

VIVINTEL BETA

User Guide

Welcome to Vividata's new data analysis platform.



Vivintel, the new interface for a resource previously known as Vividata, is a powerful database that offers information not easily found elsewhere. There is a learning curve, but it's worth the effort. Use this guide to get started, then [contact the SFU Library](#) if you have questions.

This user guide is based on a guide created by the database publisher. We've added notes and extra sections, and removed content that isn't relevant to our academic version of the database. Our contributions will all be clearly marked with an SFU Library logo and will change as the database itself evolves. This version of the guide was released **April 24, 2025**.





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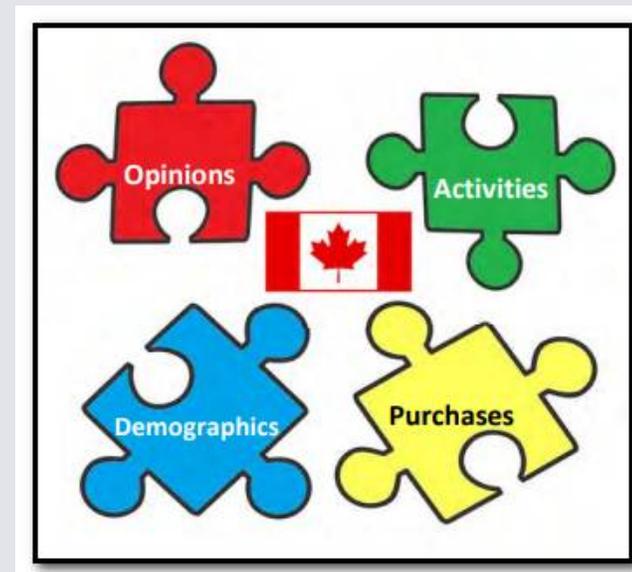
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1.0 About Vivintel

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1.1 | About Vivintel

Base: 14+		Totals	18	
		2024 Winter	Age/Genre	
			Age (Summ.	
Totals	Pop. (000)	33,959	3,3	
	Sample	45,948	3,972	
	% Col	100.0	100.0	
	% Row	100.0	9.9	
	Index	100	100	
Total ent/Digital AR azine Brands- ary Metrics- alth	Pop. (000)	2,149	395	
	Sample	2,766	459	
	% Col	6.3	11.8	
	% Row	100.0	18.4	
	Index	100	186	
AR	Pop. (000)	693	76	11
	Sample	874	104	170
	% Col	2.0	2.3	2.1
	% Row	100.0	11.0	16.6
	Index	100	111	105

Vividata's new data analysis platform.

Created in collaboration with b3 Intelligence, Vivintel is Vividata's new data analysis platform, giving you easy access to the 60,000+ variables available in the [SCC | Study of the Canadian Consumer](#), Canada's most trusted cross-media and consumer database.



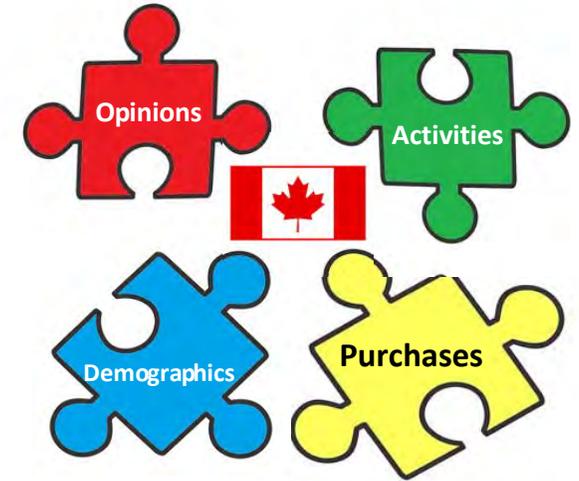
About Vividata & Vivintel

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 [Study of the Canadian Consumer](#) reaches 50,000+ Canadians each year, resulting in detailed data on Canadians' **opinions**, **demographics**, and **activities**, as well as their **product**, **service**, and **media purchases**.

The [Vivintel 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?



