Different consumers – different values – similar decisions
Only one markets as green!
Values set the context for consumer choice

- Social Values/Psychographics
- Demographics/Lifestage
- Brand Perceptions
- Product Needs/Features
- Purchase Behaviour
ENVIRONICS SOCIAL VALUES

- Measured since 1983
- 300 Statements & 85 Trends

- Traditional. Local Community.
- Brand Conscious.
- Experience Driven.
- Career Oriented. Emotionally Guided. Spiritual.
- Image-Driven. Environmental Views.
- Need for Escape.
- Avoid Complexities.
Ecological Lifestyle

Giving a high priority to integrating environmental concerns with purchasing criteria.

1. I avoid using the products or services of companies I know to have a poor environmental record

2. I am prepared to pay more for an environmentally friendly product
SOCIAL VALUE: “ECOLOGICAL LIFESTYLE”
CONNECTING VALUES TO ACTIONS

Source: Environics Analytics

Prizm5.com
HIRING A CONTRACTOR FOR CONSERVATION RENO

Source: Environics Analytics, Opticks Numeris, 2015
Hiring a contractor for conservation reno

10% of GTA residents are Elite Empty Nests and Multicultural Middle-Class.

Source: Environics Analytics, Opticks Numeris, 2015
KEY DIFFERENCES

Elite Empty Nests
- Ecological concern
- “I can make a difference”
- Community leaders

Multicultural Middle-Class
- Ecologically fatalistic
- “What’s in it for me?”
- Price conscious

Source: Environics Analytics, Opticks Numeris, Social Values, DemoStats, HouseholdSpend 2015
IN SUM…

1. Many shades of green and motivations of choice
2. Mindset even more important without price incentive
3. Key is really knowing your target consumer – their values, needs and how to engage them
THANK YOU

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