

New Ways to Use Data to Harness Emerging Trends and Better Meet Consumers' Needs



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The logo for Environics Analytics, featuring three concentric, stylized circular bands in shades of yellow and gold. The text "ENVIRONICS ANALYTICS" is centered within the innermost band.

ENVIRONICS
ANALYTICS



Data Collaboration Challenges



Data Collaboration



What's Possible When We Work Together



Foot Traffic Visits in **Canada** for the **Total Retail** category **increased sharply** compared to the same week last year

▲ **55.7%** change

Week of May 1, 2023 vs. same week in 2022

Configure my view +

94.6M

Week of May 1, 2023

▲ **15.8%** change
vs. previous week

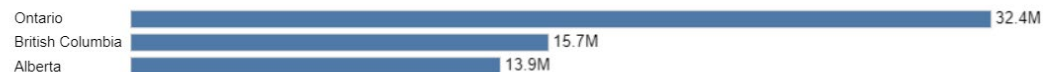
Trend vs. previous year



70.2M
Avg Weekly Visits in 2023

1,263.2M
Total visits in 2023

Top 3 Provinces



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Ontario

Total Retail | Month of April 1, 2023

117.7M

90.3M

▲ **30.4%**
vs. same month in 2022

▲ **15.4%**
vs. previous month

Monthly Trend vs. Previous Year



Source: Environics Analytics

Quebec

Total Retail | Month of April 1, 2023

70.5M

49.4M

▲ **42.8%**
vs. same month in 2022

▲ **16.9%**
vs. previous month

Monthly Trend vs. Previous Year



Source: Environics Analytics

British Columbia

Total Retail | Month of April 1, 2023

60.5M

32.3M

▲ **87.2%**
vs. same week in 2022

▲ **17.1%**
vs. previous week

Monthly Trend vs. Previous Year



Source: Environics Analytics

Alberta

Total Retail | Month of April 1, 2023

54.0M

28.3M

▲ **90.7%**
vs. same week in 2022

▲ **17.2%**
vs. previous week

Monthly Trend vs. Previous Year



Source: Environics Analytics

Manitoba

Total Retail | Month of April 1, 2023

16.7M

7.9M

▲ **110.4%**
vs. same week in 2022

▲ **14.8%**
vs. previous week

Monthly Trend vs. Previous Year



Source: Environics Analytics

Saskatchewan

Total Retail | Month of April 1, 2023

14.3M

6.8M

▲ **110.0%**
vs. same week in 2022

▲ **18.3%**
vs. previous week

Monthly Trend vs. Previous Year



Source: Environics Analytics



ESG



Sustainability Imperative: Consumers + Organisations



Sustainability Imperative: Consumers



Barriers to Individual Action on Climate Change



56%



44%



43%



40%

Sustainability Imperative: Organisations

Barriers on Support From Businesses



2021 **40%**

2019 **49%**



Perceived Importance of Different Dimensions of Equality

		Diversabilities	Gender	Age	Ethnicity, race, nationality	Religious belief	Sexuality	Transgender
1	Portugal	95	96	93	93	91	85	83
2	Spain	94	95	91	91	87	88	86
3	Italy	93	93	91	89	86	83	82
4	Ireland	94	91	90	89	87	83	78
5	Netherlands	91	90	87	85	80	85	79
6	Croatia	95	94	92	92	87	65	62
		Diversabilities	Gender	Age	Ethnicity, race, nationality	Religious belief	Sexuality	Transgender
7	Canada	90	90	87	87	79	78	75
9	Romania	94	94	93	91	87	55	67
10	Norway	90	89	86	84	78	78	73
11	Germany	89	88	88	82	77	78	75
12	Austria	91	89	90	81	75	77	73
13	Denmark	88	90	86	80	75	81	75
14	UK	89	87	85	85	78	75	69
15	France	89	90	86	77	72	79	72
16	Poland	91	88	89	84	84	65	64
17	Sweden	89	90	86	81	68	77	73
18	USA	89	85	84	86	83	69	68

>90%

80-89%

65-74%

<64%



Measuring Mindset Around Social Issues



SocialValues

Top Social Values: Sample PRIZM Target Group

Index vs Canada

Culture Sampling	134
Social Learning	130
Global Consciousness	126
Racial Fusion	125
Community Involvement	125
Flexible Families	124
Primacy of Environmental Protection	113
Brand Genuineness	112
Introspection & Empathy	110
Social Responsibility	110
Active Government	107
Voluntary Simplicity	107
Ecological Lifestyle	106
Ecological Concern	102
Personal Expression	102
Ethical Consumerism	100
Personal Creativity	92

