



RANDOM ACTS OF GREEN[®]

AUDIENCE PROFILE 2022



OUR CLIMATE ACTION COMMUNITY

Our community is composed of our social followers, website visitors, RAOG program members, newsletter subscribers, mobile app users and participants in the community whether challenges, volunteers, or webinar attendees.



**SOCIAL
FOLLOWERS**



**RANDOM ACTS
OF GREEN
MEMBERS**



**WEBSITE
VISITORS**



**COMMUNITY
PARTICIPANTS**



**NEWSLETTER
SUBSCRIBERS**



**RANDOM ACTS OF GREEN
MOBILE APP USERS**

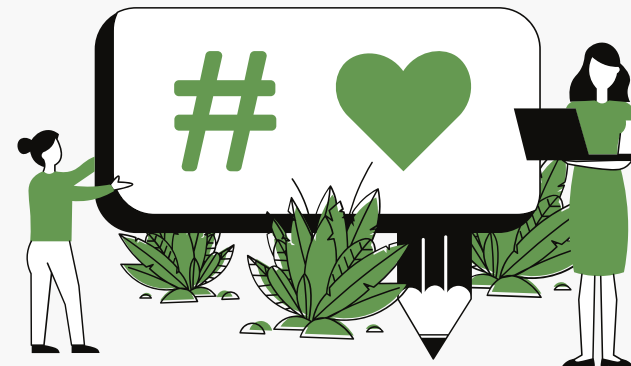
LIFESTYLES OF HEALTH & SUSTAINABILITY

A typical member of the community is 18 to 44 years of age, lives in an urban/suburban area, thinks heavily about how their lifestyle affects others, favors tech, enjoys nature, and a loyal customer of a brand they believe in.

