Vividata Target Snapshot: Practice Questions


You may also need to use Vividata’s “How to Read a Crosstab” guide if you are trying to interpret an exported report. URL: bit.ly/vividata-crosstab2

Key terms:
- **Tile**: the square icons on the Vividata home page (e.g., Magazine Print)
- **Base, Sector, Topic**: the options on the left side of any Vividata report.
- **Tab**: the tabs along the top of any Vividata report (Demographics, Usage, Consumption, Brands, Opinions) – see below & click on “i” in the top-right corner of any report in the database for definitions of each tab type

1. **Demographics**
   What are the demographics of the consumers of your target product? Their ages, income levels, household sizes, etc.? Vary the Topic on the left to explore different variables.

2. **Usage**
   Do consumers of your target product, brand, or publication consume other key products? Pick a product or publication, then modify the Sector and Topic options on the left to see what else the consumers of that product report buying/using.

3. **Consumption**
   Are the consumers of your target product light, medium, or heavy users of both that product and of other products? Pick a product or publication, then modify the Sector and Topic options on the left to see the levels of consumption of various products that the consumers of your target product have reported.

4. **Brands**
   What brands do the consumers of your target group report buying/using – both of your target product type and of other products? Explore the Sectors and Topics in each sector to see the top brands reported.

5. **Opinions**
   What are the personal and social views of the consumers of your target product on topics ranging from the environment to snack habits, including rough psychographic clusters.
Practice Questions

1. How many Canadians (12+) use multivitamins? I need a rough number of people who report buying the product type, as opposed to the value and volume of multivitamin sales. **ANSWER**

2. Which print magazine should I advertise in if I want to reach the largest number of adult Canadians (18+) who have donated in the last 12 months? **ANSWER**

3. I need to know which magazines (print plus digital formats) are read most by Canadian adult females with young children. **ANSWER**

4. What are the best airlines companies to sell advertising to in the print edition of Western Living Magazine? **ANSWER**

5. Is consuming beer in Canada more or less gender-neutral? Should we target women or men to a larger extent with our new beer magazine? **ANSWER**

6. Which print magazines are read the most in Canada among adults (18+) who take health and nutritional supplements? And which brands of such products do the readers of those magazines consume most often? **ANSWER**

7. I need to know which brands of energy drinks are most common among young people. **ANSWER**

8. I’m curious about opinions concerning the environment among the adult (18+) population as a function of the store they most often use when shopping for food. In particular, I’d like to know how shoppers at several specific food store chains felt about the statement “I’m willing to pay more for enviro-friendly products.” **ANSWER**
   - Whole Foods
   - Safeway
   - No Frills
   - Walmart
   - Costco
   - Sobeys
   - Real Canadian Superstore
   - All have “(Food Shopping (Store(s) Where Hhld. Shops At (National)))” after store name

9. I’m considering serving either Balderson or Armstrong brands of cheese with wine at a party tonight. I can’t be bothered with all those fancy wine-food pairing theories, but I’d like to at least know which of those two brands of cheese wine drinkers are most likely to consume. **ANSWER**

10. In which provinces are the products below most popular (among all Canadians 12+)? How about after you adjust for the size of the population? **ANSWER**
    - Fisherman’s Friend (Cough Drops (Brand(s) Personally Use))
    - Tetley Green Tea (Tea (Brand(s) Hhld. Used))
Answers!

1. How many Canadians (12+) use multivitamins? I need a rough number of people who report buying the product type, as opposed to the value and volume of multivitamin sales.

Home > Select your target > Multi-Vitamins (Brand(s) Personally Used In Past 30 Days) > View Profile

After following the path above, you can look at any of the bar charts in the Demographics, Usage, or Consumption tabs to quickly find your overall number. Look just below the right end of any of the bar charts – you should see text telling you how many people in the survey sample gave an answer to that question, as well as how many people that represents in the population overall after weighting.

