

CLICKSPEND™ POWERED BY J.C. WILLIAMS GROUP

RELEASE NOTES

DATA VINTAGE

2020

SURVEY EDITION

Summer 2017, Holiday 2017,
Summer 2018, Holiday 2018,
Summer 2019, Holiday 2019

SURVEY SAMPLE SIZE

15,425

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

49

To view the complete list of
variables please visit:
environicsanalytics.com/variables

WHAT IT IS

ClickSpend™ Powered by J.C. Williams Group will allow retailers to analyze the online and offline shopping habits of consumers across 14 different product categories.

With this database, retailers will be able to compare the online and in-store market share of the average retailer operating in the same area, optimize their merchandising mix and more. ClickSpend was developed in partnership with J.C. Williams Group, the highly respected retail and marketing consulting firm.

Based on data from the Canadian E-tail Report, a semi-annual online survey conducted by the J.C. Williams Group, Environics Analytics' HouseholdSpend and Euromonitor's estimate of 2019 total Internet retailing dollars in Canada.

HOUSEHOLDSPEND AND CLICKSPEND UNIVERSES

The ClickSpend consumption universe is a subset of the entire universe defined in HouseholdSpend. The ClickSpend universe encompasses the 14 largest online consumption categories of goods (services are not included). ClickSpend estimates the consumption channel of 31.1 percent of HouseholdSpend's \$1.16 trillion in current consumption.

WHAT'S NEW

For the ClickSpend 2020 release, the Health & Beauty Products category has two additional inputs from HouseholdSpend that pertain to eye wear; "Prescription eye wear" and "Other eye care goods and non-prescription eyewear".

HOW IT'S USED



Of the \$362 billion in ClickSpend's eligible current consumption, \$58.9 billion (16.3 percent) was spent online. ClickSpend allows for new methods to measure market share at regional and local levels.



Marketers can use ClickSpend to determine if their customers are more likely than the average Canadian to shop online for specific categories of goods. ClickSpend will help retailers develop business strategies to withstand the competitive threat from online retailers and help online retailers find opportunities for growth.



For senior marketing executives, linking ClickSpend with PRIZM segments can help you better understand the lifestyles and marketplace preferences of your best customers. By determining how they spend their time and money, you can apply these insights to choose the right strategies to effectively communicate with your customers and promote your products and services.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the most effective media channel for reaching my online customers?
- What hobbies and other shopping habits are preferred by my online target group?
- What segments are more likely to shop online for footwear and how could this impact my brick and mortar stores?
- Which stores am I going to lose potential market share to online consumers?
- How should I adjust my merchandising mix to focus on items that my consumers prefer to buy in-store?