

Vividata Study

Methodology & Coverage



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About Vividata:

Vividata is Canada's authoritative source of audience data, print & digital, for magazines and newspapers. Founded in 2014, Vividata is the amalgamated organization of two pre-eminent media measurement bodies, NADbank +PMB.

Vividata's single source survey provides cross –platform audience measurement for 70+ consumer magazines and 70+ daily newspapers. The annual national sample of 40,000+ Canadians (age 12+) surveyed across 50+ markets, is released quarterly as rolling 12 month data. In addition to providing 360° readership metrics, Vividata delivers a comprehensive database of consumer demographics, media usage, lifestyle and attitudinal data and product usage across 150+ categories.

A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers. Vividata is committed to providing our 500+ members with up to date audience research.

Methodology:

Data Collection

Interviewing 365 days a year.

Rolling 52 week Survey sample.

National and 50+ local markets (English/French).

Sampling

Probability-based Recruitment.

Multi-mode data collection (telephone, cell-phone and online).

40,000+ Canadians age 12+ / annual.

The sample frame is constructed at the local market level and rolled up to a national level using Statistics Canada census data.

Reporting

The database includes a range questions for all media, product consumption, and opinions.

Data is released quarterly. Updates of the database include the most recent past 12 months of data, (accomplished by adding the most recent quarter of data and removing the earliest quarter).

Demographics:

- All Respondents
- Geography
- Age
- Gender
- Language
- Household Status
- Household Composition
- Number of People in Household by age
- Education
- Occupation (Summary)
- Occupation - Detailed Codes
- Workplace (Summary)
- Workplace - Detailed Codes
- Income
- Ethnic Background
- Born in Canada

Attitudes/Views/ Personal Characteristics:

- Partnership/Preference
- Events
- Education
- Purchase Influence

- Beverages/Alcohol
- Products & Services
- Health Care/Nutrition
- The Environment
- Personal & Social Views
- Apparel/Fashion
- Cosmetics/Beauty
- Automotive
- Home Electronics/Technology
- Business/Financial/Real Estate
- Candies/Snacks
- Groceries/Food /Cooking/Eating
- Travel/Leisure

Readership:

- Magazines, Print + Digital (Specific Titles)
- Daily Newspaper Print + Digital (Specific Titles)

Television (Generic):

- TV /Video- watched past 30 days

Radio (Generic):

- Satellite Radio - listened past 30 days

Electronics, Phones & Service Providers:

- Cell Phones/Smartphones
- Computers
- Computer Usage
- Internet Service Provider

Personal Care, Health & Beauty Aids:

- Toothpaste
- Dental Floss
- Toothbrushes
- Tooth Whitening Systems
- Mouthwash/Dental Rinse
- Toothache Pain Relievers
- Dentures
- Denture Cleansers
- Denture Adhesive
- Lip Care
- Deodorants/Antiperspirants
- Perfume & Cologne - Women's or Men's
- Body Wash
- Liquid Hand Soaps
- Shampoo
- Hair Conditioners

- Hair Sprays
- Hair Styling Mousses
- Hair Styling Gels
- Hair Colouring Products
- Face & Body Skincare
- Hand & Body Cream/Lotion
- Facial Cleansers
- Facial Moisturizers
- Acne Products
- Hair Removal
- Cough Drops
- Cough Syrup
- Eye Drops
- Topical Pain Relievers
- Pain Relievers
- Non-Prescription Products For Preventing Heart Attack/Stroke
- Cold Remedies
- Allergy & Sinus Remedies
- Sleep Aid Remedies
- Upset Stomach Remedies
- Eyewear
- Diet Control/Weight Management
- Medical Conditions/Prescription Remedies

- Cosmetic Facial Treatments
- Multi-Vitamins
- Vitamins, Minerals, Herbal & Nutritional Supplements
- Suntan & Sunscreen Products

Cosmetics, Women's Products - Women Only:

- Make-Up
- Foundation Make-Up
- Face Powder
- Blush
- Lipstick/Lipliner/Lipgloss
- Eye Shadow
- Eye Liner
- Mascara
- Nail Care Products & Polish
- Cosmetics/Beauty Products Information Sources Used
- In-Home Pregnancy Test
- Pre-Menstrual/Period Pain Remedies
- Yeast Infection Products

Automotive:

- Number of Vehicles in HH
- Roadside Assistance Programs

- Tires
- Mileage
- Auto Insurance
- Automotive Supplies/Products

Travel:

- Travel in Canada - Vacation
- Airlines
- Cruise Ships
- Hotels & Motels
- Car Rentals

Finance:

- Banking & Financial Services
- Debit/Bank Cards
- Online/Telephone Banking
- Mobile Payment System/Mobile Wallet
- Financial Planning
- Loan/Line Of Credit
- Mortgages
- Online Trading/Investing
- Mutual Funds
- Tax Free Savings Account (TFSA)
- RRSP's