VIVINTEL BETA | USER GUIDE

2.0 Getting Started

VIVINTEL BETA | GETTING STARTED

2.1 | Main Navigation

Every project in Vivintel has **2 separate elements**:

Tables

Simple **crosstab** functionality using the variables pulled from the Variable Tree or from My Targets. A project can have multiple Tables.

[See 3.0 Using Tables >](#)

Targets

An easy-to-use **target builder** that lets you create and save custom-made targets to use in any table or dashboard within the project.

[See 4.0 Using Targets >](#)

Main Navigation

- 1 Default **Project** name (unchangeable)
- 2 View the **Tables** page
- 3 View the **Targets** page
- 4 **Log Out**

Wave: SCC | Study of ...

Tables: Table 1

Waves: 2024 Fall

Simon Fraser University

Variables My Targets

Search...

- > Demographics
- > Newcomers to Canada
- > Readership (Generic)
- > Readership (Specific)
- > Television (Generic)
- > Television (Specific)
- > Radio (Generic)
- > Internet (Generic)
- > Internet (Specific)
- > Digital Devices/Mobile/Smart Phone
- > Other Media
- > Out of Home
- > Advertising
- > Quintiles/Terciles
- > Personal Care, Health & Beauty Aids

Base: 14+		Totals
Rows: 1/1		2024 Fall
Totals	Pop. (000)	35,092
	Sample	54,478
	% Col	100.00
	% Row	100.00
	Index	100

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Our academic account does not allow users to create or save projects. A default project name (Demo Project) is automatically created at the start of each session, then deleted when the session is logged out or is timed out due to a period of inactivity.

Always be careful to export your tables, including midway through your session, to avoid losing your work.

VIVINTEL BETA | GETTING STARTED

2.2 | About Tables

Tables is the crosstab feature in Vivintel, accessible via the **Tables >** tab in the top navigation bar. With Tables you can:

Crosstab

Build crosstab tables from the variables available in the **Variable Tree** or those saved in **My Targets**.

Code In-Table

Create variables by adding to existing rows or columns, or by merging rows or columns, and using **AND**, **OR**, and **AND NOT** functionality.

Trend

See data from **multiple studies** or waves within a single table.

Work with Multiple Tables

Create or **duplicate** tables within a project

Crosstab Panel Features & Navigation

- 1 Table **Select/Rename**
- 2 Create **New** Table
- 3 **Duplicate/Export** Table
- 4 **Undo/Redo**
- 5 **Study /Trending**
- 6 **Metrics** Options
- 7 Crosstab **Base**
- 8 Crosstab **Rows**
- 9 Crosstab **Columns**

The screenshot shows the Vivintel interface with the 'Tables' panel open. The top navigation bar includes 'Projects > Demo Project' and 'Targets'. The 'Tables' panel has a dropdown menu for 'Wave: SCC | Study of ...' and a search bar. The main area displays a table with the following data:

Base: 14+		Totals
		2024 Fall
Totals	Pop. (000)	35,092
	Sample	54,478
	% Col	100.00
	% Row	100.00
	Index	100

Numbered callouts (1-9) point to various UI elements: 1 (Table Select/Rename), 2 (Create New Table), 3 (Duplicate/Export Table), 4 (Undo/Redo), 5 (Study /Trending), 6 (Metrics Options), 7 (Crosstab Base), 8 (Crosstab Rows), and 9 (Crosstab Columns).

VIVINTEL BETA | GETTING STARTED

2.3 | About Variables

Located to the left of the crosstab area, the **Variables Panel** lets you find, view, select, and use the variables in the studies you have access to, along with any you create and save in My Targets.

Variables in both the **Variable Tree** and **My Targets** can be:

- added to the **row**, **column**, or **base** of a crosstab in Tables, or
- used as an **element of the variables you build** in Targets.

Variables Panel Features & Navigation

- 1 **Variables Tree**
- 2 Toggle between the **Variables** and **My Targets**
- 3 **Search** Variables
- 4 **Viewing options** for the Variable Tree
- 5 **Collapse** or **Resize** the panel

The screenshot displays the Vivintel interface for a 'Demo Project'. The top navigation bar includes 'Projects > Demo Project', 'Tables Targets', and a user profile for 'Simon Fraser University'. The main area is divided into a left sidebar (Variables Panel) and a right main area (Crosstab table).

