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>> This guide is intended for users who are already familiar with the basic functions of Vividata. If you are a beginner, please see the [Introduction to Vividata guide](#).

**Please note:** The examples in this guide were created using the Vividata survey data available at the time. You may get different results if a new edition of data has since been published.

## Introduction

Detailed data on Canadian consumers is rare and hard to find. Vividata's ongoing Survey of the Canadian Consumer gathers data on over 40,000 Canadians. The survey addresses Canadians' demographics, lifestyles and opinions, as well their product, service and media exposures. This makes Vividata an invaluable market research tool.

Using Vividata, you can build tables to answer questions such as:

- Which energy drinks do female millennials drink most often?
- 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?
- Which province has the most people who attend pro hockey games?

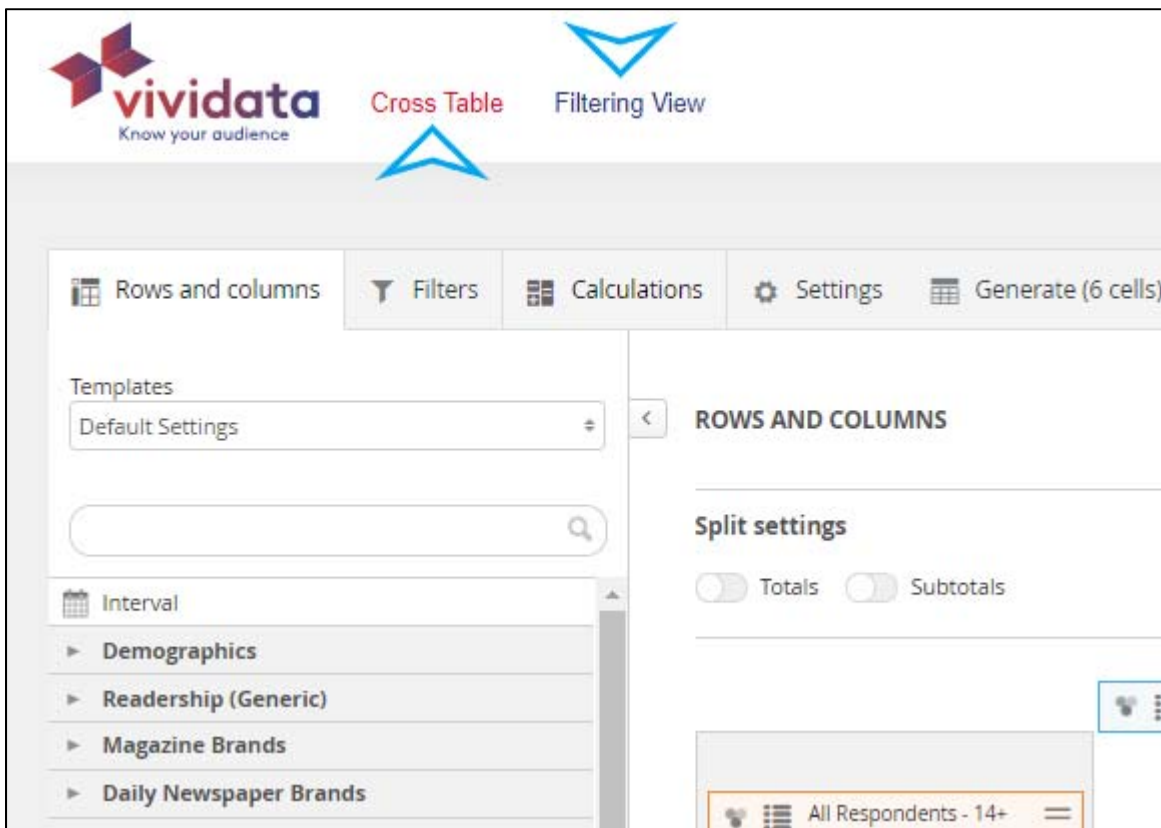
## Filtering view vs. cross table view

The filtering view and cross table view look very similar. However, the filtering view has notable constraints. For example:

- Within the filtering view only certain variables can be assigned as a split or a question.
- The filtering view will pre-populate your table with many variables that – if unwanted – would have to be manually deleted.

