

DATA VINTAGE

2019

SURVEY EDITION

2018

SURVEY SAMPLE SIZE

10,545

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

243

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

SocialValues helps users understand the mindset of their customers and determine the best message to engage them. It is also a key input into PRIZM, our comprehensive geodemographic segmentation system. The database is derived from the Social Values survey by Environics Research, which conducts an annual nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. The resulting SocialValues dataset captures the viewpoints of more than 10,000 respondents. It measures 243 values and attitudes—such as the “importance of price,” “attraction to nature” and “ecological lifestyle”—to help users determine the mindset of their customers to better reach and serve them. With the SocialValues dataset, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses and not-for-profits develop communications and merchandising strategies that speak to their customers’ concerns and worldview.

HOW IT'S USED



An automotive company looking to promote a new hybrid vehicle can use SocialValues to identify neighbourhoods within a trade area that are more likely to contain environmentally-conscious consumers.



Telecom companies can distinguish between their “price-sensitive” customers and their “technology-minded” customers to more effectively target their marketing efforts for their new online services.



A SocialValues-based analysis of a company’s PRIZM target groups can help marketers understand what motivates the purchasing decisions of their different customer groups. These differences in motivation can help users create messaging that resonates with their customers.

SAMPLE QUESTIONS IT CAN ANSWER

- Compared to the general population, what are the key SocialValues driving decision-making within my target groups?
- What neighbourhoods, within my trade area, exhibit strong confidence in advertising?
- Where can I find neighbourhoods that place a high value on community involvement?
- Which PRIZM segments score high for both national pride and enthusiasm for new technology?
- How important are brand, price and ethical consumerism when my customers make product/service choices?