

# OPTICKS ESHOPPER POWERED BY ASKINGCANADIANS™ RELEASE NOTES

## DATA VINTAGE

2018

## SURVEY EDITION

2017

## SURVEY SAMPLE SIZE

24,620

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

1,138

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](http://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

Opticks eShopper Powered by AskingCanadians™ offers 1,138 variables that describe the digital and offline marketplace behaviour of Canadians. The AskingCanadians™ eShopper survey is an online study of 24,620 respondents that measures a wide range of online shopping behaviour—from product research to purchase preferences—for all segments of Canadian society. As marketers seek ways to better understand Canadian consumers, the Opticks eShopper database provides key insights into how different consumers are using the latest online technology in the purchase process. By learning how customers integrate digital technology into the retail experience, businesses can better design their marketing, messaging and merchandising to effectively reach their target customers.

## WHAT'S NEW

Due to methodological changes made by AskingCanadians around the administration of the Opticks eShopper 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, eShopper 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



Online retailers can use Opticks eShopper to analyze trade areas and determine what categories of goods are more likely to be purchased online. This can help retailers plan their merchandise mix and tailor their marketing messages.



Consumer electronics companies can use Opticks eShopper to determine how their customers would like to receive service. Knowing whether customers prefer to chat over the phone or online can help customer service departments better meet the needs and expectations of their customers.

# OPTICKS ESHOPPER

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### RELEASE NOTES



Opticks eShopper can help retailers gauge the changing digital consumer landscape by comparing current online purchase preferences with expected online spending habits for each of their target groups. These insights can give marketers an indication of what they should be doing to attract digital-savvy shoppers.

### SAMPLE QUESTIONS IT CAN ANSWER

- Do my customers use online sources more for product research or product purchases?
- How comfortable are my target groups with sharing personal information online compared to the general population?
- Which neighbourhoods in my trade areas tend to spend the most money online?
- What are the main reasons my customers prefer the brick-and-mortar retail experience over online shopping?
- What is the preferred method for gathering financial product information in my trade area?