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 over 40,000 Canadians each year and produces 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…

What energy drinks do female Millennials drink most often?

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?
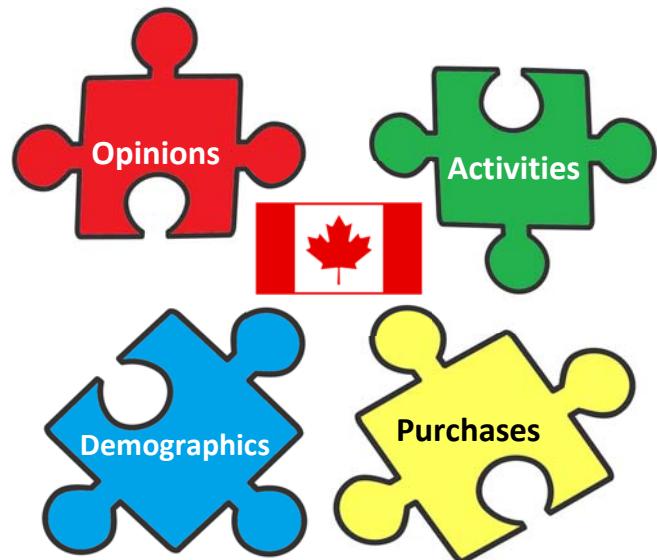
>> This introductory guide is focused on creating and interpreting simple tables. See the Vividata Dapresy Tool Guide for help with more advanced tables.

Creating a Vividata table

Sample question: *Are Canadian Red Bull drinkers more likely to be Millennials, Generation Xers, or Baby Boomers?*

- [About Vividata](#)
- *Creating tables*
- [Interpreting tables](#)
- [Practice!](#)

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 Red Bull drinkers*. More specifically, we are interested in learning something about the Canadians who are 14 or older who claim that Red Bull is the energy drink brand they purchase most often.

Question: **The information we would like to have about our target group (our split).**
In this case, we want to know how many people in our split are in each of these major *generational cohorts*: Millennials, Generation Xers, and Baby Boomers.

B. Select the split

1 Choose the *Cross Table* option. >> The *Filtering View* has less flexibility in split/question selection and won't help for this sample question.

2 Search for "*energy*" or browse the *Food & Beverage* category to find... "Beverages – Energy/Sport Drinks – Energy Brands Drink – Mst Oft" >> In most cases you will need to first search for product types, not brand names. Specific brands can be selected in a later step.

3 Cursor over your chosen topic and select "*Add as split*" from the options that appear.

- Add as question
- Add as split
- View answers

Examples in this guide use data from Vividata's Summer 2018 survey. Newer data is now available, so your results may differ.

4. Deselect (turn off) the "*Nest variable splits*" option so that the default "*All Respondents – 14+*" split is to the left of the energy brands split.

>> This will be important later – we'll benchmark our chosen split (Red Bull drinkers) against the population listed in the first column (All - 14+).

④

⊙ Nest variable splits ⓘ

⑤

All Respondents - 14+	Beverages - Energy/Sport Drinks - Energy Brands Drink - Mst Oft
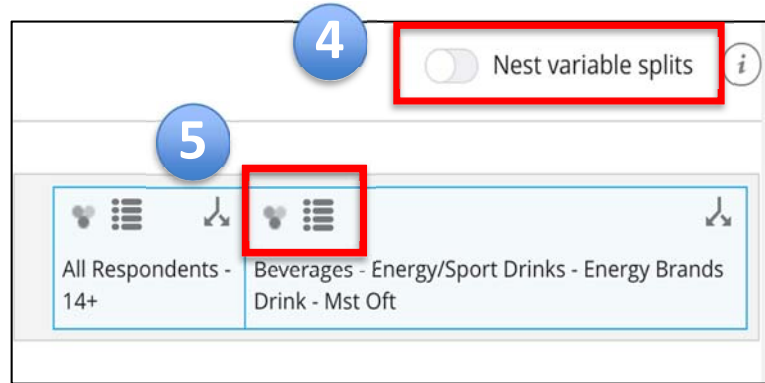
5. Click on [icon] to open *a list of brands* available for this topic, then select *Red Bull* from that list.

