

DATA VINTAGE

2022

SURVEY COLLECTION

2020 Q4 & 2021 Q4

SURVEY SAMPLE SIZE

10,294

BASE LEVEL GEOGRAPHY

Block group

VARIABLES

58

To view the complete list of variables please visit:

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 10K respondents over a rolling 2-year period and measures 58 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.



Fitness retailers can identify consumers that value “Effort Towards Health” to more effectively target marketing efforts for their equipment and services.



A SocialValues based analysis of your PRIZM Premier target groups can help you understand what motivates the purchasing decisions of different customer groups. These differences can help you develop messaging that resonates with your 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 ostentatious consumerism and financial security?