



## Ranking Variables—[Social Values]—Target Group

A list of Social Values variable indexes. Helps answer the questions: Compared to all Canadians, what are the key Social Values driving decision-making within my Target Groups? How important are brand, price and ethical consumerism when my Target Groups make product/service choices?

Golden Years vs Canada					
	Count	% Comp	Base % Comp	% Pen	Index
<b>Basics</b>					
SVBAS15FPopulation 15+	2,105,068	100.00	100.00	6.99	100
<b>Trends</b>					
SV00051 Need for Escape	720,437	34.22	27.54	8.69	124
SV00072 Rejection of Orderliness	633,906	30.11	24.45	8.61	123
SV00021 Discriminating Consumerism	586,389	27.86	23.52	8.28	118
SV00035 Flexible Families	606,907	28.83	24.40	8.26	118
SV00091 Utilitarian Consumerism	607,279	28.85	24.46	8.25	118
SV00050 National Pride	644,020	30.59	26.68	8.02	115
SV00019 Cultural Assimilation	634,074	30.12	26.35	7.99	114
SV00094 Work Ethic	612,694	29.11	25.79	7.89	113
SV00020 Culture Sampling	550,932	26.17	23.34	7.84	112
SV00026 Effort Toward Health	524,173	24.90	22.24	7.83	112
SV00086 Spiritual Quest	408,512	19.41	22.89	5.93	85
SV00055 Ostentatious Consumption	456,135	21.67	25.85	5.86	84
SV00087 Status via Home	468,485	22.25	26.52	5.87	84
SV00045 Joy of Consumption	444,141	21.10	25.29	5.83	83
SV00001 Acceptance of Violence	478,852	22.75	28.23	5.63	81
SV00057 Patriarchy	441,986	21.00	26.95	5.45	78
SV00004 Advertising as Stimulus	405,538	19.27	26.51	5.08	73

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Golden Years: 10,22,26,29,39

We focus on the **Index only** in this report. Always use Canada as your Benchmark.

The default output for this dashboard is alphabetical order by the Trend. Hovering over the word "Index" will reveal a picture of a gear. Clicking on the gear allows you to sort the dashboard by Index Descending.



Average index = 100. Examine the Trends which index higher than average. The Trend definitions are available in the Social Values Glossary located in the Help / Support Reference Documents. The high indexing Trends are the values which should resonate with the Target Group. In the example, the "Need for Escape" Trend scores 24% above average (index = 124). We would say "Golden Years feel the urge for the odd escape from the burdens of everyday life. Highlighting activities or programs that could make their routines more interesting may grab their attention." Try to incorporate the high indexing Trends in the messaging of the creative pieces going to your customers.

Pay attention to the low indexing Trends so as not to incorporate any themes that may not resonate or may not speak to your Target Group. "Advertising as Stimulus" scores 27% below average (index=73).

The PRIZM5 segments that make up the target group are listed at the bottom left of the dashboard (see yellow highlight at left).

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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Index (% Comp /Base % \*100) measures if the Target Group is above or below average when compared to the benchmark (average =100)