>> You could hold down the control key and select multiple brands, but we're keeping this sample table simple by focusing on just the single brand/split.
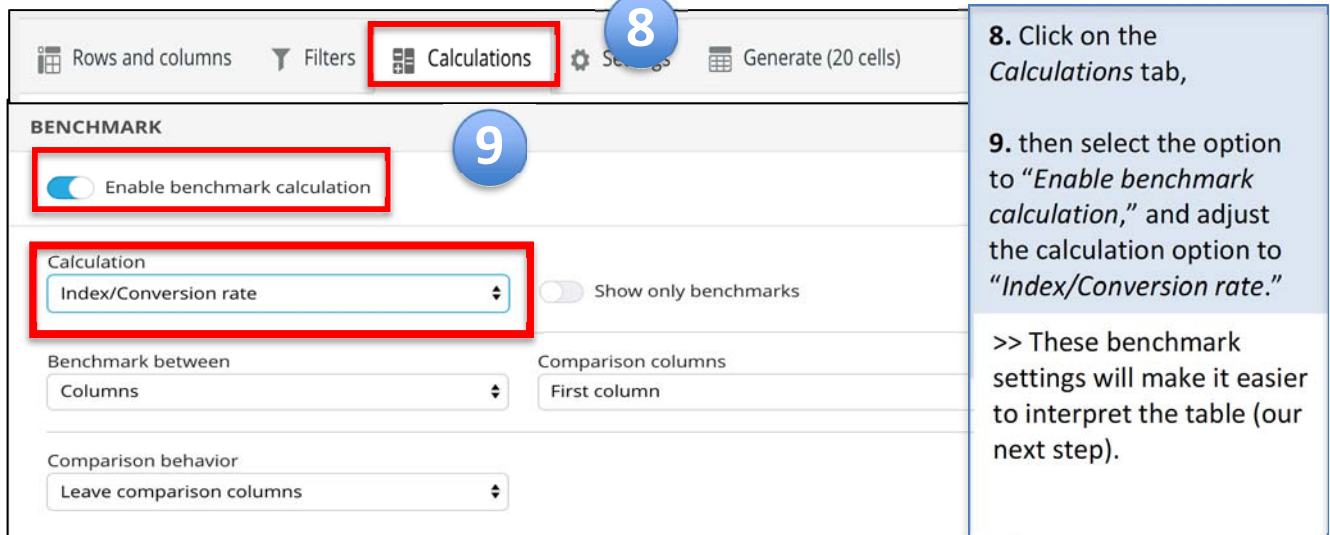
C. Select the question =

6. Search or browse to find the "*Age – Generation*" demographic variable, then cursor over it and add it as a question to your table.

generation

⑥

▼ **Demographics**

🐾 Age - Generation

= Add as question

⤳ Add as split

👁 View answers

⑦
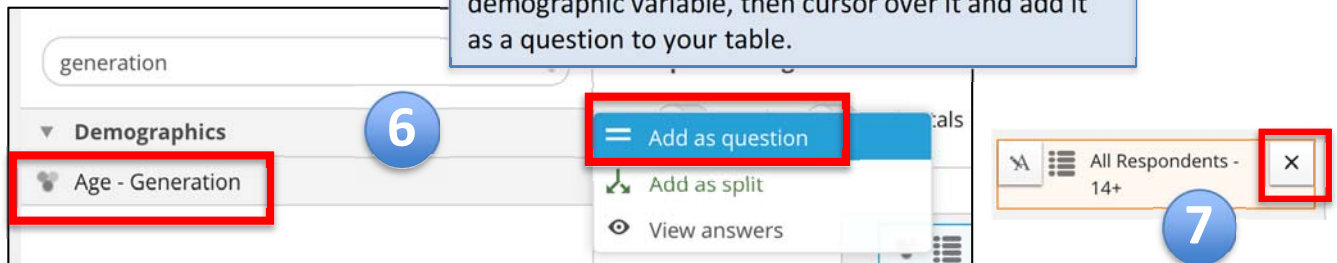
		All Respondents - 14+	✕

7. Delete the default question ("*All respondents – 14+*") as it isn't needed for the topic we are researching. But leave the default (14+) split!

>> Again, we are aiming for simplicity for this sample table. It's fine to include multiple questions in a more complex table.

D. Final steps

▦ Rows and columns	▼ Filters	▦ Calculations	⚙ Se...	⊞ Generate (20 cells)

⑧

BENCHMARK

⑨

🔵 Enable benchmark calculation

Calculation
| Index/Conversion rate ⬍ | | ⊙ Show only benchmarks |

Benchmark between | Comparison columns
| Columns ⬍ | | First column |

Comparison behavior
| Leave comparison columns ⬍ |

8. Click on the *Calculations* tab,

9. then select the option to "*Enable benchmark calculation*," and adjust the calculation option to "*Index/Conversion rate*."

