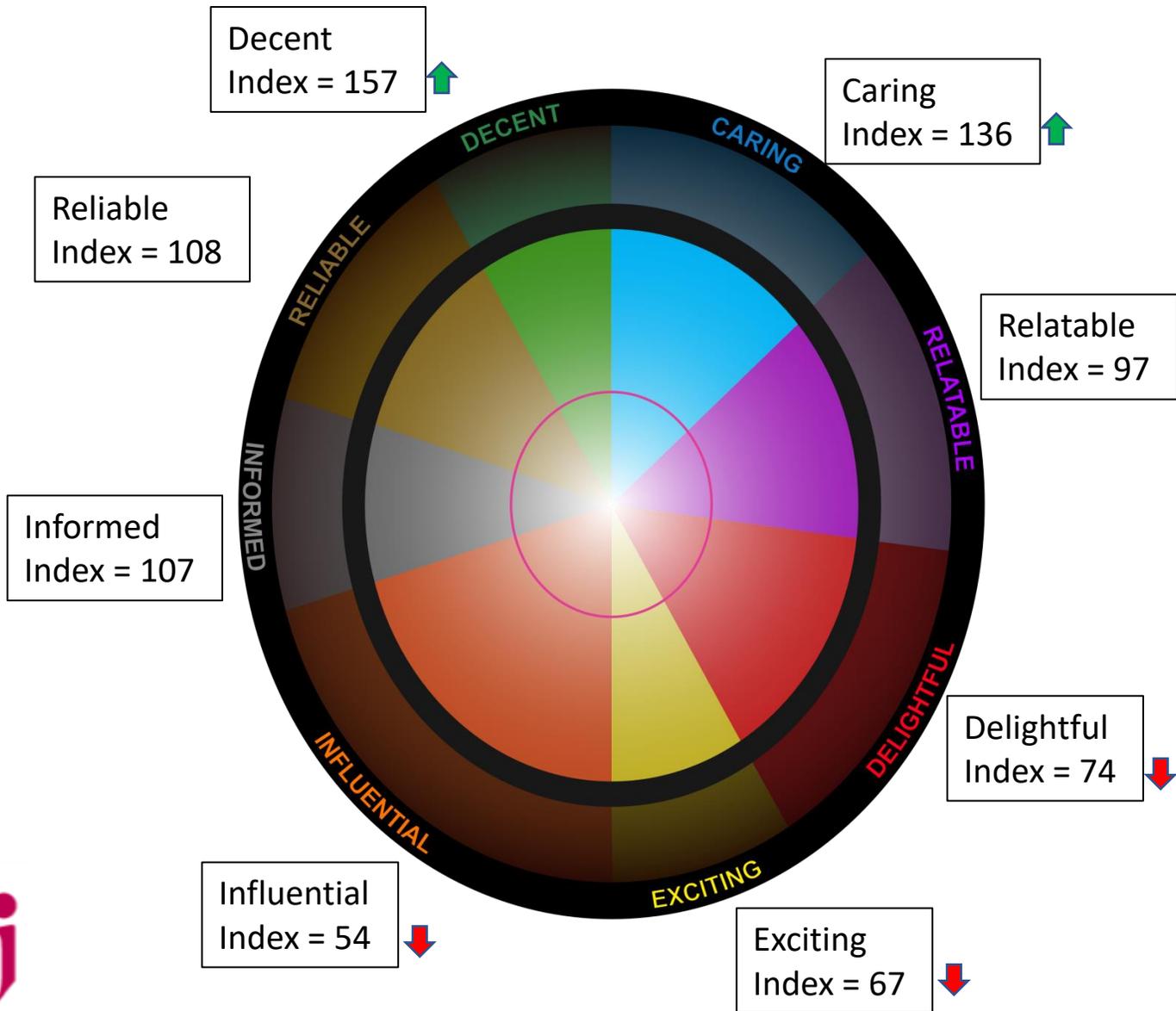


**Emotional/
Creative
47%**

Top Emotional	
<i>Friendly</i>	59%
<i>Loyal</i>	52%
<i>Listens</i>	51%
<i>Caring</i>	51%
<i>Open minded</i>	48%