- Non-RRSP Investments
- Stocks/Bonds-Includes RRSP & Non-RRSP
- Total Securities & Savings
- Wills/Estate Planning
- Investment Management Information Sources Used
- Credit Cards
- Credit Cards - Cards
- Credit Cards - Issued By
- Credit Cards - Average Amount Spent Each Month
- Income Tax Returns
- Life Insurance
- Homeowners Or Personal Property Insurance
- Private Health Insurance
- Donations-Canadian
- Donations-International Relief/Development

Real Estate, Home Improvements:

- Your Home
- Your Home - If Owned
- Your Home - If Rented
- Vacation Home
- Real Estate
- Home Improvements

- Furniture/Home Accessories
- Gardening

Apparel, Shopping, Misc. Products:

- Convenience Stores
- Drug Stores
- Customer Reward Programs
- Frequent Flyer Programs
- Pre-Paid Gift Cards
- Men's Clothing
- Women's Clothing
- Footwear
- Toys & Games
- Greeting Cards
- Boxed Chocolates
- Books
- Home Electronics
- Video Game Systems
- Batteries

Leisure, Restaurants, Tobacco:

- Movies
- Restaurants

- Casinos
- Bingo/Video Lottery Terminals
- Lottery Tickets

Candy, Snacks:

- Hard Candy/Mints
- Chewy Candies
- Chewing Gum
- Nuts/Seeds
- Chocolate/Candy Bars
- Potato Chips
- Pretzels
- Snack/Party Mix
- Corn/Tortilla Chips & Cheese Snacks
- Popcorn
- Rice Cakes/Corn Cakes/Potato Crisps

Beverages:

- Coffee
- Tea
- Iced Tea
- Fruit Drinks/Punches
- Hot Chocolate
- Soft Drinks/Colas

- Energy/Sport Drinks
- Non-Carbonated Bottled Water
- Flavoured Beverage Enhancers

Alcohol:

- Beer
- Cider
- Coolers - Alcohol
- Prepared Mixed Drinks With Liquor
- Wine
- Cordials & Liqueurs
- Cognac
- Rum
- Bourbon
- Irish Whiskey
- Scotch Whisky
- Rye/Canadian Whisky
- Vodka
- Gin
- Tequila
- Spirits/Liquor Summary
- Beer/Wine/Liquor/Spirits

Groceries:

- Food Shopping
- Bread
- Baking Ingredients
- Margarine
- Eggs
- Butter
- Milk
- Cream
- Ice Cream/Ice Milk/Sherbet & Frozen Yogurt
- Yogurt
- Baking Chips
- Cookies - Ready-to-Eat
- Breakfast Sandwiches (Frozen)
- Instant Breakfast/Breakfast Shakes
- Instant Hot Cereals-Single Serve Packets
- Rolled Oats/Oatmeal/Hot Cereals
- Cold Cereals
- Granola/Cereal Bars
- Peanut Butter
- Salsa
- Processed Cheese

- Natural Cheese
- Cream Cheese
- Crackers
- Soup
- Plain Rice
- Flavoured & Seasoned Rice
- Frozen Vegetables
- Frozen Pizza
- Ketchup
- Bottled Seasoning Sauces
- Salad/Cooking Oil
- Mayonnaise/Mayonnaise Type Salad Dressing
- Salad Dressing
- Organic Foods
- Orange Juice
- Tomato & Vegetable Juices
- Other Fruit Juices & Drinks
- Tea

Household Products, Pets:

- Toilet Paper
- Facial Tissues
- Paper Towels

- Paper Napkins
- Plastic Storage Bags
- Plastic Food Containers
- In Tank Toilet Bowl Cleaners
- In Bowl Toilet Cleaners
- Dishwashing Liquid
- Automatic Dishwasher Detergent
- All Purpose Household Cleaners
- Household Cleaners-Spray Bottle
- Bathroom Cleaners
- Dust/Dirt Cleaning System
- Carpet & Rug Cleaners
- Fabric Refreshers
- Air Fresheners, Carpet & Room Deodorizers
- Disinfectant Sprays
- Soap & Detergents For Regular Laundry
- Soap & Detergents For Fine Fabrics
- Laundry Stain Removers
- Fabric Softeners
- Pet Ownership
- Dog Food - Wet
- Dog Food - Packaged Dry
- Dog Biscuits Or Treats

- Cat Litter
- Cat Treats
- Cat Food - Wet
- Cat Food - Packaged Dry
- Pet Food Where Bought
- Animal Health Products For Cats & Dogs

Children's Products:

- Baby/Children's Care Products
- Children's Clothing/Shoes

Retail:

- National & Local Stores