## Vividata Target Snapshot: Practice Questions

Read first: Vividata Target Snapshot User Guide URL: bit.ly/vividata-userguide

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-crosstab

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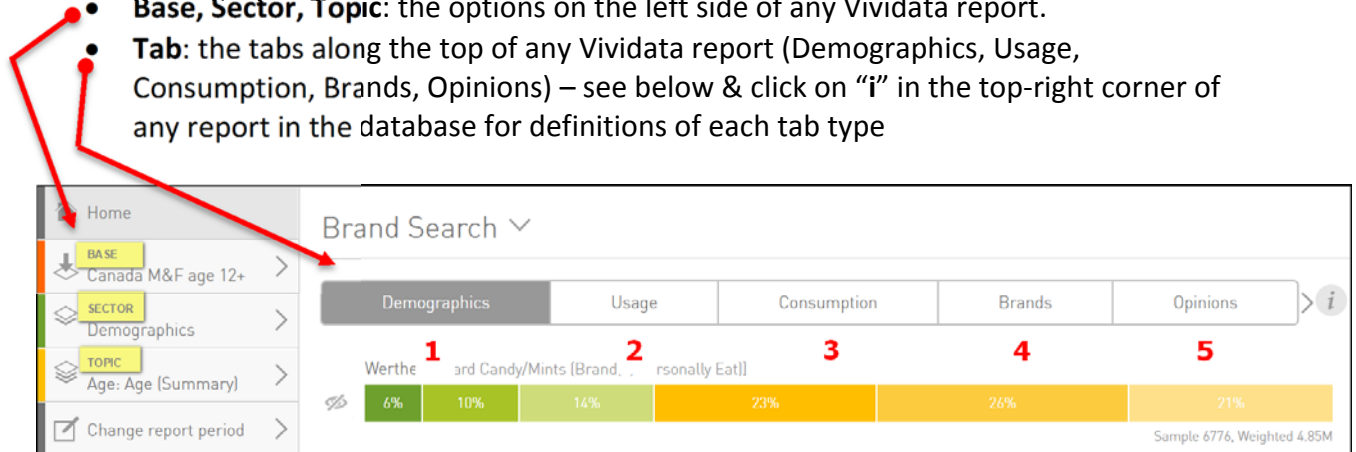
1. **Demographics**
   What are the demographics of the consumers of your target product? Their ages, income levels, household sizes, etc.? Vary the Topic on the left to explore different variables.

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, as opposed to the value and volume of multivitamin sales that I can get from places such as the Passport database. *ANSWER*

2. Which 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 or digital formats) are read most by Canadian adult females with young children. And how about among both males and females in the Vancouver area? *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 magazines are read the most in Canada among adults (18+) who take health and nutritional supplements? And which brands of such products do they consume*? 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 different segments of the population. In particular, I'd like to know how consumers of the following brands felt about the statement "Global warming is not man-made – it's a natural occurrence." *ANSWER*
    ● Coca-Cola (Soft Drinks/Colas (Brand(s) Personally Drink))
    ● Johnson & Johnson Baby Wash (Body Wash (Brand(s) Personally Use))
    ● Omega 3 (Non-Prescription Products For Preventing Heart Attach/Stroke (Brand(s) Personally Use))
    ● Walmart (Food Shopping (Store(s) Where Hhld. Shops At (National)))

9. I'm considering serving either Boursin or Allegro 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. Which province is tea most popular in? How about after you adjust for the size of the population? *ANSWER*

Answers!

1. How many Canadians (12+) use multivitamins? I need a rough number of people, as opposed to the value and volume of multivitamin sales that I can get from the Passport database.

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 and 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 12475, Weighted 8.86M" below the bar chart, so roughly 8.86 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 74% of the multivitamin 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 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?

Home > Tile: Magazines Print > Tab: Usage > Base: Canada M&F 18+ > Sector: Finance > Topic: Donations-Canadian: Personally Donated in Past 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 (Zoomer Magazine, CAA Magazine, etc.). However, we wanted the largest number, not the highest percentage… Click on *Show weighted figures* in the lower left, then scroll down to find the magazine with the largest number of readers who answered "yes" to this question: Reader's Digest (2.4M)

3. I need to know which magazines (print or digital formats) are read most by Canadian adult females with young children. And how about among both males and females in the Vancouver area?

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

Ranked list should have the following magazines at the top: Today's Parent + ParentsCanada + Enfants Quebec

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 younger categories (esp. *under 3*). You should end up with magazines like People, Cineplex Magazine, and Canadian Living.

Same question for both males and females in Vancouver...? As above, but change the Base to *Vancouver CMA*. The results for Vancouver if you use the default ranking by percentage of each magazine's readers who have young kids are Today's Parent + ParentsCanada + LOULOU.

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

Home > Tile: Print Magazines > Tab: Brands > Sector: Travel > Topic: Airlines: Airlines Personally Used

Best airlines? That depends on how you define "best." Air Canada and WestJet are the top airlines being used by readers of Western Living (both at 19%), but note that British Airways, Cathay Pacific and Swiss Air all have incredibly high index numbers (all above 500!), so users of those airlines make up a *disproportionately* large (though still generally small) percentage 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 > 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" 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:

Home > Choose any media tile (newspapers or magazines): > Tab: Brands > Sector: Alcohol > Topic: Beer: Brand(s) Personally Drink: Any.

