

OPTICKS ESHOPPER POWERED BY ASKINGCANADIANS™ RELEASE NOTES

DATA VINTAGE

2020

SURVEY EDITION

2019

SURVEY SAMPLE SIZE

25,115

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

1,304

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Opticks eShopper Powered by AskingCanadians™ offers 1,304 variables that describe the digital and offline marketplace behaviour of Canadians. The AskingCanadians™ eShopper survey is an online study of 25,115 respondents that measures a wide range of online shopping behaviour, ranging from product research to purchase preferences, for all segments of Canadian society. As marketers seek ways to understand Canadian consumers better, the Opticks eShopper database provides vital insights into how different consumers are using the latest online technology in the purchase process. By learning how customers integrate digital technology into the retail experience, businesses can better design their marketing, messaging and merchandising to reach their target customers effectively.

WHAT'S NEW

This latest vintage of Opticks eShopper offers more than 90 variables over last year's count. The most significant change was a 27% increase in survey respondents over last year. The larger sample size added more granularity to previous variables and allowed for some new variables to surface. Amongst the new variables is a focus on finance, including the frequency of investing or banking online.

HOW IT'S USED



Online retailers can use Opticks eShopper to analyze trade areas and determine what categories of goods are more likely to be purchased online. This can help retailers plan their merchandise mix and tailor their marketing messages.



Consumer electronics companies can use Opticks eShopper to determine how their customers would like to receive service. Knowing whether customers prefer to chat over the phone or online can help customer service departments better meet the needs and expectations of their customers.



Opticks eShopper can help retailers gauge the changing digital consumer landscape by comparing current online purchase preferences with expected online spending habits for each of their target groups. These insights can give marketers an indication of what they should be doing to attract digital-savvy shoppers.

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SAMPLE QUESTIONS IT CAN ANSWER

- Do my customers use online sources more for product research or product purchases?
- How comfortable are my target groups with sharing personal information online compared to the general population?
- Which neighbourhoods in my trade areas tend to spend the most money online?
- What are the main reasons my customers prefer the brick-and-mortar retail experience over online shopping?
- What is the preferred method for gathering financial product information in my trade area?