Introduction to Vividata

About Vividata

Vividata is an industry organization created through a partnership between Canadian media organizations and Canadian advertisers. They poll Canadians to gather the data needed to answer the perennial questions of advertisers and publishers:

- What **magazines** and **newspapers** are Canadians reading, and what **products** and **services** are they buying?
- What are their **ages**, **incomes**, and other **demographic** characteristics?
- What are their **opinions** about such topics as recycling, shopping, traveling, and dieting?
- What **leisure** activities do they enjoy?

Vividata's Survey of the Canadian Consumer reaches 35,000+ Canadians each year, resulting in detailed data on Canadians' **opinions**, **demographics**, and **activities**, as well as their **product**, **service**, and **media purchases**.

The Vividata database available via the SFU Library allows you to connect those puzzle pieces in many ways to answer different questions.

For instance…

Which age group (generation) is most likely to frequently purchase energy drinks?
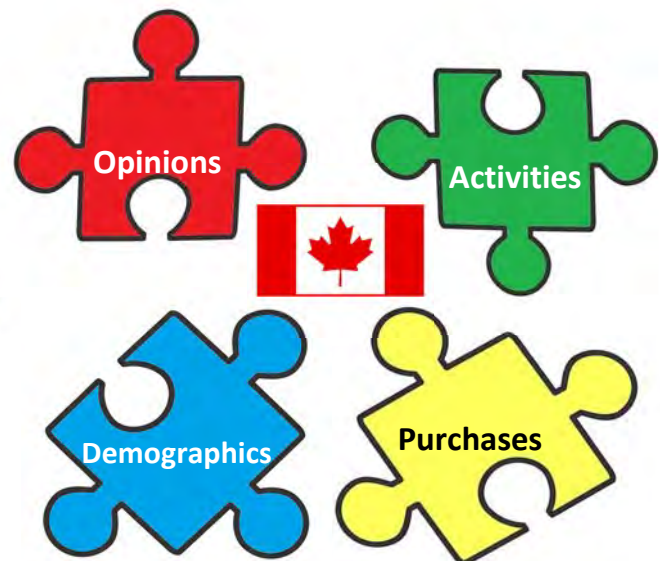
Which province has the most people who attend pro hockey games?

Are Canadian Geographic readers more likely to care about a car's fuel efficiency than readers of Elle Canada?

Are frequent gardeners likely to be open to trying new food products?

This introductory guide is focused on creating and interpreting simple tables. See the Vividata Advanced guide for help with more advanced tables and functions.

Creating a Vividata table

Sample question: *Are Canadian kombucha drinkers likely to be Gen Xs, Gen Ys, Gen Zs, or Baby Boomers?*

A. Identify splits and questions

Split: Our target portion of the population   the group about whom we want to know something.) In this case, it's *Canadian kombucha drinkers*. More specifically, we are interested in learning something about the Canadians who are 14 or older who say they personally drank kombucha in the last 6 months. That is, we're *splitting* the entire population and focusing on a specific group.

Question: **The information we would like to have about our target group (i.e., about our split).** In this case, we want to know how many people in our split are in each of the major *generational cohorts*: Gen Zs, Millennials (Gen Ys), Gen Xs, and Baby Boomers.

B. Select the split

Columns

Beverages \Iced Tea/Kombucha-Personally Drank In Past 6 Months 4 of 4 selected ③

BEVERAGES \ICED TEA/... ✕

All
- Balance of Population
- **Yes**
- No
- Not Stated

Add net/grouped answer...