There are no such limitations within the cross table view. We advise using the cross table view.

The rest of this guide will be based on the cross table view.

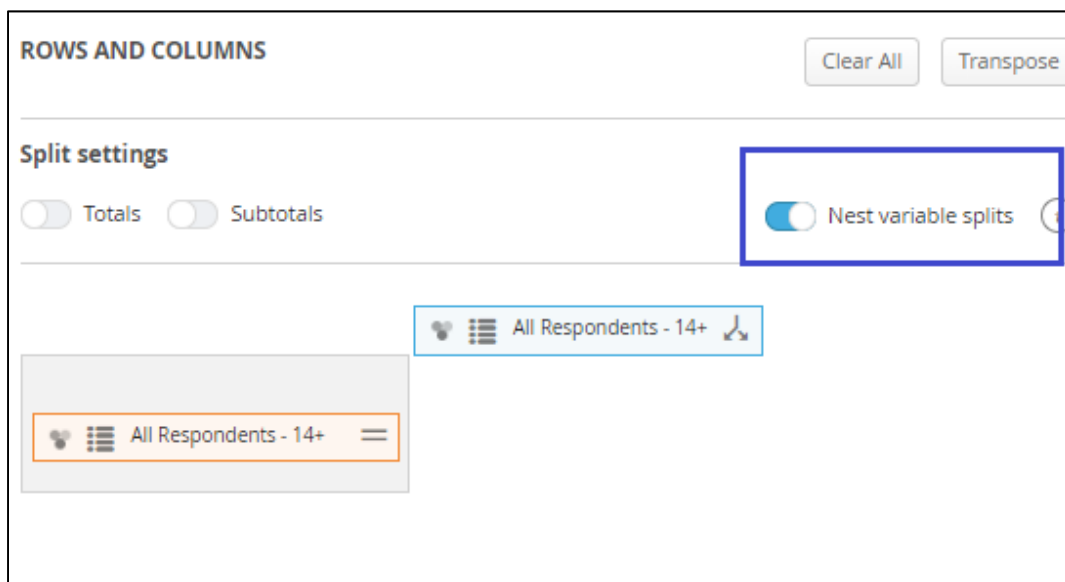


## Nesting

Nesting allows you to create a new target audience by displaying a variable as a subset of another variable. For example, you could nest gender within generation and find data on the subsets of males and females among millennials.

When you un-nest splits, you will see variables displayed individually (side by side) instead of combined together.

By default, the splits will be nested. In the “Rows and Columns” tab, you can turn nesting off or on in the top right corner.



Whether you nest splits or not depends on how you want to see the data laid out. I.e., do you want to make your focus more specific (e.g., 14+ men in British Columbia), or do you want to see how a given variable compares across different groups (e.g., the general 14+ population across Canada, all Canadian men, and all British Columbians).

**Remember!** The more you nest, the narrower your audience becomes, meaning the smaller (and potentially less accurate) your sample size becomes.

**Remember!** If you nest, adding [benchmark](#) measures will be more complex, and potentially not possible.

## Nesting example

In this table, the splits are nested at the top to create a more specific audience.

**Note!** There will be small inconsistencies due to rounding.

### How to read this table

- The left column:
  - Of the 14+ male population in B.C. **(1,926,000)**, approximately **28% (531,700)** use whitening toothpaste. The unweighted base (sample size) is **2,351**.
- The right column:
  - Of the 14+ female population in B.C. **(2,016,000)**, approx. **35% (700,400)** use whitening toothpaste. The unweighted base is **2,798**.

Time period: 2018-11-06 to 2018-11-06

		All Respondents - 14+			
		14+			
		Geo - Province			
		British Columbia			
		Gender			
		Male		Female	
		Count	%	Count	%
Toothpaste - Kind(s) Personally Use - Any	Whitening	531.7	27.6	700.4	34.7
	<i>Weighted base</i>	1,926	1,926	2,016	2,016
	<i>Unweighted base</i>	2,351	2,351	2,798	2,798

## Un-nested example:

Below is the same table, the only difference being that the splits are un-nested. You can see that all the variables are laid out beside each other.

