

Opticks Powered by Numeris

Release Notes

What is it?

Numeris is a leading provider of audience and consumer insights for the Canadian media and advertising industry. Through Opticks Powered by Numeris, users can access consumer insights across a broad range of behaviour and lifestyle topics, including media usage, retail activity, technology adoption, travel, and marketplace preferences. This year's product uses the Echo Intelligence consumer survey, an evolution of Numeris RTS, which measures Canadian values, behaviours, media habits, and brand preferences.

Opticks Powered by Numeris provides comprehensive insights into Canadian lifestyles, media habits, and consumer behaviour for media planning, customer analysis, and audience segmentation applications.

Compared to Opticks Powered by Vividata, Opticks Powered by Numeris offers:

- **Deeper automotive insight**, with extensive brand-level coverage across the full lifecycle—from vehicles owned and driven to dealerships visited, service providers used, and purchase intent.
- **Richer restaurant visit behaviours**, with detailed coverage across quick service, casual dining, and coffee chains, including brand-level visitation.
- **More granular retail behaviour**, distinguishing in-store versus online purchasing activity, enabling clearer omnichannel insights.
- **Stronger telecom coverage**, with brand-level identification of provider usage (e.g., Bell, Rogers), supporting competitive analysis.
- **Expanded gaming and gambling variables**, enabling deeper understanding of participation and engagement within these categories.
- **Broader and more detailed audio and video streaming insights**, including platform usage, supporting digital consumption analysis.
- **Robust loyalty measurement**, including variables that capture loyalty behaviours, brand preference, and repeat engagement, enabling deeper understanding of customer commitment and retention.

The data is available at the postal code level and can help users better understand their customers for a range of media and marketing applications.

Data Vintage

2026

Survey Collection

Fall 2025

Survey Sample Size

33,777

Base Level Geography

Postal Code

Variables

7,600

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

What's New?

The 2026 release of Opticks Powered by Numeris is newly enhanced, providing expanded category detail, enhanced behavioural insights, and new variables across media, retail, lifestyle, and consumer behaviour topics. The updated survey foundation provides deeper visibility into evolving Canadian audiences, emerging consumer behaviours, and modern marketplace trends. Users can expect many of the same or equivalent variables included in previous versions of the dataset.

Key Data Enhancements

- **New Consumer and Brand Insights:** New categories include gaming, healthcare, pets, mobility, newcomers, online sports betting, vehicle rentals, and cosmetic and skincare behaviours, along with additional retailer, banking, automotive, streaming, and music service brands
- **More Detailed Behavioural Measurement:** New frequency, incidence, ownership, purchase intent, and non-usage indicators provide a more nuanced understanding of how consumers engage with products, services, retailers, and media channels
- **Enhanced Audience Analysis:** Increased variable detail supports more precise customer profiling, audience segmentation, media planning, and behavioural analysis across a broad range of lifestyle and consumer categories

How it's Used?



A retailer can use Opticks Powered by Numeris to analyze the trade areas around its stores to better understand the demographics, consumer behaviours, and marketplace preferences of nearby households. These insights can help support site planning, local market analysis, and customer acquisition strategies.



Marketers can use Opticks Powered by Numeris to determine how their customers engage with television, streaming services, digital platforms, retail brands, and lifestyle activities. Understanding whether your customers are avid viewers of televised sports, frequent users of streaming audio platforms can help inform audience targeting and advertising strategies.



For marketing executives, linking Opticks 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, shopping habits, and lifestyle preferences are most common among my target group?
- How do my customers engage with traditional media, streaming services, smartphones, connected devices, and digital platforms throughout their day?
- Are there any cross-promotional opportunities based on my customers' leisure time activities and marketplace preferences?
- Which travel destinations, retailers, brands, and services are most relevant to my target audience, and how actively do they engage with them?