OPTICKS SOCIAL
POWERED BY ASKINGCANADIANS™
RELEASE NOTES

DATA VINTAGE
2018

SURVEY EDITION
2017

SURVEY SAMPLE SIZE
24,635

BASE LEVEL GEOGRAPHY
Postal Code

VARIABLES
755

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Based on an online survey of 24,635 respondents from AskingCanadians™, the Opticks Social database provides 755 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. The result is a comprehensive database that enables businesses and not-for-profits to determine the social media behaviour of all segments of Canadian society.

From Facebook to Twitter to Linkedln, 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 dataset 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

Due to methodological changes made by AskingCanadians around the administration of the Opticks Social survey, this year's roster of variables bears no relation to the previous year's roster, regardless of variable description similarities. Although previous vintages exist, Opticks Social 2018 should be considered a brand new product.

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

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?