

OPTICKS POWERED BY VIVIDATA RELEASE NOTES

DATA VINTAGE

2022

SURVEY COLLECTION

2021 Q3

SURVEY SAMPLE SIZE

39,077

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

6,019

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Vividata conducts Canada's leading syndicated study for single-source data on print readership, non-print media exposure, product usage and lifestyles. Based on a rolling 52-week online survey sample of 39,077 respondents, Opticks Powered by Vividata results in lifestyle and media profiles of more than 6,000 variables across a broad range of products, activities, services and media choices. With extensive and robust data available at the postal code (FSALDU) level, Opticks Powered by Vividata helps companies, government agencies and not-for-profits better understand their customers for a range of media and marketing applications. Users must be Vividata members.

WHAT'S NEW

This release of Opticks Powered by Vividata introduces over 700 new variables for the 2022 vintage. These new variables speak to themes such as beverage alcohol consumption, electric vehicle purchasing factors, online product/service research behaviours and psychographic variables related to trust in news.

HOW IT'S USED



Restaurants looking to launch a direct mail campaign can use Opticks Powered by Vividata to identify neighbourhoods that would be receptive to receiving flyers and brochures. Vividata can reveal which of your trade areas will be more likely to read direct mailers so you can make better use of your marketing budget.



Financial institutions can use Opticks Powered by Vividata to learn which magazines their customers are reading and which are being read at a much higher rate than the general population. This information can help marketers optimize their marketing mix.



Tourism offices can benefit from Opticks Powered by Vividata by analyzing the travel habits of different PRIZM® segments. By determining where segment members like to go, how much they typically spend and what activities they participate in while on vacation, users can learn which segments to target to increase visitorship and, more importantly, tourism dollars.

SAMPLE QUESTIONS IT CAN ANSWER

- Are my target groups heavy, medium or light consumers of TV, radio and print?
- What is the optimal media strategy to connect with my customers?
- Which restaurants and retailers do my target groups frequent?
- How does Internet usage in one of my trade areas compare to usage in another?
- What leisure activities do my best customers prefer and how should this influence our affinity marketing efforts?