3. Click on "*4 of 4 selected*" for your chosen kombucha split, then select the "*Yes*" answer.
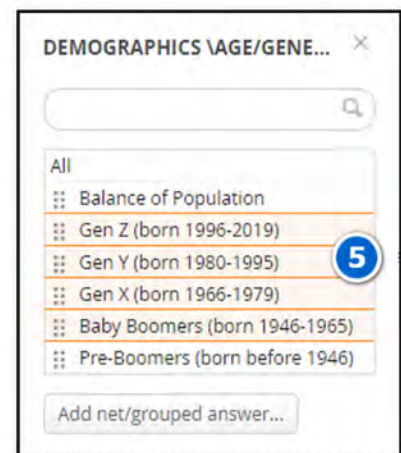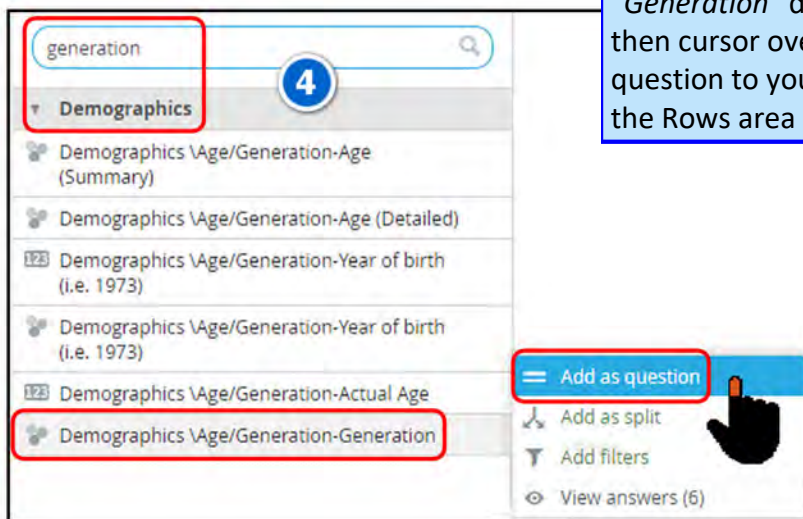
You could instead accept the default "*4 of 4*" (i.e., all answers for the topic) or hold down the control key and select multiple answers, but we're keeping this sample table simple by focusing on just a single answer/split.
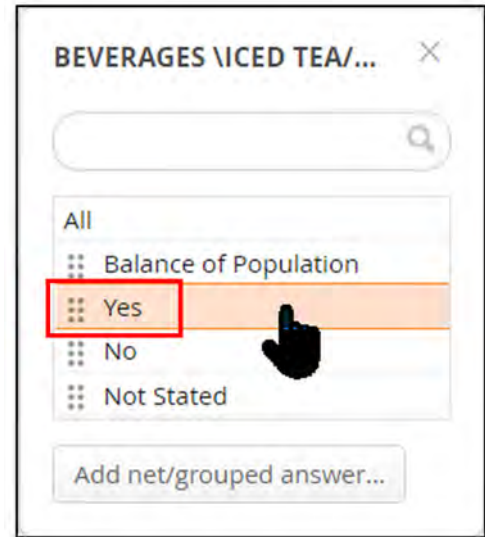
C. Select the question ☰

4. Search or browse to find the "*Generation*" demographic variable, then cursor over it and add it as a question to your table **OR** drag it to the Rows area of the drop zone.

generation ④

▼ **Demographics**

- Demographics \Age/Generation-Age (Summary)
- Demographics \Age/Generation-Age (Detailed)
- Demographics \Age/Generation-Year of birth (i.e. 1973)
- Demographics \Age/Generation-Year of birth (i.e. 1973)
- Demographics \Age/Generation-Actual Age
- Demographics \Age/Generation-Generation

☰ Add as question
⋏ Add as split
▼ Add filters
👁 View answers (6)

DEMOGRAPHICS \AGE/GENE... ✕

All
- Balance of Population
- Gen Z (born 1996-2019)
- Gen Y (born 1980-1995) ⑤
- Gen X (born 1966-1979)
- Baby Boomers (born 1946-1965)
- Pre-Boomers (born before 1946)

Add net/grouped answer...

5. As with our splits, we don't need information on every generation. Click on "*6 of 6*" below that variable and select only *Gen X, Gen Y, Gen Z, and Baby Boomers*. Confirm the changes by clicking on the X in the corner.

D. Final steps

We're almost done! Now we just need to adjust a few settings and add a comparison variable to enable some interesting analysis.

We want to compare the kombucha usage *of each generation* in our split to the kombucha usage *of the population overall*. For this example, we're going to use "*All Respondents - 14+*" as the basis for our comparison, so we need to place that demographic group in the first column. We also need to delete any "*All Respondents*" rows/questions that were automatically added, and then we need to adjust our benchmark settings.

> **Note:** Depending on the study/survey year you are using, some of these final steps may have already been completed for you!

