

# GREENLIVING RELEASE NOTES

## DATA VINTAGE

2020 (2015 Survey Ed.)

## SURVEY SAMPLE SIZE

14,939

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

370

To view the complete list of variables please visit:

[environicsanalytics.com/variables](http://environicsanalytics.com/variables)

## WHAT IT IS

The GreenLiving database measures Canadians' attitudes regarding household-related environmental issues. Created from a sample of respondents from Statistics Canada's Households and the Environment Survey, GreenLiving focuses on household consumption and conservation of energy and water, as well as such activities as composting, pesticide use, household hazardous waste disposal and the use of gas-powered recreation equipment. Such information, available at the postal code and dissemination area levels, can be used by city planners and utility companies to locate key infrastructure projects and design energy conservation programs.

## HOW IT'S USED



Energy providers can use GreenLiving to inform their conservation programs and marketing campaigns by targeting high energy consumption neighbourhoods and areas more amenable to energy reduction programs.



Consumer packaged goods companies can use GreenLiving to improve the way they market their environmentally-friendly products to customers who would be most likely to purchase "green" products.



Advertising agencies can personify with PRIZM target groups using GreenLiving to define their environmental behaviour and preferences for more effective advertising campaigns.

## SAMPLE QUESTIONS IT CAN ANSWER

- If I want to promote locally grown produce at my retail food stores, which locations are likely to find a receptive shopper base?
- Where should I locate e-waste centres?
- Which geographic areas are most likely to be receptive to composting?
- Do rebates or incentives for switching to low energy devices change the underlying behaviour for new users?