

OPTICKS ESHOPPER POWERED BY ASKINGCANADIANS™ RELEASE NOTES

DATA VINTAGE

2023

SURVEY COLLECTION

Winter 2022

SURVEY SAMPLE SIZE

20,438

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

1,348

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Opticks eShopper Powered by AskingCanadians™ offers 1,348 variables that describe the digital and offline marketplace behaviour of Canadians. The AskingCanadians™ eShopper survey is an online study of 20,438 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.

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.

SAMPLE QUESTIONS IT CAN ANSWER

- Do my customers use online sources more for product research or product purchases?
- Which neighbourhoods in my trade areas tend to spend the most money online?
- What is the preferred method for gathering financial product information in my trade area?