Add "*All Respondents - 14+*" as the first column/split

6. Add "*Demographics \All Respondents*" as a split/column
7. Drag that column to the first position (if it isn't already there)
8. Click on "*5 of 5*" in that column, then select only the "*14+*" option and close the list by clicking on the X in the corner.

Drag to reverse positions of these two columns
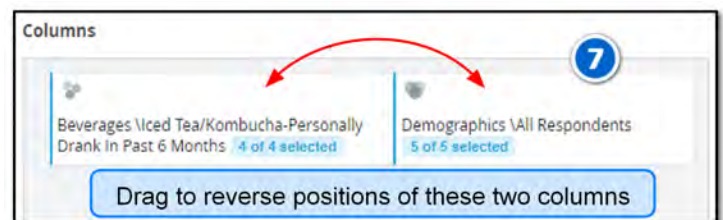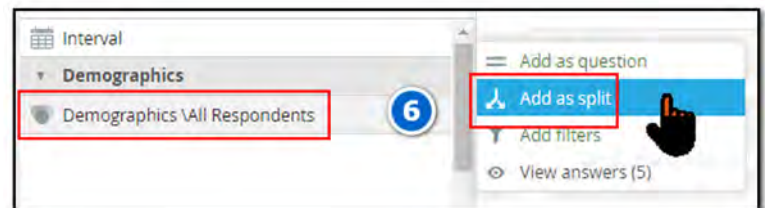
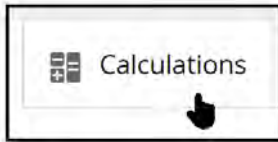**Delete any unneeded "*All Respondents*" rows/questions**

9. If your table contains a default row/question about demographics, cursor over its right corner and delete it.
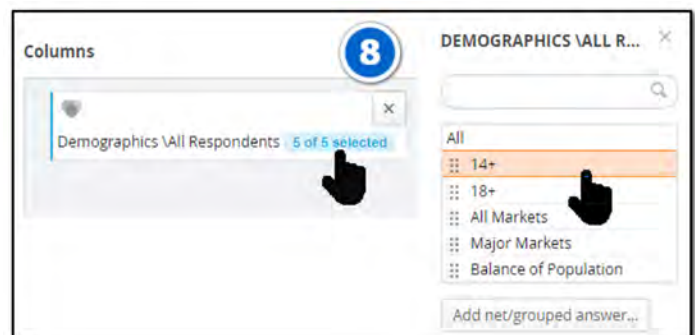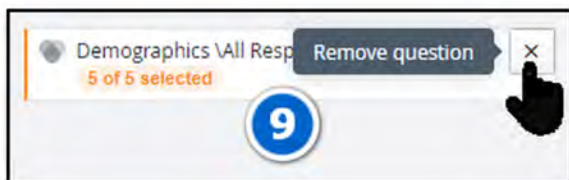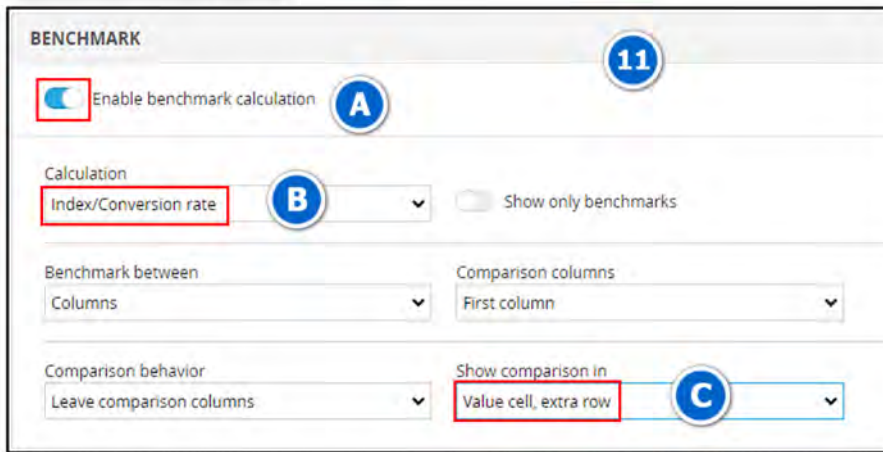

Ensure your splits/columns are *not* nested

10. Click on "Split settings" (above your table) and make sure the option to "*Nest variable splits*" has *not* been turned on.
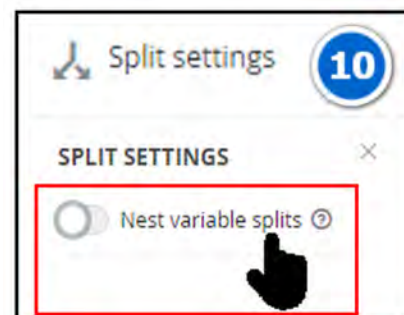
Calculations

We're almost done! Now we just need to add a bit more information to the table to enable some interesting analysis...