RESOURCEFUL



SOCIAL MEDIA USERS



TECH-SAVVY



NATURE-LOVER



THRIFTY



CURIOUS/OPTIMISTIC



**LOOKING TO EAT
MORE PLANT BASED**



GARDENER



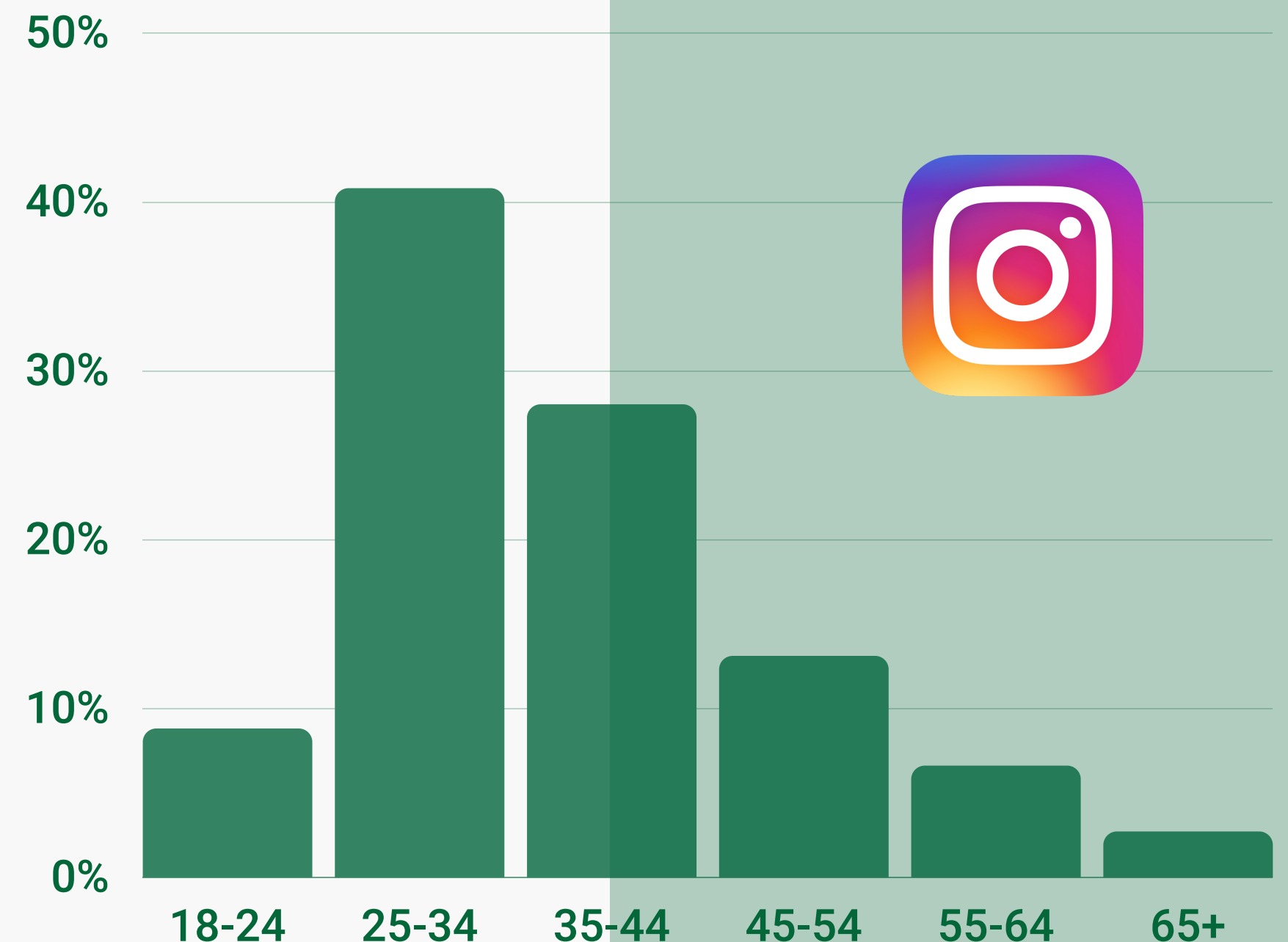
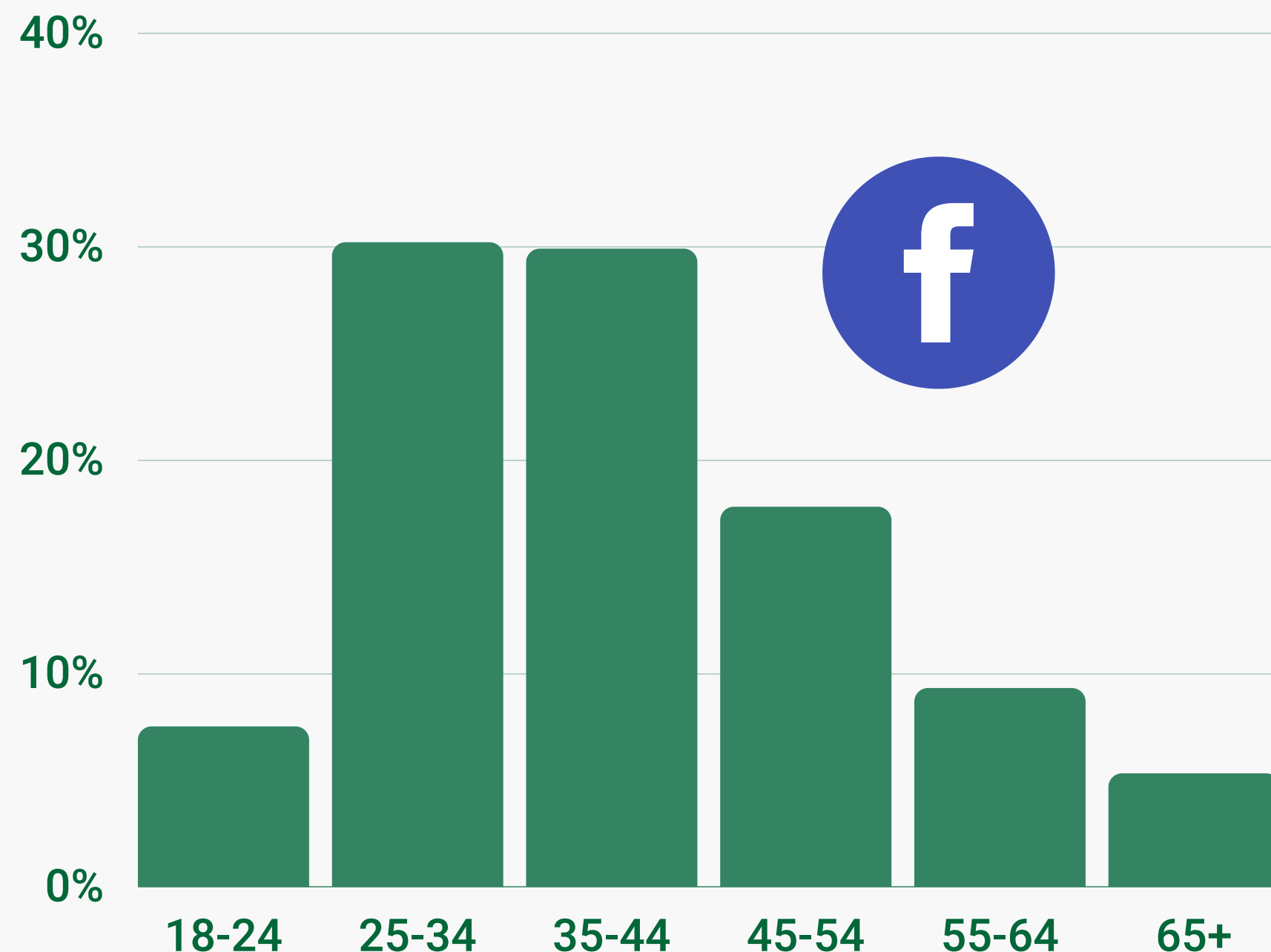
GENDER
2 out of 3



