

## DATA VINTAGE

2020

## SURVEY EDITION

2019

## SURVEY SAMPLE SIZE

30,412

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

794

To view the complete list of variables please visit:

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

## WHAT IT IS

The Opticks Social is a comprehensive database that allows businesses and not-for-profits to determine the social media behaviour of all segments of Canadian society. It is derived from an online survey of 30,412 respondents from AskingCanadians™. The database provides 794 variables on who is visiting the leading social media websites, what they are doing and how much time they spend blogging, tweeting, posting photos and sharing links.

From Facebook to Twitter to LinkedIn, social media websites are used by millions of Canadians for updating their profiles and sharing links, reading and publishing blogs, posting photos and news items, and playing online games. The Opticks Social database helps companies and not-for-profits determine their customers' usage of online social media for a range of media and marketing applications.

## WHAT'S NEW

This latest vintage of Opticks Social offers more than 70 variables over last year's count. The most significant change was a 53% increase in survey respondents over last year. The larger sample size added more granularity to previous variables and allowed for some new variables to surface. Amongst the new variables includes WeChat, Twitch, and TikTok usage. And while Blogs as a social media activity was dropped, Reddit activity has been expanded in detail.

## HOW IT'S USED



Marketers hoping to increase activity on their social media pages can use Opticks Social to analyze trade areas and find neighbourhoods with households that enjoy engaging with brands through various social platforms.



Retailers can use Opticks Social to determine which of their customers frequently rate products online and also have a large number of friends on social networks. Marketers can recruit these influential shoppers to help increase product awareness or promote new offerings.



Marketers can analyze their target groups to determine the different ways each group uses social media. These insights can help inform future online campaigns so companies can effectively reach their customers.

## **SAMPLE QUESTIONS IT CAN ANSWER**

- What social media platforms do my customers use?
- Which neighbourhoods in my trade area contain households whose members are more likely to tweet every day?
- Through which social media platforms would my customers be most receptive to receiving promotional messages?
- What are the most common Facebook, Twitter and YouTube activities undertaken by my customers and prospects in my trade area?
- Who uses LinkedIn to review their colleagues' profiles?