Time period: 2018-11-06 to 2018-11-06

		All Respondents - 14+		Geo - Province		Gender			
		14+		British Columbia		Male		Female	
		Count	%	Count	%	Count	%	Count	%
Toothpaste - Kind(s) Personally Use - Any	Whitening	9,092.7	31.5	1,232.1	31.3	3,823.7	27.6	5,269.0	35.1
	Weighted base	28,878	28,878	3,942	3,942	13,868	13,868	15,010	15,010
	Unweighted base	40,347	40,347	5,149	5,149	17,456	17,456	22,891	22,891

## How to read this table

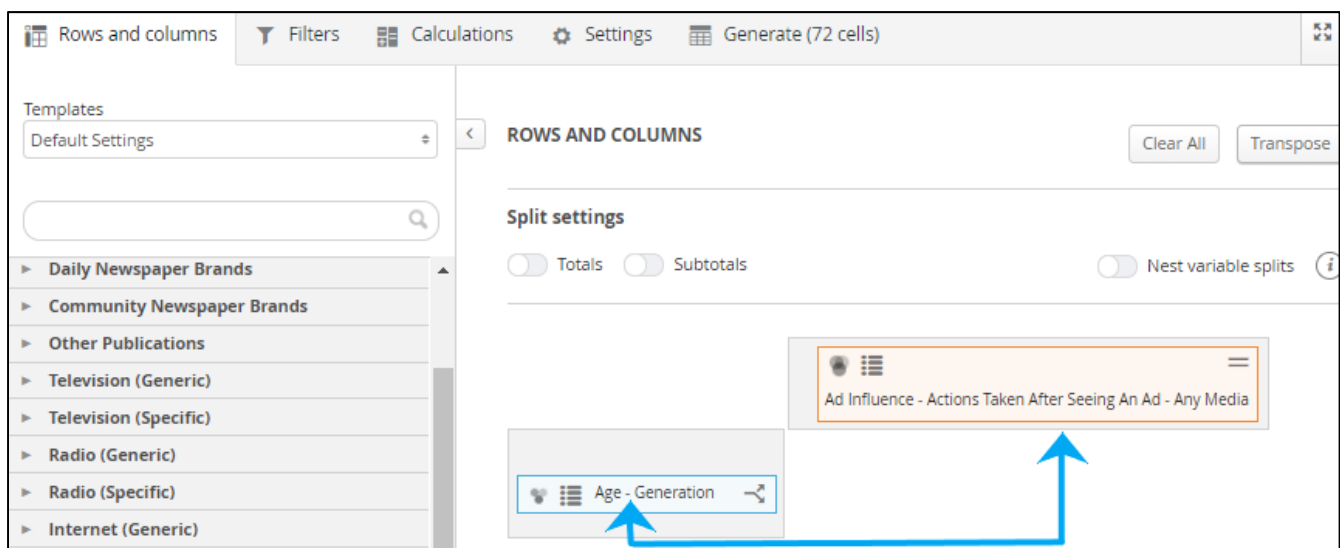
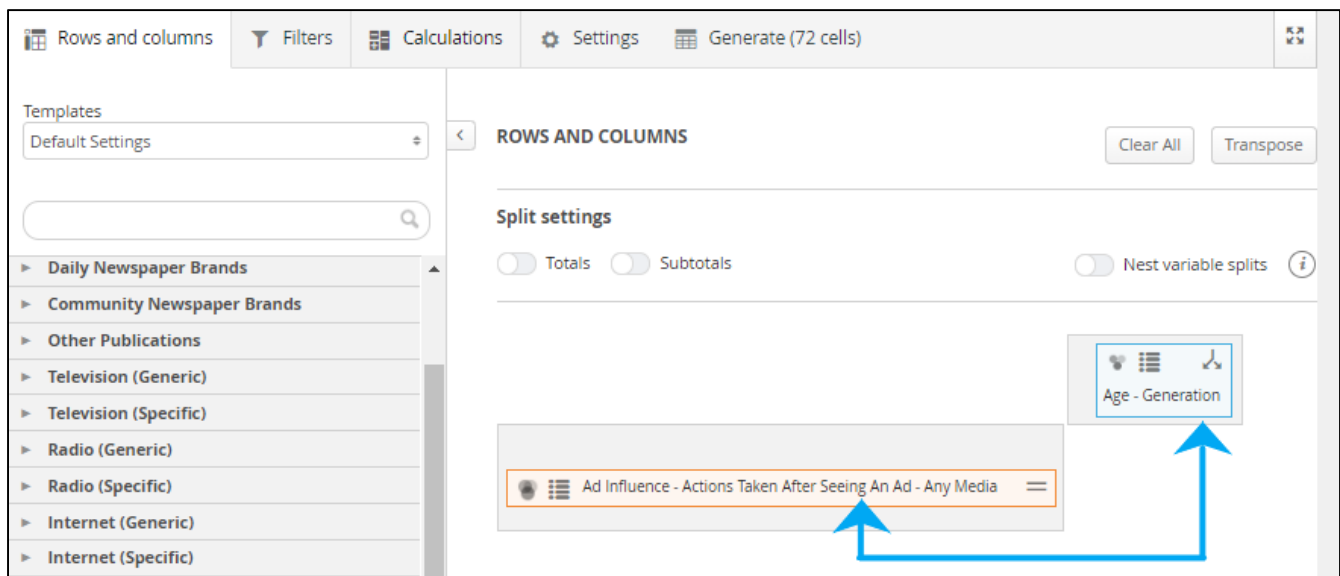
- The left column:
  - Of the 14+ population in Canada (**28,878,000**), approx. **32% (9,092,700)** use whitening toothpaste. The unweighted base (sample size) is **40,347**.
- The middle column:
  - Of the 14+ population in B.C. (**3,942,000**), approx. **31% (1,232,100)** use whitening toothpaste. The unweighted base is **5,149**.
- The right columns:
  - Of the 14+ male population in Canada (**13,868,000**), approx. **28% (3,823,700)** use whitening toothpaste. The unweighted base is **17,456**.
  - Of the 14+ female population in Canada (**15,010,000**), approx. **35% (5,269,000)** use whitening toothpaste. The unweighted base is **22,891**.