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 51/49, m/f).

Alternative 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 and 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 they consume?

Home > Tile: Magazines Print > Base: Canada M&F age 18+ > Tab: Usage > Sector: Personal Care, Health, and Beauty Aids > Topic: Vitamins, Minerals, Herbal & Nutritional Supplements Used/Past 6 Mos.

You should see a ranked list of magazines with ones that are read by consumers of "*Vitamins, Minerals, Herbal & Nutritional Supplements*" at the top: Western Living, AMA Insider/Westworld Alberta, CAA Manitoba/Going Places, , CAA Alberta/Manitoba, Saskatchewan, Zoomer Magazine, Vancouver Magazine, Hello! Canada…

(Note that these tend to be magazines read by older people. Check *Tab: Demographics > Sector: Demographics : Topic: Age: Age (Summary)* and scroll down to the bottom of the list to confirm that if interested. That list is ranked by the age range of the readers, with the ones skewed toward younger readers at the top.)

Brands consumed?

Still on the usage report you retrieved initially, click on *Tab: Brands > Sector: Personal Care, Health, and Beauty Aids > Topic: Vitamins, Minerals, Herbal & Nutritional Supplements Personally Bought: Any* and explore the results for different magazines in the *Brand/Product* area in the 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: "Nature's Bounty" (index=232), "Swiss" (index=200), and "Vitalux" (index=215). (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., magazines) 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).*

You should find that NOS Energy Drink, Full Throttle, Rockstar, and AMP are among the brands most skewed toward younger consumers. Again, though, that doesn't mean that they 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 (and of older consumers!).

Taking it a step further... if you export that report as an MS Excel file, then scan the horizontal percentages (H%) among consumers who are 12-17, you'll see that 15.54% of all 12-17 year olds consume Gatorade Regular and 11.68% of them consume Powerade Regular. Compare that to the smaller 2.55% who consume NOS Energy Drink 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 different segments of the population. In particular, I'd like to know how consumers of the following products or stores felt about the statement "Global warming is not man-made – it's a natural occurrence."
- Coca-Cola (Soft Drinks/Colas (Brand(s) Personally Drink))
- Johnson & Johnson Baby Wash (Body Wash (Brand(s) Personally Use))
- Omega 3 (Non-Prescription Products For Preventing Heart Attach/Stroke (Brand(s) Personally Use))
- Walmart (Food Shopping (Store(s) Where Hhld. Shops At (National)))

Go to *Home > Select your target* and search for each of the brands above, then click on *View Profile*. Then... *Tab: Opinions > Sector: Personal Characteristics/Views > Topic: The Environment: The Environment Statements: Any Agree (1-4)*

Switch between Coca-Cola, J&J Body Wash, Omega 3, and Walmart in the *Brand/Product* area in the top left of the report and scan for the "Global warming is not man-made-it's a natural occurrence" line on the chart in each case. You should find...

- *CocaCola*: 20% (index=95)
- *Johnson & Johnson Baby Wash*: 11% (index=54)
- *Omega 3*: 35% (index=166)
- *Walmart (for Food Shopping)*: 22% (index=106).

So... consumers of the Baby Wash are generally less likely to believe that global warming is not man-made, and consumers of Omega 3 tend to be more likely. What could be going on here? On the same snapshot, change the display to:

Tab: Demographics > Sector: Demographics > Topic: Age

You should see that J&J Baby Wash consumers tend to be younger (only 30% above 50) while Omega 3 consumers are older (almost 70% above 50). Maybe relevant?

9. I'm considering serving either Boursin or Allegro 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... *Tab: Usage > Sector: Alcohol > Topic > Wine: Personally Drank in Past 6 Months*
You should find that 62% of the Boursin eaters report having consumed wine in the last 6 months, but only about 50% of the Allegro 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
You should find that about 26% of the Boursin consumers are Medium or Heavy wine drinkers, but only 18% of the Allegro users fit in the same categories.

10. Which province is tea most popular in? How about after you adjust for the size of the population?

Home > Select your target > Tea (Brand(s) Hhld. Used) > Sector: Demographics > Topic: Geography: Province

A quick glance at the bar chart will tell you that people from Ontario make up about 40% of all tea drinkers.

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?

Best 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 "Export report" on the left side, then choose "Email Excel" and check your email in a couple minutes.

The resulting Excel file should tell you that tea drinkers from Newfoundland have the highest index number of 117.

That is, when you compare the percentage of *all Canadians who are from Newfoundland* (1.3%) to the percentage of *tea drinkers who are from Newfoundland* (1.53%), the ratio between those two numbers (1.53/1.3 = 1.17) gives you an index number of 117. Said another way, Newfoundlanders are slightly over-represented among tea drinkers.

PEI was also high at 116, but Ontario had an index of just 104 and Quebec's index number was much lower at 82. Ontario and Quebec would clearly still be major consumers of tea based on their population size, but if you were to randomly throw a fish at the same-sized crowd of people in Newfoundland and in Ontario, the odds are higher that you'd hit a tea drinker in Newfoundland. ☺