WHO ARE THEY?

MILLENNIALS ARE LEADING THE WAY

They're interested in cost-saving, eco-friendly products.



*Source: RAOG 2022 figures

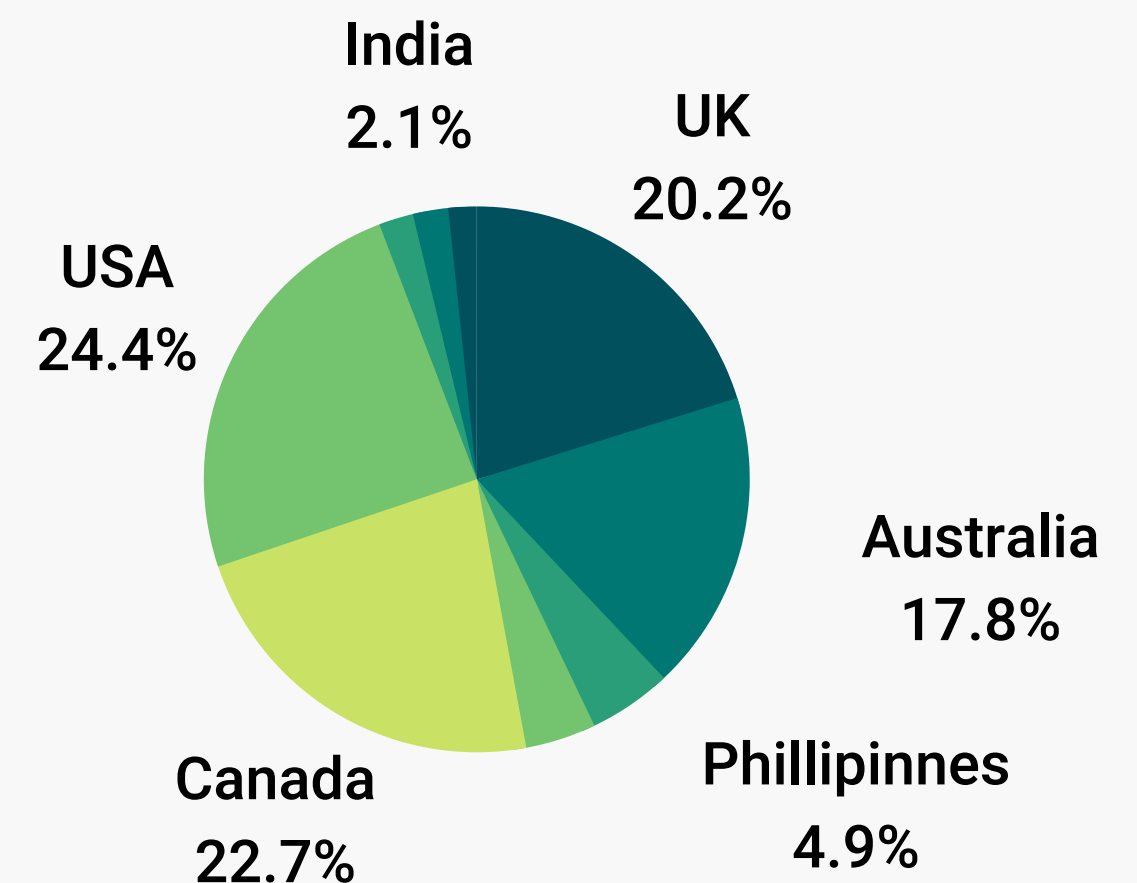
Audience Age



RANDOM
ACTS OF **GREEN**[®]

@randomactsofgreen

ELSEWHERE



Country	People Reached
United States of America	136,176
United Kingdom	54,092
Canada	52,949
Australia	36,794

54,000 FOLLOWERS

WHERE ARE THEY?

BY COUNTRY/BY CITY

23%
UNITED STATES

- 1 NEW YORK
- 2 DENVER
- 3 HOUSTON

22%
CANADA

- 1 TORONTO
- 2 PETERBOROUGH
- 3 OTTAWA

*Data presented is as of 2022 recorded figures.

13,200 FOLLOWERS

WHERE ARE THEY?

BY COUNTRY/BY CITY



RANDOM
ACTS
OF **GREEN**

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ELSEWHERE

53.4%

CANADA

1 TORONTO

2 PETERBOROUGH

3 OTTAWA

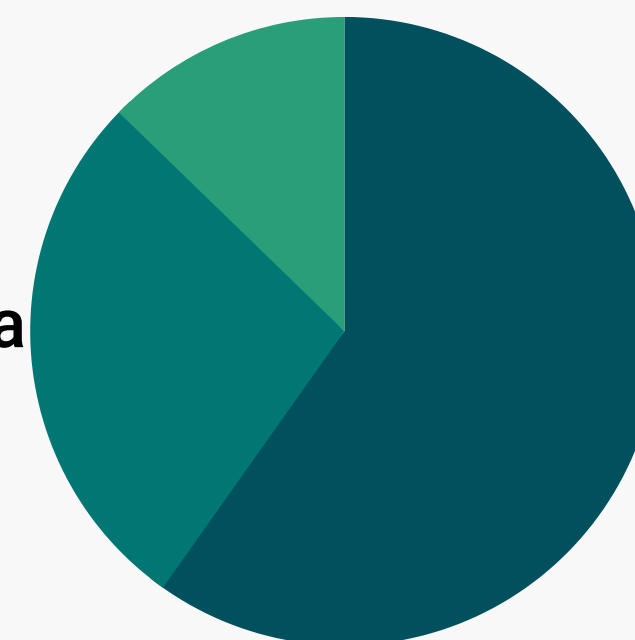
21.7%

UNITED STATES

Australia
27.5%

India
12.7%

UK
59.8%



*Data presented is as of 2022 recorded figures.

