

Executive Dashboards - Psychographic - Vividata

Provides psychographic data for the selected trade area for the following categories: food and groceries, environment, motivation, finance, and media and technology, and trust in news. Vividata is based on survey data with respondents aged 14 or older.

Psychographics - Vividata | Environment

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

Household Population 14+: 5,667,852

The trade area selected for analysis and the total household population aged 14+ within the trade area.



I AM PREPARED TO MAKE LIFESTYLE COMPROMISES TO BENEFIT THE ENVIRONMENT

Strongly Agree 20.3%
Index:95

Strongly Disagree 20.3%
Index:95



I BUY PRODUCTS IN BULK TO AVOID OVER-PACKAGING

Strongly Agree 14.4%
Index:88

Strongly Disagree 8.8%
Index:88

The dashboard reports the composition percentages and index values of the population aged 14+ in the trade area who agree or disagree with select psychographic statements.



I AM VERY CONCERNED ABOUT THE EFFECTS OF POLLUTION ON OUR PLANET

Strongly Agree 35.5%
Index:93

Strongly Disagree 2.7%
Index:119



GLOBAL WARMING IS NOT MAN-MADE- IT'S A NATURAL OCCURRENCE

Strongly Agree 11.5%
Index:102

Strongly Disagree 30.4%
Index:86

Within the Toronto trade area, 30.4% strongly disagree with the statement: "Global warming is not man-made—it's a natural occurrence." With an index of 86, this sentiment is 14% less likely among the Toronto population than the benchmark of Ontario.



I MAKE A CONSCIOUS EFFORT TO RECYCLE

Strongly Agree 46.4%
Index:100

Strongly Disagree 1.1%
Index:88



COMPANIES SHOULD HELP CONSUMERS TO BE ENVIRONMENTALLY RESPONSIBLE

Strongly Agree 34.0%
Index:95

Strongly Disagree 3.0%
Index:128

Benchmark: Ontario

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

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Index Colours: <80 80 - 110 110+