## Transpose

Selecting “Transpose” within the “Rows and Columns” tab will flip the rows and columns **but it will not change the calculation.**

In the images below, you can see “Age – Generation” and “Ad Influence...” have changed places.

**Why transpose?** It depends on how you want to view the data in your table. If you would like more rows than columns (longer rather than wider) you might want to use the “transpose” feature. Feel free to play around with it and see which view you prefer. Please note the examples in this guide only showcase tables that have not been transposed.



## Which numbers to read in thousands

The unweighted base is the actual number of people in the sample who fit within each category. All other numbers in the Count columns are weighted and scaled, which means that you should multiply them by 1000 to find how many people in the population overall are in each category, based on the sample size.

The default weight is population. The weight can be changed in the "Calculations" tab.

		All Respondents - 14+		Geo - Province		Gender			
		14+		British Columbia		Male		Female	
		Count	%	Count	%	Count	%	Count	%
Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths	Vacation Trips	15,115.8	49.9	2,291.6	56.5	7,532.8	50.8	7,583.0	49.0
	Weighted base	30,292	30,292	4,054	4,054	14,823	14,823	15,469	15,469
	Unweighted base	41,689	41,689	5,245	5,245	18,223	18,223	23,466	23,466

## How to read this table

- The left column:
  - Of the 14+ population in Canada **(30,292,000)**, approx. **50% (15,115,800)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base (sample size) is **41,689**.
- The middle column:
  - Of the 14+ population in B.C. **(4,054,000)**, approx. **57% (2,291,600)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **5,245**.
- The right column:
  - Of the 14+ male population in Canada **(14,823,000)**, approx. **51% (7,532,800)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **18,223**.
  - Of the 14+ female population in Canada **(15,469,000)**, approx. **29% (7,583,000)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **23,466**.

**Remember!** The unweighted base can be read as a straight number.

## Interpreting table view [date, red and blue cells, exporting to excel]

### Dates

If a time period is displayed, it refers to when the data was added to Vividata, not when the data was collected or when the table was created.