SOCIAL SALLY

RANDOM
ACTS
OF **GREEN**

- 24 years old
- Prioritizes living a green lifestyle
- Frequent social media user
- Visits brand's social media accounts before purchasing
- Aims to be a role model
- Interested in eco-friendly products that reduces her impact on our planet
- Skeptical of prices

41%
of eco-consumers
turn to
social media
to research brands
& products

Goals

- Role model for eco-consciousness
- Healthy, green lifestyle

Preferred Channel

- Instagram
- Facebook

DO-GOOD DANNY

RANDOM
ACTS
OF GREEN®

- 31 years old
- Volunteers for many community-related causes
- Vegetarian and an avid animal lover
- Works in social services
- Eco-conscious and seeks out new ways he can make an impact on the community.

Goals

- Volunteer and be engaged in the community
- Make better decisions for climate action

Preferred Channel

- Instagram
- Facebook
- Newsletter
- Webinars
- Website

41%

of consumers buy
from brands that are
committed to
communities



ECO-CONSCIOUS EMMA

- 28 years old
- Aware of pressing eco-issues
- Actively chooses eco-friendly products and services and opts for quality over quantity
- Uses reusable bottles, glass jugs, low-flow shower-heads, drops off old electronics, and sports eco-fashion
- Loyal customer of brands that stay true to their core values

Goals

- No-waste lifestyle

Preferred Channel

- Instagram
- Facebook
- Website

65%

**of consumers buy
from brands that
advocate for
sustainability**

MOMMY MEGAN

RANDOM
ACTS
OF GREEN®

- 35-year old mother of two
- Self-proclaimed 'eco-parent'
- Aims at a good role model for her children
- Actively works to reduce her own impact on the environment
- Spends a great deal of time figuring out and researching which products deliver on that promise

Goals

- Role model for her children
- Ensure no contaminants in children's toys and food

Preferred Channel

- Instagram
- Facebook
- Newsletter





GRANDMA GRACE

- 65+ years old
- Longstanding environmental enthusiast, and a lifelong learner
- Turns to community groups and social enterprises to learn new, innovative ways she can make a difference
- Uses free time to engage with her community

Goals

- Role model for eco-consciousness for generations to come
- Make a difference in the community

Preferred Channel

- Facebook
- Newsletter

OUR CLIMATE ACTION COMMUNITY

With audience targeting, you're reaching customers who are more likely to purchase your products - after all, they're made just for people like them!

Newsletter



Website



Social Media



OUR NEWSLETTER

BY THE NUMBERS



7,500 Subscribers

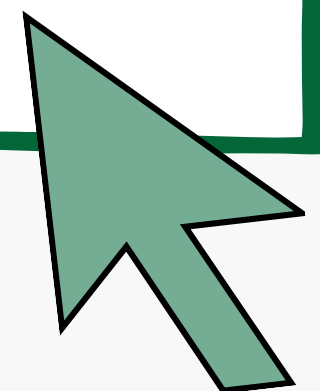
Open Rate

25%

Industry best at 15%

Click-through Rate

3.6%



*Data presented is as of 2022 recorded figures.

