

Executive Dashboards - Psychographic - Vividata

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

Psychographics - Vividata | Environment

ENVIRONICS ANALYTICS

Target Group: Middle-Class Suburbia (38, 43)

Household Population 14+: 42,933

The **target group** selected for analysis and the total **household population** aged 14+ of the target group within the benchmark.



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 percentage composition and index value of the target group 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 **Middle-Class Suburbia** target group, **3.0%** strongly disagree with the statement: "Companies should help consumers to be environmentally responsible," which is significantly above the Toronto average (index = **128**).



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: Toronto, ON

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

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Index Colours: <80 80 - 110 110+