In this case, you should see: “Sample 13391, Weighted 9.16 M” below the bar chart, so roughly 9.16 million Canadians who are 12+ use multi-vitamins.

Interesting aside: If you follow the path below with the same target product, you’ll find that 76% of the multi-vitamin users say they take them daily:

Tab: Consumption > Sector: Personal Care, Health & Beauty Aids > Topic: Multi-Vitamins (Brand(s) Personally Used In Past 30 Days)

2. Which print magazine should I advertise in if I want to reach the largest number of adult Canadians (18+) who have donated in the last 12 months?


This will give you a ranked list of magazines where the ones with the highest percentage of readers who donate are at the top (CAA Manitoba, etc.). However, we wanted the largest number, not the highest percentage... Click on Show weighted figures in the left pane, then scroll down to find the magazine with the largest number of readers who answered “yes” to this question: Reader’s Digest (2.51 M)

3. I need to know which magazines (print plus digital formats) are read most by Canadian adult females with young children.

Home > Tile: Magazine Print + Digital > Base: Canada Females 18+ > Tab: Demographics > Topic: Household Composition: Presence of Children

I’m assuming “young children” means kids who are 5 or under in this case. That would be represented by the leftmost two categories on the bar charts that you get after following the steps above (purple and orange sections of each bar). At a glance you can see that the
following magazines are the most skewed toward adult female readers with such young children: *Today’s Parent* (67% or readers) + *ParentsCanada* (69%).

However...! That default ranking is based on the percentage of each magazine’s readers who have kids in each age group. If, instead, you just wanted to reach as many parents of young kids as you could regardless of what percentage they make up of a magazine’s overall readership (i.e., you wanted to reach a larger number of people with kids even if most of the readers of the magazine don’t fit that demographic and might not care about your message), then you could look instead at the weighted figures.

Choose *Show weighted figures* in the lower left, then scan for results with large numbers, especially in the two young-child categories of “under 3” and “3-5.” Interestingly, you should still end up with similar results: readers of the two magazines listed above who have kids who are 5 or under number around 0.6 to 0.8 million, higher than almost any other magazine covered by the survey, with the exception of some major titles like Live Better.

4. **What are the best airlines companies to sell advertising to in the print edition of Western Living Magazine?**

*Home > Tile: Magazine Print > Base: Canada M&F age 12+ > Tab: Brands > Sector: Travel > Topic: Airlines/Aeroports: Airlines Personally Used > Brand/Product: Western Living*

Best airlines? That depends on how you define “best.” Air Canada and WestJet are the top airlines being used by readers of Western Living (31% and 28%), but if you change the “Sorted By” option on the left to Index, you’ll see that British Airways, Cathay Pacific and Swiss Air all have incredibly high index numbers (all above 600!), so users of those airlines make up a disproportionately large (though still generally small in absolute numbers) proportion of all Western Living readers when compared to users of those airlines as a percentage of the population overall.

5. **Is consuming beer in Canada more or less gender-neutral? Should we target women or men to a larger extent with our new beer magazine?**

*Home > Select your target > Beer (Brand(s) Personally Drink) > View Profile > Tab: Demographics > Topic: Gender*

Men: 64% Women: 36% for beer overall.

However... if you’re curious to see if this ratio holds across various beer brands, you could try the following:

First, generate a list of target beer brands. This is the tricky step because it’s not simple to get a list of all of the brands of beer covered in the database. On the “Select your target” screen you can only keyword search for initial words of products and brands, so you usually need to know exactly what you are looking for. Here’s a workaround:

The path above will get you to a list of the brands of beer covered. If you open another instance of Target Snapshot in a separate tab or window, you can then use the Home > Select your target approach to search for several of them separately and add them all as Targets. Then you would just need to...

View Profile (after selecting multiple beer brand targets as outlined above) > Sector: Demographics > Topic: Gender.

Then scroll down your list. You should see that some beers are skewed heavily toward men (Guinness Extra Stout consumers are 80% male), while others are closer to 50/50 (e.g., Stella Artois Légère/Light at 57/43, m/f).