OUR WEBSITE

BY THE NUMBERS

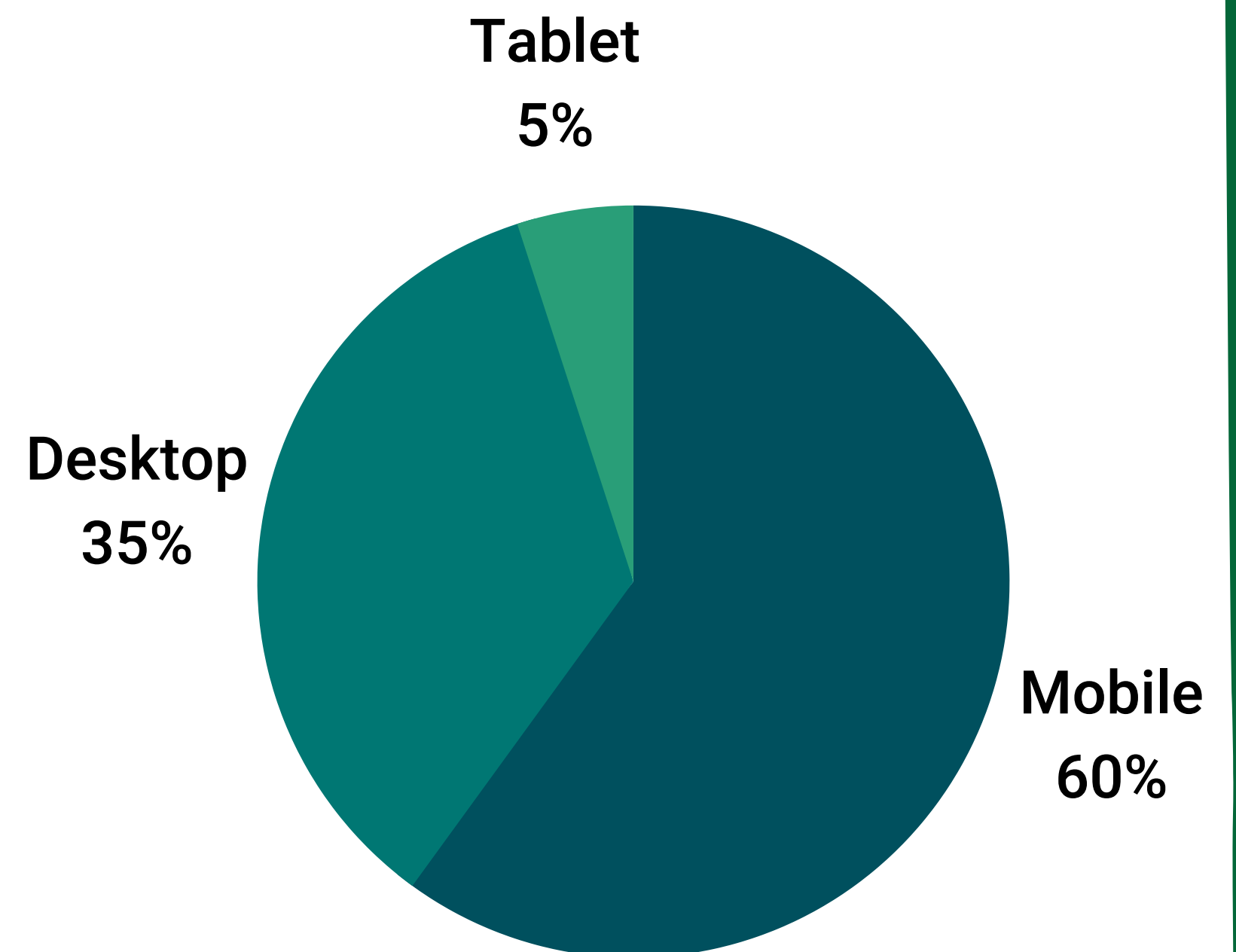
Unique Visitors

35,800

Average Monthly
Page Views

5,000

Device Breakdown



*Data presented is as of 2022 recorded figures.



OUR APP

BY THE NUMBERS

App Users

8,500

Green Acts Logged

73,497



Carbon Reduced

517,626 kg
of CO₂e

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OF **GREEN**

*Data presented is as of January 2022 recorded figures.

OUR SOCIAL PLATFORMS

BY THE NUMBERS



INSTAGRAM

Followers

13,200

Average Monthly Post
Impressions

226,000

Average Monthly
Reach

87,000

FACEBOOK

Followers

54,000

Average Monthly
Engagement

60,000

Average Monthly
Reach

564,000

*Data presented is as of 2022 recorded figures.

A photograph of two young women standing back-to-back in a grassy yard in front of a house. They are both wearing green t-shirts with the 'RANDOM ACTS OF GREEN' logo. The woman on the left has her arms crossed and is smiling. The woman on the right is also smiling. The background shows a house with a chimney and some foliage.

RANDOM
ACTS OF GREEN®

**ENGAGE
MORE.**

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