Governance





Measurement and Campaign Activity





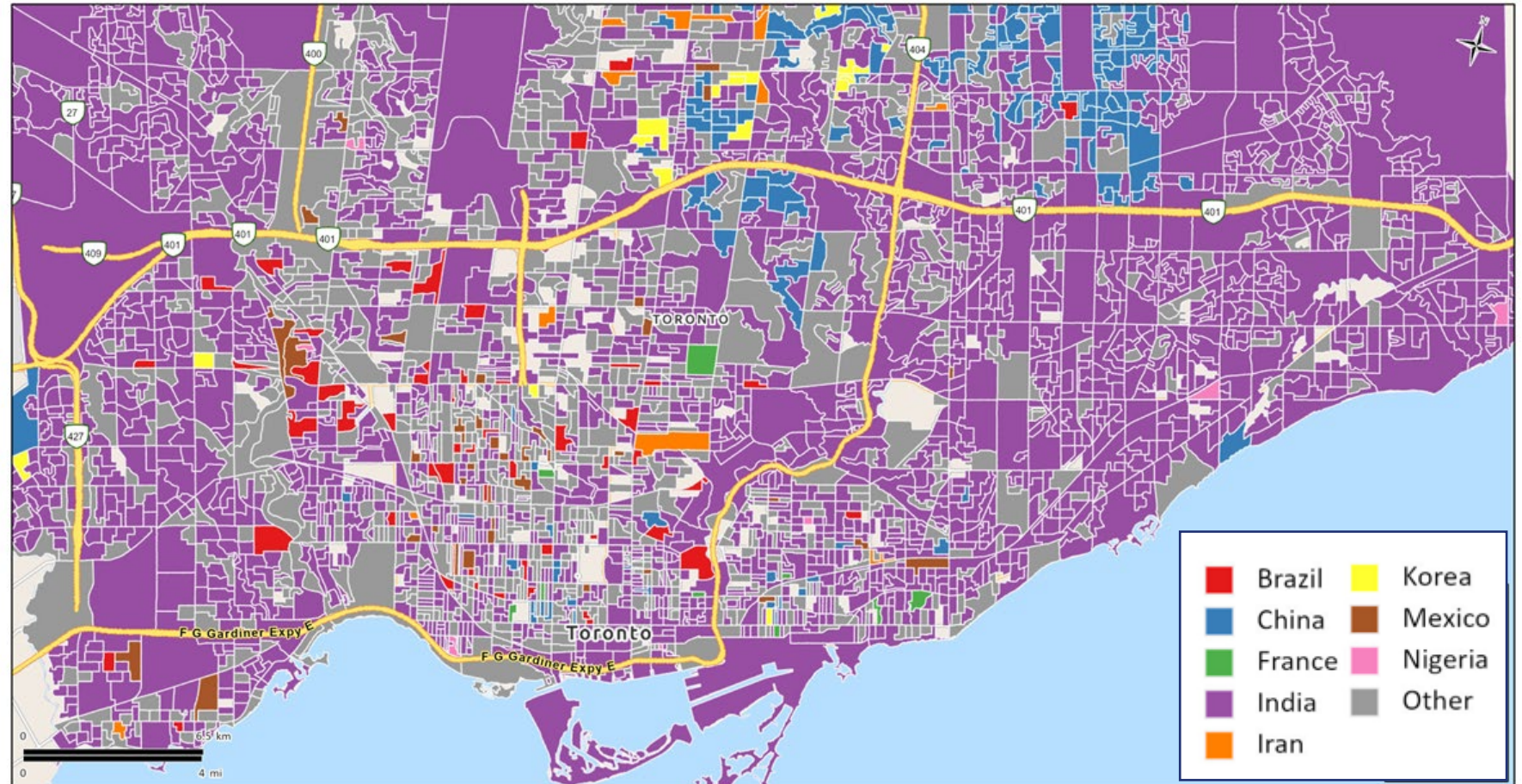
IKEA's Measurement Framework

	Consumers	Customers
Understand	<p>Affordability Segments (EA's PRIZM dataset)</p> <p>Newcomers to Canada (EA's NewToCanada dataset)</p>	<p>Overlap with Affordability Segments</p>
Activate	<p>Media targeting through digital deployment partners that can target IKEA's Affordability Segments</p>	<p>Postal Code Trigger Campaigns</p>
Measure	<p>Media Metrics Positioning Drivers Post-Campaign Analysis (Sales / Visitation)</p>	

- Canada to welcome ~500,000 new immigrants next year.
- Where are new Canadians settling?
- And where are they coming from?
- How do we meet them where they are and address their needs?

Temporary Residents in Toronto CSD - Dominant Country of Origin by DA

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Thank You



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