\*Note that Vividata does ongoing polling of Canadians and periodically updates the survey data available. You can generally assume that the data available was collected through a rolling series of surveys over the preceding 12-15 months.

### Exporting to Excel

If you'd like to export the data in your Vividata table to Excel, select the "Export to Excel" button in the top right corner.

Rows and columns | Filters | Calculations | Settings | Generate (36 cells)

Sort by: % **1**

Time period: 2018-11-06 to 2018-11-06

**2** Export to excel

**3**

		Geo - Province					
		Ontario		Alberta		British Columbia	
		Count	%	Count	%	Count	%
Toothpaste - Brand(s) Personally Use - Mst Oft	Biotène	24.7	0.2	10.4	0.3	2.4	0.1
	ProNamel	202.6	1.8	62.6	1.9	101.1	2.6
	Sesodyne Repair & Protect	530.4	4.8	282.1	8.5	269.1	6.8
	Tom's of Maine	102.4	0.9	34.5	1.0	50.7	1.3
	Weighted base	11,062	11,062	3,332	3,332	3,941	3,941
	Unweighted base	14,853	14,853	5,082	5,082	5,145	5,145

### Red and blue cells

The red and blue cells are flags that indicate the count is notably small. A blue box indicates a count of lower than 40 (i.e. 40,000 weighted number of positive respondents), and a red box indicates a count lower than 20 (i.e. 20,000 weighted number of positive respondents). If you notice cells have been flagged, consider using broader data with larger samples.



## Count vs. percentage

The **count** is the number of people in the population (the weighted base) projected to have positively responded to the question.

It is calculated from the number of people in the sample (the unweighted base) who positively responded to the question. Each person in the sample is projected to represent a certain number of people in the population.

### Let's break down the left column of this table...

**Note!** There will be small inconsistencies due to rounding.

- The weighted base of Canadian millennials (**9,738,000**) is represented by a sample of **7,676** (unweighted base). Using the number of people in the sample who responded positively to the question, it is projected that about **1,134,800** millennials (the count) purchased a product/brand/service after seeing an ad in a magazine. This count works out to approx. **12%** of Canadian millennials.

		Age - Generation					
		Millennials (born 1982-2001)		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)	
		Count	%	Count	%	Count	%
Ad Influence - Actions Taken After Seeing An Ad - Magazines Pr/Dg	Purchased a product/brand/service	1,134.8	11.7	1,128.1	13.1	1,184.8	11.7
	Weighted base	9,738	9,738	8,582	8,582	10,138	10,138
	Unweighted base	7,676	7,676	11,490	11,490	19,144	19,144

