

Do you know your Bunny-hugger from your Eco-Warrior?



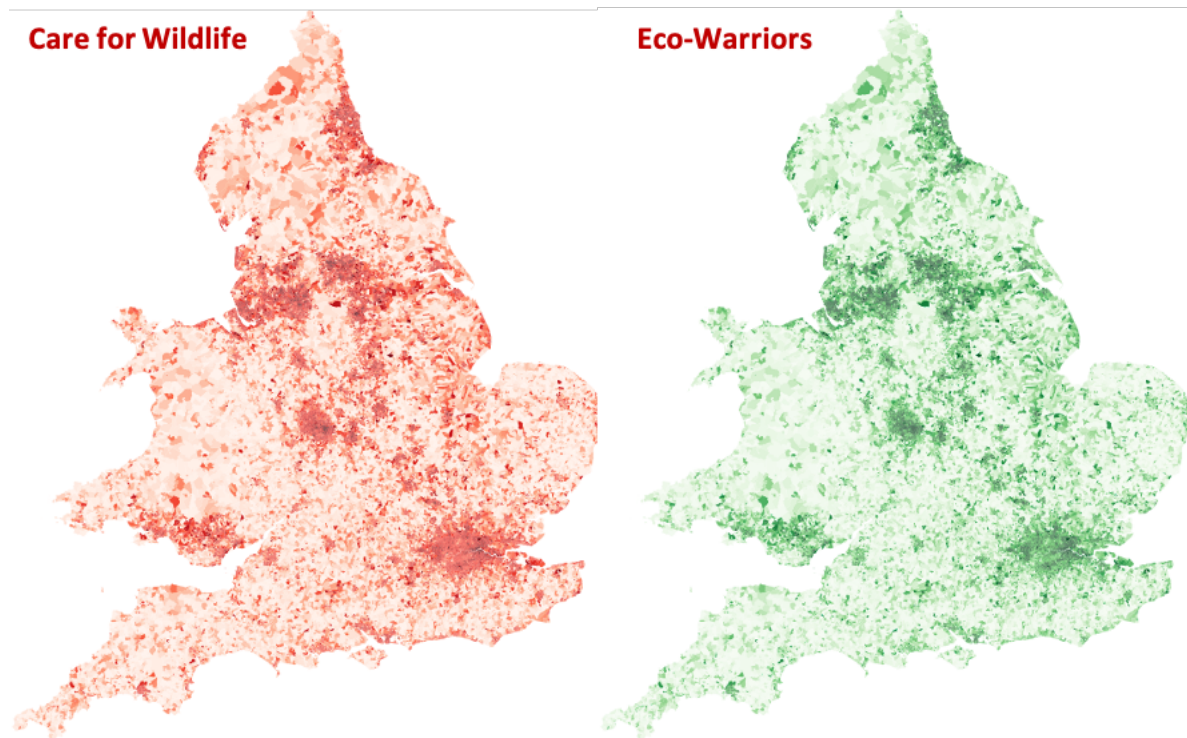
How do you talk to potential customers about matters that matter to them? How do you identify their key concerns?

GeoSociety is a unique set of GDPR-compliant measures of people's interest in a range of topics from "Care about Animal Control and Slaughter" to "Concerned about anti-social crime", from "Supporting NHS Staff" to "Worried about Transport Safety Issues". Data values are tagged by postcode and have also been ranked against each other.

Are people who care about wildlife the same as eco-warriors?

Two of GeoSociety's topics are "Care for Wildlife" and "Eco-Warrior". Superficially this seems to cover people with the same attitudes. Both are linked to nature, both want to support the environment, both are active in the support for their cause.

And yes, if you look at a map of areas of support for the two topics they show a similar spread.



However, the two groups are not the same.

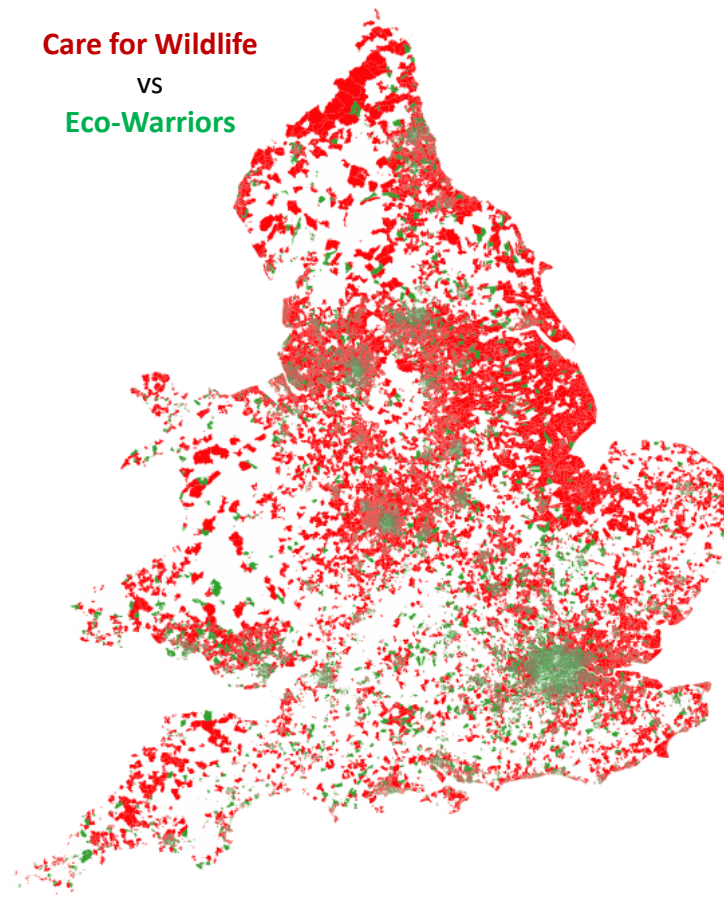
GeoSociety is derived from data for petition data to the UK Government. Looking at the petitions in the “Care for Wildlife” cluster we see that they are not just animal-focused, but also UK-specific and control-based. For example:

- Ban the sale of animal fur in the UK;
- Grant legal protection to swallow, swift and martin nest sites, not just nests.

Petitions in the “Eco-Warrior” cluster are human-focused, international and demanding. For example:

- Declare a Climate Emergency, end fossil fuel use and build community resilience;
- Demand the EU and UN sanction Brazil to halt increased deforestation of the Amazon.

So, although there is overlap, we would expect that we need to be able to distinguish between the two groups when talking about issues that are dear to our potential customers. Fortunately, GeoSociety includes the rank order of topics in each area. This means that we can see where the bunny-huggers and eco-warriors are concentrated.



Probably meeting prior expectations the “Eco-Warriors” are concentrated in London and other urban centres, whilst those with “Care for Wildlife” extend out across the suburbs. Rural areas are more concerned about other issues.

However, the devil is in the detail and this is where GeoSociety’s over 230,000 geographic data points and richness of analysis provides unparalleled insight for users.

Get access to our data

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