Zone Scores



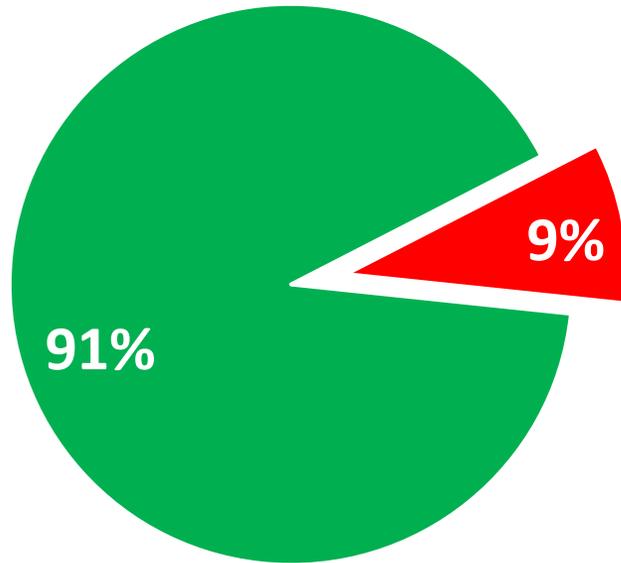
Canadian see themselves as 'Decent' and 'Caring'

The strongest cluster of attributes or 'personality zone' that Canadians attribute with themselves is "Decent" (*trustworthy, down-to-earth, reasonable, family values*) followed closely by the "Caring" zone (*listens, loyal, caring*).

Canadians do not see themselves as "Delightful", "Exciting" or "Influential".

Positive/ Negative Balance

Top Positives	
<i>Friendly</i>	59%
<i>Trustworthy</i>	56%
<i>Reliable</i>	54%
<i>Loyal</i>	52%
<i>Listens</i>	51%



■ Positive ■ Negative

Top Negatives	
<i>Ordinary / nothing special</i>	21%
<i>Over protective</i>	11%
<i>Tired / Jaded</i>	9%
<i>Lazy</i>	9%
<i>Indecisive</i>	8%

While most associations are positive, yet Canadians identify some negative.

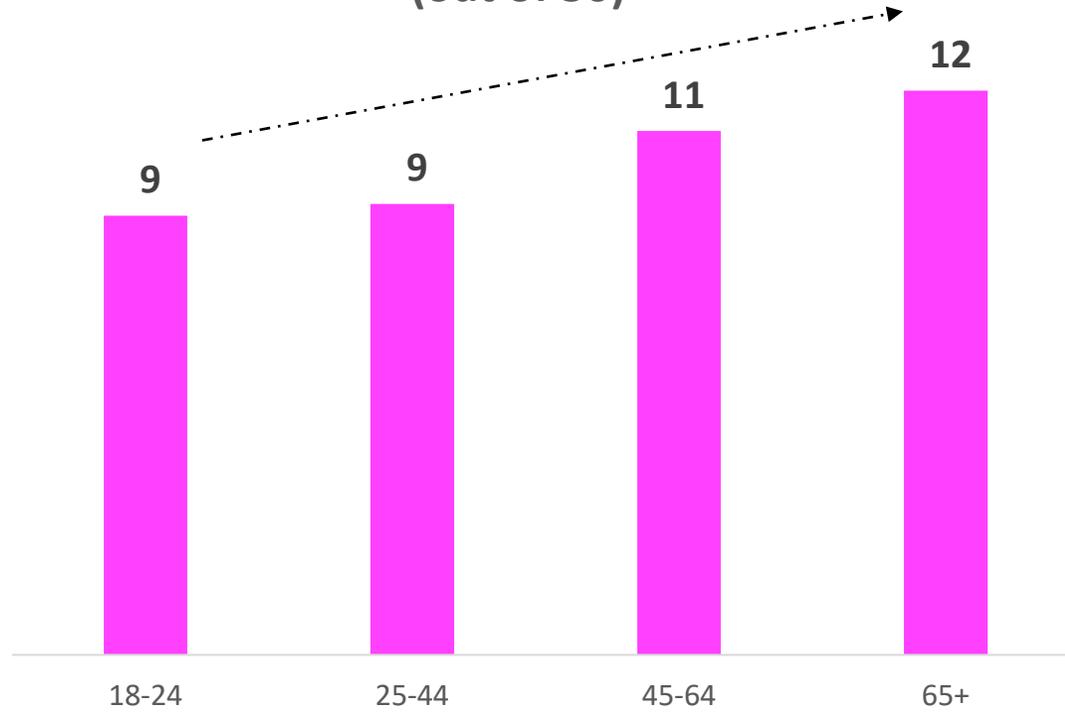
When asked to select attributes that describe ourselves (out of a list of 50 positive and 50 negative attributes), 91% of personality attributes Canadians pick are positive, and 9% are negative.

The **most significant negative selected** is “**ordinary/ nothing special**”... selected by more than 1 in 5 Canadians.



Our Own Perceptions, by Age

of Positive Personality Attributes Selected
(out of 50)



Net
Score *

18	25	31	35
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Canadians feel more positive as they age!

The average number of positive personality attributes chosen are higher among older Canadians.

- Maybe we stop having higher expectations of ourselves as we age?!