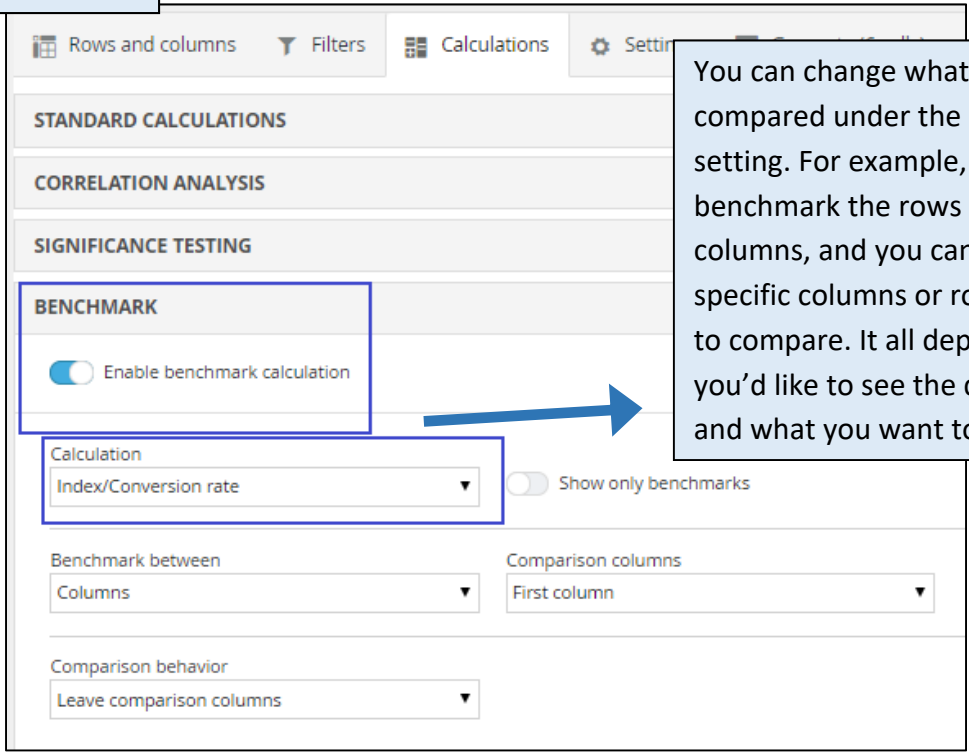
# Benchmarking

In our view, benchmarking is one of the most powerful and useful features of Vividata. Enabling benchmarking will let you see whether one group is more or less likely than another group for a particular variable to apply to them.

**Remember!** If you nest, adding benchmark measures will be more complex, and potentially not possible.

You can turn on benchmarking under the “Calculations” tab. From the “Calculation” dropdown, select “Index/Conversion rate”.

When you turn on benchmarking, **by default all columns will be compared against the first column.**



You can change what is being compared under the “Benchmark” setting. For example, you can benchmark the rows or the columns, and you can identify which specific columns or rows you’d like to compare. It all depends on how you’d like to see the data laid out and what you want to compare.

## Example of benchmarking

In the image below you can see a table where benchmarking has been enabled (see the benchmarked numbers in brackets).

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

		All Respondents - 14+		Geo - Province					
		14+ ↕		Ontario ↕		Alberta ↕		British Columbia ↕	
		Count	%	Count	%	Count	%	Count	%
Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths	Vacation Trips	15,115.8	49.9	5,783.8 (38.3)	49.3 (98.8)	2,085.3 (13.8)	60.9 (122.0)	2,291.6 (15.2)	56.5 (113.3)
	Weighted base	30,292	30,292	11,727	11,727	3,424	3,424	4,054	4,054
	Unweighted base	41,689	41,689	15,584	15,584	5,227	5,227	5,245	5,245

### How to read this table

- **The left column**
  - Of the 14+ population of Canada (**30,292,000**), approx. **50% (15,115,800)** have taken an overnight vacation/personal trip in the past 12 months. The unweighted base (sample) is **41,689**.
  - **By default, this is the column against which the others are benchmarked.**
- **“Ontario” column**
  - Of the 14+ population of Ontario (**11,727,000**), approx. **49% (5,783,800)** report having taken an overnight vacation/personal trip in the past 12 months. The unweighted base is **15,584**.
  - **Benchmarked #s:** Relative to the Canadian 14+ population, Ontarians are approx. **1.2%** (100 - 98.8) less likely to have taken an overnight vacation/personal trip in the past 12 months. Approx. **38%** of the 14+ Canadian population who have taken an overnight vacation/personal trip in the past 12 months are Ontarians.

> To see how to calculate index values, please see the: [Introduction to Vividata guide](#).

- **“Alberta” column**

- Of the 14+ population of Alberta (**3,424,000**), approx. **61% (2,085,300)** report having taken a vacation/personal trip in the past 12 months. The unweighted base is **5,227**.
- **Benchmarked #s:** Relative to the Canadian 14+ population, Albertans are approx. **22%** more likely to have taken a vacation/personal trip in the past 12 months. Approx. **13.8%** of the 14+ Canadian population who have taken a vacation/personal trip in the past 12 months are Albertans.

**Conclusions:** Ontarians are much less likely to have taken a vacation/personal trip in the past 12 months than British Columbians or Albertans. Of the three provinces, Albertans are the most likely to have taken a vacation/personal trip in past 12 months. However, due to the larger population of Ontario, Ontarians have still taken the largest percentage (approx. 38%) of vacation/personal trips compared to B.C. and Alberta.

## Significance testing

Using this feature will tell you which cells have data that is significantly more or less than other cells.