Alternative (simpler?) approach: Use “Beer (Brand(s) Personally Drink)” as your target, then do the following: Tab: Brands and change your Base to Canada Females 18+, then to Canada Males 18+ to compare the results for males vs. females.

6. Which print magazines are read the most in Canada among adults (18+) who take health and nutritional supplements? And which brands of such products do the readers of those magazines consume most often?


You should see a ranked list of magazines with the ones at the top having the largest percentage of their readers reporting that they are also consumers of “Vitamins, Minerals, Herbal & Nutritional Supplements”: Western Living, Vancouver Magazine, CAA Manitoba, Good Times...

(Note that these tend to be magazines read by older people. To see this, switch your screen as follows: Tab: Demographics > Sector: Demographics > Topic: Age: Age (Summary) > Sorted By: 65+. You should then see that many of the same magazines are listed as having readership that is skewed toward older people. If you’re really keen, you could also go back to the start and choose vitamins as your target, then look at the demographics of the consumers to see similar information from another angle.)

Then explore the results for different magazines by switching titles in the *Brand/Product* area (top left corner). You should find that for most magazines Jamieson and Kirkland are the brands that come up near the top (along with “Other”).

This result is partly because those simply are popular vitamin brands among all Canadians. If you focus on just a specific magazine (e.g., *Zoomer*), you could also check the index numbers at the right end of each bar on the chart to see if a specific brand is over-represented (index number above 110) among readers of that magazine.

In the case of *Zoomer*, you should find that the following brands come up with the highest index numbers: “Genuine Health” (index=192), “Align” (index=191), and “Nutra Sea” (index=188). Jamieson, Kirkland, and “Other” are still at the top of the list based on their large sales volume. They, too, are over-represented among *Zoomer* readers (index numbers > 110), but not by as much.

7. I need to know which brands of energy drinks are most common among young people.

This is another question like the beer one above where you run into a problem trying to get consumer demographics for all of the brands since you can’t easily search for the brands as Targets without first knowing what they are.

A workaround (again) is to first use one of the Media tiles (e.g., Magazine Print) then go to Tab: *Brands* > *Sector: Beverages* > *Topic: Energy/Sport Drinks: Brand(s) Personally Drink: Any* and note down the brands. (Or, better, keep that browser tab open and open a second Vividata instance in a different browser tab so that you can refer back to the list). Then go to: *Home* > *Select your target* and search for each of the key brands, building up a long list of targets. Then... *View Profile* > *Tab: Demographics* > *Topic: Age (Age (Summary)).*

Then use the *Sorted By* function on the left to rank your list of energy drinks by consumers in a particular age range.

You should find that Monster, Powerade Regular, and Red Bull Regular are among the brands most skewed toward younger consumers, while Gatorade tends to have older consumers. Again, though, that doesn’t mean that those brands are consumed the most, just that a higher percentage of their drinkers are young compared to other brands. If you look at the Weighted figures (see bottom left to change to weighted figures), you’ll see that the brands you see in stores most often (Gatorade, Powerade) actually have the highest raw numbers of young consumers (in fact, of all consumers!).

Taking it a step further... if you export that report as an Excel file, then scan the horizontal percentages (H%) among consumers who are 12-17, you’ll see that 14.11% of all 12-17 year olds consume Gatorade Regular. Compare that to the smaller 8.73% who consume Monster and you’ll see why the coloured bar charts can be misleading if not read carefully.

8. I’m curious about opinions concerning the environment among the adult (18+) population as a function of the store they most often use when shopping for food. In
particular, I’d like to know how shoppers at several specific food store chains felt about the statement “I’m willing to pay more for enviro-friendly products.”

Go to Home > Select your target and search for each of the stores below, then click on View Profile.

