

OPTICKS MEDIA POWERED BY NUMERIS RELEASE NOTES

DATA VINTAGE

2021

SURVEY COLLECTION

2019 Q4 - 2020 Q3

SURVEY SAMPLE SIZE

37,208

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

4,177

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

WHAT IT IS

Numeris is the leading supplier of radio and TV audience ratings services to the Canadian broadcast advertising industry. Numeris RTS (Return to Sample) is a national survey that queries 37,208 respondents on product usage, leisure, retail behaviour and media habits. Opticks Powered by Numeris provides lifestyle and media profiles for 4,177 variables across a wide range of topics—from radio and TV usage to retail, finance, technology and travel behaviour.

The data are available at the postal code level and can help users better understand their customers for a range of media and marketing applications. Users must be Numeris RTS members.

WHAT'S NEW

This Opticks Media Powered by Numeris product update introduces variables that capture the method of how the consumer subscribes to television programming. As people are spending more time at home, they tend to spend more time consuming television. The new variables include television consumption as “levels” or combinations of cable/satellite/antenna and online streaming.

HOW IT'S USED



A retailer looking to partner with a loyalty program can use Opticks Media Powered by Numeris to analyze the trade areas around its stores to highlight which loyalty programs households belong to and how actively they use them.



Marketers can use Opticks Media Powered by Numeris to determine if their customers are more likely than average Canadians to watch a certain sport on TV or attend a particular sporting event. The knowledge that your customers are avid viewers of televised baseball games and attend many basketball games can help inform future advertising campaigns.



For senior marketing executives, linking Opticks Media Powered by Numeris to the 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 customers?
- What hobbies and shopping habits are preferred by my target group?
- Do my customers spend more of their spare time with traditional media (TV, radio) or digital media (smartphones, tablets)?
- Are there any cross-promotional opportunities based on my customers' leisure time activities and marketplace preferences?
- Where does my target group vacation and how much do they spend on different activities?