BENCHMARK ⑪

Ⓐ Enable benchmark calculation

Calculation
Index/Conversion rate Ⓑ   Show only benchmarks

Benchmark between   Comparison columns
Columns   First column

Comparison behavior   Show comparison in
Leave comparison columns   Value cell, extra row Ⓒ

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11. Click on the *Calculations* tab, then on *Benchmark*, then...

A. Toggle the slider to "*Enable benchmark calculation*"

B. Change the *Calculation* option from "*Units*" to "*Index/Conversion rate*"

C. Change the "*Show comparison in*" option from "*Separate cell*" to "*Value cell, extra row*"

These steps will allow us to compare (benchmark) our results against the first column (in this case, the 14+ population of Canada), which provides a sense of how far from "average" the results might be.
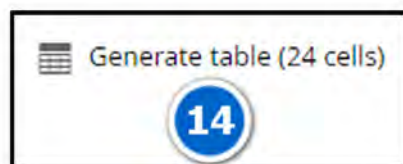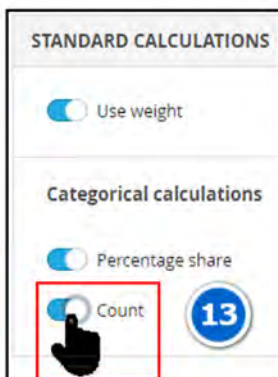
The last step (**C**) allows us to display and analyze additional information in the table. Look for the mention of **11(C)** in the discussion below for details on the data this step makes visible.

BASE SIZE OPTIONS ⑫

Display base

Weighted base   Bottom
Unweighted base   Bottom

Still in the *Calculations* area...

12. Select *Base Size Options* and ensure both the "*Weighted*" & "*Unweighted*" bases are selected (turned on) so they will appear in the table.

13. Select *Standard Calculations* and ensure the "*Count*" option is selected (turned on).

STANDARD CALCULATIONS

Use weight

Categorical calculations

Percentage share

Count ⑬

Generate table (24 cells) ⑭

14. Finally, click on the *Generate table* tab.

We're done! Time to move on to interpreting the table we've created...

Interpreting a Vividata table

If all went well, you should now see this table:

Time period: 2023-06-23 to 2023-06-23
Benchmark calculation: Index/Conversion rate, Comparison value: First column

		Demographics \All Respondents		Beverages \Iced Tea/Kombucha-Personally Drank In Past 6 Months	
		14+		Yes	
		Count	%	Count	%
Demographics \Age/Generation-Generation	Gen Z (born 1996-2019)	5 976	18.1%	2 465 (41)	27.6% (152.3)
	Gen Y (born 1980-1995)	8 474	25.7%	2 964 (35)	33.1% (129.1)
	Gen X (born 1966-1979)	6 874	20.8%	1 732 (25)	19.4% (93.0)
	Baby Boomers (born 1946-1965)	10 540	31.9%	1 643 (16)	18.4% (57.5)
	Weighted base	33 017	33 017	8 943	8 943
	Unweighted base	45 648	45 648	12 316	12 316

(The highlighted numbers will be explained on the next page.)

That simple table with just 24 cells and 32 numbers is packed with information about the ages of kombucha drinkers, the drink choices of different generations, and the survey response rates overall:

- OF the `45,648` respondents (representing `33,017,000` Canadians who are 14+), `12,316` of them reported drinking kombucha in the last 6 months. This represents approximately `8,943,000` consumers overall.

> Note the power of the word "**OF**" in accurate interpretation of a Vividata table.
>
> If you always start with **OF**, you should be able to remain clear whether you are talking about...
>
> * the nature of the portion **OF** the population in your split category; or
>
> * the nature of the portion **OF** the population who selected each answer of your chosen question(s).