All of the target stores below should have the following after their name in your target list: “(Food Shopping (Store(s) Where Hhld. Shops At (National))”

- Whole Foods
- Safeway
- No Frills
- Real Canadian Superstore
- Costco
- Sobeys
- Walmart

Then make the following selections: Base: Canada M&F age 18+ > Tab: Opinions > Sector: Personal Characteristics/Views > Topic: The Environment: The Environment Statements: Any Agree (1-4)

Switch between the different stores in the Brand/Product area in the top left of the report and scan for the “I’m willing to pay more for enviro-friendly products.” line on the chart in each case. You should find that 48-50% of consumers for all of the stores agree with that statement. The lack of a dramatic difference between stores may seem uninteresting, but perhaps it would be useful for a marketer or merchandizer to know that the “willingness to pay more” is spread so evenly among so many food stores?

9. I’m considering serving either Balderson or Armstrong brands of cheese with wine at a party tonight. I can’t be bothered with all those fancy wine-food pairing theories, but I’d like to at least know which of those two brands of cheese wine drinkers are most likely to consume.

Go to Home > Select your target, then search for both brands and click on View Profile. Then... Base: Canada M&F age 18+ > Tab: Usage > Sector: Alcohol > Topic: Wine: Personally Drank in Past 6 Months
You should find that 64% of the Balderson eaters report having consumed wine in the last 6 months, but only about 56% of the Armstrong eaters did the same.

Or maybe you are more interested in the more frequent wine drinkers?
Tab: Consumption > Sector: Alcohol > Topic: Wine: # Drinks/Glasses Drank in Past 7 Days > Sorted By: Heavy
You should find that about 20% of the Boursin consumers are classed as Heavy wine drinkers, but only 16% of the Armstrong consumers fit in the same category. (If you add Allegro as another target, you’ll see that only 8% of its consumers report being heavy consumers of wine.)
10. In which provinces are the products below most popular (among all Canadians 12+)? How about after you adjust for the size of the population?

- Fisherman’s Friend (Cough Drops (Brand(s) Personally Use))
- Tetley Green Tea (Tea (Brand(s) Hhld. Used))

Home > Select your target > [pick each of the products above] > Sector: Demographics > Topic: Geography: Province

A quick glance at the bar chart will tell you that people from Ontario make up about 41 and 46% of the consumers of both products respectively – the largest portion in both cases.

That’s the simple answer to the first part of the question, but we all know that Ontario makes up a significant portion of Canada, so does that mean that the numbers are high for Ontario just because their population overwhelms other provinces on such measures?

You can get a rough answer to that question by comparing your product bar charts to the one at the top of your screen for people across all of Canada. Only 39% of Canadians live in Ontario, so those 41/46% numbers mean that Ontarions really are well represented among consumers of both products, even after considering the size of the province.

However, to really understand if the products are unusually popular in some provinces, we’ll need to check the index numbers! In this case, you’ll need to export the excel file to see the index numbers for each province: choose “Add to Export List” on the left side, then choose “Export” and check your email in a couple minutes.

The resulting Excel file should tell you that Fisherman’s Friend consumers in New Brunswick have the highest index number of 176, and Tetley Green Tea drinkers in BC have an index number of 151 – in both cases substantially more of the product is being sold than would be expected if consumption was spread evenly based solely on the size of the population in each province.

That is, when you compare the percentage of Fisherman’s Friend consumers who are from New Brunswick (4.96%) to the percentage of all Canadians who are from New Brunswick (2.82%), the ratio between those two numbers (4.96/2.82 = 1.76) equals an index number of 176. Said another way, New Brunswickers appear to be significantly over-represented among consumers of that type of cough drop.

Ontario had an index of just 106 for this product, and Quebec’s index number was much lower at 56. Ontario and Quebec would clearly still be significant consumers of Fisherman’s Friends based on their population size, but if you were to randomly throw a fish at the same-sized crowd of people in New Brunswick and in Ontario, the odds are higher that you’d hit someone who was sucking on a Fisherman’s Friend cough drop in New Brunswick. 😊