

# OPTICKS ESHOPPER POWERED BY ASKINGCANADIANS™ RELEASE NOTES

## DATA VINTAGE

2022

## SURVEY COLLECTION

Fall 2021

## SURVEY SAMPLE SIZE

24,620

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

1,348

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

Opticks eShopper Powered by AskingCanadians™ offers 1,311 variables that describe the digital and offline marketplace behaviour of Canadians. The AskingCanadians™ eShopper survey is an online study of 24,620 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 includes the addition of two big box retailers as a source for researching products online. It also includes additional online activities, such as participating in a virtual gym, trading cryptocurrencies, online gambling and purchasing cannabis products.

## 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?