- OF all of the people who drank kombucha in the last 6 months, `27.6%` are Gen Z. However, only `18.1%` of the 14+ population are Gen Z, so kombucha drinkers appear to be significantly more likely to be Gen Z than you might expect given that generation's share of the population.

- In fact, the `152.3` index value tells us that our kombucha group is roughly 52.3% more likely to be Gen Z than is the overall 14+ population. (Index calculation: 100*(1 + (27.6-18.1)/18.1), with minor variation due to rounding of intermediate values.)

- Conversely, **OF** all the 14+ Gen Z people represented by this survey (`5,976,000`), `41%` (i.e., 2,465,000) state that they drank kombucha in the last 6 months. (Note that we're starting off this statement by reading horizontally along a row this time. This is why we adjusted the settings in 11(C): those adjustments allowed us to see the 41% number and say something about the people who selected a given answer from our chosen questions.)

Your turn! Using the sample kombucha table on the previous page, complete the following statements. (Answers are on the next page.)

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- Creating tables
- Interpreting tables
- *Practice!*

1. Of all Canadians who are 14+ and who reported drinking kombucha in the last 6 months, approximately _____% are in the Baby Boomer generation.

2. The Baby Boomer generation makes up about _____% of the 14+ population overall.

3. Comparing the two numbers above, it appears that Baby Boomers are under/over represented amongst kombucha drinkers given their share of the broader population. You can also see this by the index number of _____, which is *less than 100*.

4. _____% of all Gen Xers report drinking kombucha in the last 6 months, and that generation makes up _____% of all the kombucha drinkers.

5. The index number of 93.0 for kombucha drinkers who are Gen Xers means that kombucha drinkers are roughly _____% *less likely* than the population overall to be in the Gen X generation.

More practice!

The table below is about the people who report having read either **Zoomer Magazine** or **Elle Canada** in the last year. The question asked about each split/group is whether their household is **intending to sell their home in the next 12 months**. Interpret this table to answer the questions that follow.

Time period: 2023-03-24 to 2023-03-24
Benchmark calculation: Index/Conversion rate, Comparison value: First column

Note: We've switched to the *Spring 2023* study for this example because the *Summer 2023* study we used earlier does not provide data on specific magazines.

As of 2023, Vividata added a Summer study release to its former Fall, Winter, Spring series. Only the new Summer study is published *without* readership data on specific magazines.

		Demographics \All Respondents		Readership (Specific) \Magazine Brands-Any Print or Digital Past Year-ELLE CANADA-Read/Looked Through/Accessed		Readership (Specific) \Magazine Brands-Any Print or Digital Past Year-Zoomer Magazine-Read/Looked Through/Accessed	
		18+		Yes		Yes	
		Count	%	Count	%	Count	%
Real Estate, Home Improvements \Real Estate-Household Intends to Next 12 Months	Sell	2 723	8.7%	534 (20)	11.5% (132.6)	201 (7)	7.9% (90.8)
	Weighted base	31 296	31 296	4 628	4 628	2 545	2 545
	Unweighted base	42 097	42 097	6 070	6 070	3 492	3 492

1. What percentage of Elle Canada readers intend to sell their homes in the next 12 months? How about Zoomer Magazine readers?

2. What percentage of people who say their household intends to sell their home in the next 12 months read Elle Canada? How many of them are Zoomer Magazine readers?

3. Which magazine has a higher index for the "sell" question when benchmarked against the overall 18+ population? (Note we benchmarked against the *18+* population this time: check the first column!)

4. Based solely on the answers to these questions, which magazine seems like it would be a better fit for an advertisement relevant to real estate?

Answers from previous page:

1. 18.4%

2. 31.9%

3. under represented, 57.5

4. 25%, 20.8%

5. 7% (index=7 below 100, or calculate: (20.8-19.4)/20.8)

Answers from this page:

1. Elle Canada: 11.5%, Zoomer Magazine: 7.9%

2. Elle Canada: 20%, Zoomer Magazine: 7%

3. Elle Canada (index=132.6) vs Zoomer Magazine (index=90.8)

4. Elle Canada: a larger portion of its readers are considering selling, and a larger portion of potential sellers read it.