

## RELEASE NOTES FOR ENVISION

### DATA VINTAGE

2019

### SURVEY SAMPLE SIZE

10,545

### BASE LEVEL GEOGRAPHY

Block group

### UPDATE FREQUENCY

Annually

### VARIABLES

70

To view the complete list of variables please visit:

[environicsanalytics.com/en-us/variables](http://environicsanalytics.com/en-us/variables)

### WHAT IT IS

SocialValues presents psychographic profiles for the Claritas PRIZM® Premier segmentation system. Scientists at our sister company, Environics Research, conduct a yearly nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Americans. The resulting SocialValues database is derived from more than 10,000 respondents and measures 70 values trends—such as “Importance of Brand” and “Saving on Principle.” SocialValues help users determine the mindset of their customers to better reach and serve them. With the SocialValues database, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses and not-for-profits develop communications and merchandising strategies that speak to their customers’ concerns and worldview.

### HOW IT'S USED



An automotive company looking to promote a new hybrid vehicle can use SocialValues to identify neighborhoods within a trade area that are more likely to contain environmentally conscious consumers.



Telecom companies can identify consumers that have “Enthusiasm for New Technology” to more effectively target marketing efforts for their new online services.



A SocialValues based analysis of a company’s PRIZM Premier target groups can help marketers understand what motivates the purchasing decisions of their different customer groups. These differences in motivation can help users create messaging that resonates with their customers.

### SAMPLE QUESTIONS IT CAN ANSWER

- Compared to the general population, what are the key social values driving decision-making within my target groups?
- What neighborhoods within my trade area exhibit strong confidence in advertising?
- Where can I find neighborhoods that place a high value on community involvement?
- Which PRIZM Premier segments score high for both upscale consumerism and financial security?
- How important are brand and ethical consumerism when my customers make product/service choices?