>> These benchmark settings will make it easier to interpret the table (our next step).

Interpreting a Vividata table

If you haven't done so already, click on the *Generate* tab to display the table we designed in the last section.

> ⊞ Generate (20 cells)
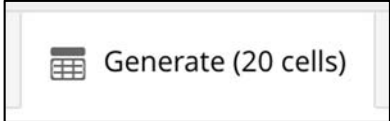
If all went well, you should now see this table:

Time period: 2018-11-06 to 2018-11-06
Benchmark: First column

Age - Generation		All Respondents - 14+		Beverages - Energy/Sport Drinks - Energy Brands Drink - Mst Oft	
		14+ ⇕		Red Bull ⇕	
		Count	%	Count	%
	Millennials (born 1982-2001)	9,737.7	34.2	133.2 (1.4)	43.3 (126.4)
	GenXers (born 1965-1981)	8,581.9	30.2	112.3 (1.3)	36.5 (120.9)
	Baby Boomers (born 1945-1965)	10,138.1	35.6	62.5 (0.6)	20.3 (57.0)
	Weighted base	28,458	28,458	308	308
	Unweighted base	38,310	38,310	384	384

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

That simple table with just 20 cells and 26 numbers is packed with information about the ages of Red Bull drinkers, the drink choices of different generations, and the survey response rates overall:

- Of the 38,310 respondents (representing 28,458,000 Canadians who are 14+), 384 of them said that Red Bull is the brand of energy drink that they drink most often. This represents approximately 308,000 consumers overall.

- Of all of the people who reported that Red Bull is the energy drink brand that they consume most often, 43.3% are Millennials. However, only 34.2% of the 14+ population are Millennials, so major Red Bull drinkers are more likely to be Millennials than you might expect given that generation's share of the population.

- In fact, the 126.4 index value tells us that our Red Bull group is roughly 26.4% more likely to be Millennial than is the overall 14+ population. (Index calculation: 100*(1 + (43.3-34.2)/34.2), with minor variation due to rounding of intermediate values.)

- Conversely, of all the Canadian Millennials represented by this survey (9,737,700), only 1.4% state that Red Bull is the brand of energy drink they consume most often.

> Note the power of the word "**OF**" in accurate interpretation of a Vividata table.
>
> If you always use **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 fit each answer of your chosen question(s).

_____

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

> - About Vividata
> - Creating tables
> - Interpreting tables
> - *Practice!*

1. Of all Canadians who are 14+ who reported drinking Red Bull most often of all energy drinks, approximately _____% are in the Baby Boomer generation.

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

3. Comparing the two numbers above, it's clear that Baby Boomers are under/over represented amongst major Red Bull drinkers given their share of the broader population. You can also see this by the index number of _____.

4. Only _____% of all GenXers report that Red Bull is the brand of energy drink they consume most often, but that generation still makes up _____% of all people who claimed to be in that "Red Bull most often" group.

5. The index number of 120.9 for "Red Bull most often" people who are GenXers means that major Red Bull drinkers are roughly _____% more likely than the population overall to be in the GenX 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: 2018-11-06 to 2018-11-06
Benchmark: First column

		All Respondents - 14+		Print/Digital - Zoomer Magazine - Read/Past Year		Print/Digital - ELLE CANADA - Read/Past Year	
		14+		Yes		Yes	
		Count	%	Count	%	Count	%
Real Estate - HH Intentions Next 12 Mths	Sell	1,506.4	4.8	141.3 (9.4)	5.8 (119.4)	184.1 (12.2)	4.5 (92.9)
	Weighted base	31,072	31,072	2,440	2,440	4,087	4,087
	Unweighted base	42,739	42,739	4,790	4,790	5,670	5,670

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

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

3. Which magazine has a higher index for the "sell" question when benchmarked against the overall 14+ population?

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 services?

Answers from previous page:

1. 20.3%
2. 35.6%
3. *under* represented, 57.0
4. 1.3%, 36.5%
5. 20.9%

Answers from this page:

1. Zoomer Magazine: 5.8%, Elle Canada: 4.5%
2. Zoomer Magazine: 9.4%, Elle Canada: 12.2%
3. Zoomer Magazine (index =119.4) vs Elle Canada (index=92.9)
4. It depends! Although a larger portion of Zoomer readers are considering selling, a larger number of sellers read Elle Canada.

>> Red Bull can image on page 2 is from: https://image.redbull.com/rbx00264/0100/0/406/products/packshots/global/Red-Bull-Energy-Drink-Can-CA-closed.png