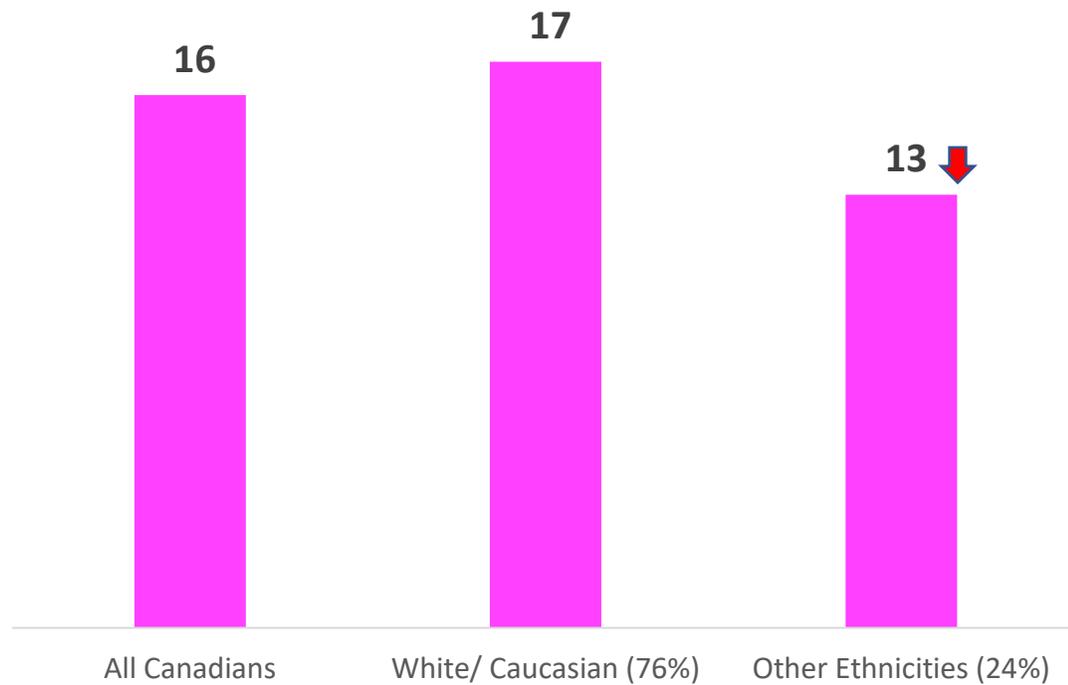


* Net Score = Average Positive Association – Average Negative Association

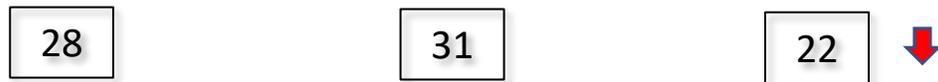


Our Own Perceptions, White Canadians vs. Other Ethnicities

of Positive Personality Attributes Selected
(out of 50)



Net Score *



It is interesting to see a marked difference in perceptions among White Canadians vs. Canadians of other ethnicities.

White Canadians have a significantly more positive opinion of themselves as compared to Canadians of other ethnicities.



* Net Score = Average Positive Association – Average Negative Association



A note from Q.i.'s Senior Leadership Team



Teddy
Langschmidt
CEO



Jeremy
Chrystman
CIO



Indivar (Indy)
Kushari
COO



We specialize in **understanding**
Feelings, Thoughts, and Actions related to:

Brands **Individuals** **Organizations**

With such rich data, it was challenging to pick out the most intriguing findings. To arrange a more in-depth walkthrough of these results, please reach us on [LinkedIn](#). Or, contact us individually on LinkedIn by clicking on our photos to the left.

Q.i. Inside™ technology provides an intuitive system of recommendations to foster these connections by addressing negative perceptions and building balance; we would love to [show you](#) how it works.

- *Teddy, Jeremy and Indy*



Thank you!

For more information about Q.i. Value Systems and Canadian Viewpoint please visit our websites qivaluesystems.com and canview.com.



Appendix



Methodology



Qualification Criteria

Respondents aged 18+ were sampled via Canadian recruitment panels.

Qualification criteria:

- Is of legal voting age within Canada
- Lives in one of the Canadian provinces: British Columbia, Ontario, Alberta, Manitoba & Saskatchewan, Quebec, or Atlantic.



Fielding Dates

May 11th – May 20th, 2021



Sample

n=1,016 respondents were included in the analysis.



Weighting

The sample was weighted to region, gender and age to ensure sample data is as representative of the population studied as possible.

Male: 49%
Female: 51%
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British Columbia: 14%
Ontario: 39%
Alberta: 12%
Manitoba & Saskatchewan: 7%
Quebec: 23%
Atlantic (NFLD/NB/NS/PEI): 6%
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18-24: 11%
25-44: 34%
45-64: 33%
65+: 22%