You can turn on significance testing in the “Calculations” tab. In this tab, you can choose which columns you would like to compare and the significance level. For example, below you can see that the settings are configured so that all columns are compared against each other. This way, the software will identify any instances in which one column is 10% lower or higher than another column.

The screenshot shows the 'Calculations' tab interface with the 'SIGNIFICANCE TESTING' section highlighted by a blue box. The 'Enable significance tests' toggle is turned on. Below this, several settings are visible: 'Significance level' is set to 10%, 'Base size' is set to Weighted, and 'Results to show' is set to Positive and negative. The 'Test between' dropdown is set to Columns, and the 'Comparison columns' dropdown is set to All vs. All. At the bottom, 'Base limit' is set to 30 and 'Respondent count limit' is set to 0. Other sections like 'STANDARD CALCULATIONS', 'CORRELATION ANALYSIS', 'BENCHMARK', and 'RANK' are visible but not highlighted.

Rows and columns	Filters	Calculations	Settings	Generate (12 cells)
<b>STANDARD CALCULATIONS</b>				
<b>CORRELATION ANALYSIS</b>				
<b>SIGNIFICANCE TESTING</b>				
<input checked="" type="checkbox"/> Enable significance tests				
Significance level	Base size	Results to show		
10%	Weighted	Positive and negative		
Test between	Comparison columns			
Columns	All vs. All			
Base limit	Respondent count limit			
30	0			
<b>BENCHMARK</b>				
<b>RANK</b>				

## Example of significance testing

		Geo - Region					
		Quebec		Ontario		British Columbia	
		Count	(a) %	Count	(b) %	Count	(c) %
Print/Digital - Read Past Year - Yes	Canadian Living	394.7	6.8 (b-,c-)	3,676.0	35.5 (a+,c-)	1,359.3	39.8 (a+,b+)
	Chatelaine	1,045.7	18.1 (b-,c-)	2,547.4	24.6 (a+)	811.6	23.8 (a+)
	<i>Weighted base</i>	<i>5,777</i>	<i>5,777</i>	<i>10,355</i>	<i>10,355</i>	<i>3,414</i>	<i>3,414</i>
	<i>Unweighted base</i>	<i>7,757</i>	<i>7,757</i>	<i>13,910</i>	<i>13,910</i>	<i>4,589</i>	<i>4,589</i>

### How to read this table

This table compares Quebec (a), Ontario (b) and B.C. (c) using the [settings](#) established on page 13.

- **“Quebec” column**
  - Quebecers are less likely than Ontarians and British Columbians to read Canadian Living.
  - Quebecers are less likely than Ontarians and British Columbians to read Chatelaine.
- **“Ontario” column**
  - Ontarians are more likely than Quebecers and less likely than British Columbians to read Canadian Living.
  - Ontarians are more likely than Quebecers to read Chatelaine.

## Citing Vividata in APA format

Use this as a basic template when citing Vividata:

Vividata. (n.d.). [Title with enough description to re-create table] (table). Vividata. Retrieved date from URL.

Time period: 2018-11-06 to 2018-11-06							
		Geo - Region					
		Quebec		Ontario		British Columbia	
		Count	(a) %	Count	(b) %	Count	(c) %
Print/Digital - Read Past Year - Yes	Canadian Living	394.7	6.8 (b-,c-)	3,676.0	35.5 (a+,c-)	1,359.3	39.8 (a+,b+)
	Chatelaine	1,045.7	18.1 (b-,c-)	2,547.4	24.6 (a+)	811.6	23.8 (a+)
	<i>Weighted base</i>	<i>5,777</i>	<i>5,777</i>	<i>10,355</i>	<i>10,355</i>	<i>3,414</i>	<i>3,414</i>
	<i>Unweighted base</i>	<i>7,757</i>	<i>7,757</i>	<i>13,910</i>	<i>13,910</i>	<i>4,589</i>	<i>4,589</i>

## Example of APA citation

### In-text

(Vividata, n.d.)

### Works Cited

Vividata. (n.d.). [Quebec, Ontario and B.C. readers of Canadian Living and Chatelaine in past year] (table). Vividata. Retrieved March 3, 2019 from <https://vividata.ca/>