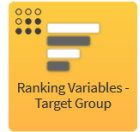


## Ranking Variables - SocialValues - Target Group

Provides a list of Social Values variables ranked based on the presence within a Target Group. This report is helpful in identifying Social Values that resonate with specific Target Groups.



### Ranking Variables | Target Group



**Target Group:** Francophone Families (13, 27, 29, 34, 35, 39, 40, 42, 46, 54, 55, 56, 59, 63, 65)

Trends	Count	%	Base Count	Base %	% Pen	Index	
SV00002	Active Government	24,085	30.37	2,780,370	23.00	0.87	132
SV00007	Attraction to Nature	27,202	34.30	2,596,431	21.48	1.05	160
SV00009	Brand Apathy	21,331	26.90	2,732,423	22.60	0.78	119
SV00012	Community Involvement	16,617	20.95	3,014,948	24.94	0.55	84
SV00020	Culture Sampling	14,827	18.70	3,236,629	26.77	0.46	70
SV00032	Fear of Violence	17,283	21.79	3,336,606	27.60	0.52	79
SV00050	National Pride	17,575	22.16	3,267,783	27.03	0.54	82
SV00051	Need for Escape	15,035	18.96	3,333,992	27.58	0.45	69
SV00053	North American Dream	16,513	20.82	3,229,716	26.71	0.51	78
SV00069	Racial Fusion	14,242	17.96	3,124,121	25.84	0.46	69
SV00075	Saving on Principle	22,453	28.31	3,324,721	27.50	0.68	103
SV00076	Search for Roots	22,680	28.60	2,846,069	23.54	0.80	121
SV00078	Sexism	25,891	32.65	3,095,622	25.61	0.84	127
SV00095	Xenophobia	21,132	26.65	3,262,425	26.99	0.65	99

**Benchmark:** Ontario

Copyright © 2021 by Environics Analytics (EA). Source: ©2021 Environics Research, ©2021 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC. used under license.

Index Colours: <80 80 - 110 110+

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

The **Target Group** selected for analysis is indicated at the top of the report. Use the side panel navigation within the ENVISION interface to toggle between Target Groups.

- Count:** The number of people or households in the Target Group who exhibit that behavior.
- %:** (Count/Total Count \* 100) The percentage of the population or households in the Target Group that exhibit that behavior.
- Base Count:** The number of people or households in the benchmark who exhibit that behavior.
- Base %:** (Base Count/Base Total Count \* 100) The percentage of the population or households in the benchmark that exhibit that behavior.
- % Pen:** (Count/Base Count \* 100) Of all people or households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Target Group.
- Index:** (% /Base % \*100) Measures if the population or households in the Trade Area are more or less likely to exhibit that behavior when compared to the benchmark. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

For this report, the **Index** value should be used to analyze the presence of the SocialValue among the Target Group. Click on the column heading **Index** to sort the dashboard in ascending or descending order.

**High Index** values indicate the Target Group strongly resonates with the associated SocialValue.

For example, the “**Active Government**” Trend scores **32%** above average (Index = **132**). Inferring that the **Francophone Families** Target Group that reside in Ontario have a tendency to believe that government efficaciously performs socially beneficial functions; A desire for more government involvement in resolving social issues.

The definitions of each SocialValue can be found on our Community website. Try to incorporate high Indices in the messaging of creative pieces to your customers.

Pay attention to low Indices so as not to incorporate any of these SocialValue themes into creative pieces since they may not resonate with your Target Group.