The Variables Panel on the left has a search bar and a toggle between 'Variables' and 'My Targets'. It contains a tree of categories with five numbered callouts: 1 points to the 'Radio (Generic)' category, 2 points to the 'Variables' toggle, 3 points to the search bar, 4 points to the 'Demographics' category, and 5 points to the collapse/resize handle.

The Crosstab table on the right shows a 'Totals' row for '2024 Fall' with columns for 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index'. The table has 1 row and 1 column.

Base: 14+		Totals
Rows: 1/1		2024 Fall
Cols: 1/1		
Totals	Pop. (000)	35,092
	Sample	54,478
	% Col	100.00
	% Row	100.00
	Index	100

VIVINTEL BETA | GETTING STARTED

2.4 | About Targets

Targets is the **target or audience builder** feature in Vivintel, accessible via the [Targets >](#) tab in the top navigation bar. With Targets you can:

Build Custom Targets

Use any individual or combination of variables from the Variable Tree to build the targets specific to your needs using **AND**, **OR**, and **AND NOT** functionality.

Easily View and Edit a Target's Structure

See how a Target was constructed and make edits to how variables are merged or nested.

Automatically Save to My Targets

Every target you build is **automatically saved** to My Targets for easy drag-and-drop use in a project's tables.

Target Builder Features & Navigation

- 1 Target **Select/Rename**
- 2 Create **New Target**
- 3 **Duplicate Target**
- 4 Target's **Sample Size**
- 5 **Undo/Redo**
- 6 **Target Builder**

Projects > Demo Project Tables Targets Simon Fraser University

Wave: SCC | Study of ... Targets: New Target 1 Sample Size: 54,478

Variables My Targets

Search...

- > Demographics
- > Newcomers to Canada
- > Readership (Generic)
- > Readership (Specific)
- > Television (Generic)
- > Television (Specific)
- > Radio (Generic)
- > Internet (Generic)
- > Internet (Specific)
- > Digital Devices/Mobile/Smart Phone
- > Other Media
- > Out of Home
- > Advertising
- > Quintiles/Terciles
- > Personal Care, Health & Beauty Aids

Drag variables here to create a new target group

Use with caution: Defining Targets may be efficient if you plan to create many Tables focused on the same topic *within a single session*, but all Targets are deleted when the session is ended.

VIVINTEL BETA | GETTING STARTED

2.5 | About My Targets

The My Targets panel is where you can **easily access all the custom variables or targets** you build within a project. From the panel, you can then drag-and-drop them into any table or dashboard of your project.

Custom variables built in Targets are **automatically saved** to My Targets. If you built your variables in your table, you have the option to manually save them to My Targets when you go to edit them.

My Targets Panel Features & Navigation

- 1 The project's **saved variables** or **targets**
- 2 Toggle between the **Variables Tree** and **My Targets**
- 3 **Search** My Targets
- 4 **Viewing options** for My Targets
- 5 **Resize** the panel

The screenshot shows the Vivintel interface with the 'My Targets' panel on the left and a data table on the right. The interface includes a top navigation bar with 'Projects > Demo Project', 'Tables Targets', and a user profile for 'Simon Fraser University'. The 'My Targets' panel has a toggle between 'Variables' and 'My Targets', a search bar, and a list of variables: 'Ontario 18-34' and 'Quebec 18-34'. The data table shows 'Totals' for '2024 Fall' with columns for 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index'. Red callout boxes with numbers 1 through 5 point to specific features: 1 points to the 'Variables' toggle, 2 points to the 'My Targets' toggle, 3 points to the search bar, 4 points to the table's viewing options, and 5 points to the table's resize handle.

Totals		Totals
		2024 Fall
Rows: 1/1	Cols: 1/1	
Totals	Pop. (000)	35,092
	Sample	54,478
	% Col	100.00
	% Row	100.00
	Index	100



VIVINTEL BETA | USER GUIDE

3.0 Using Tables

3.1 | Naming & Selecting Tables

When you first start a session, you will begin a blank table with a generic name of 'Table 1'. However, as you work on a project, you may end up with multiple tables. Vivintel allows you to easily **select**, **name**, **rename**, **search**, or **delete** any table in your project.

Selecting A Table

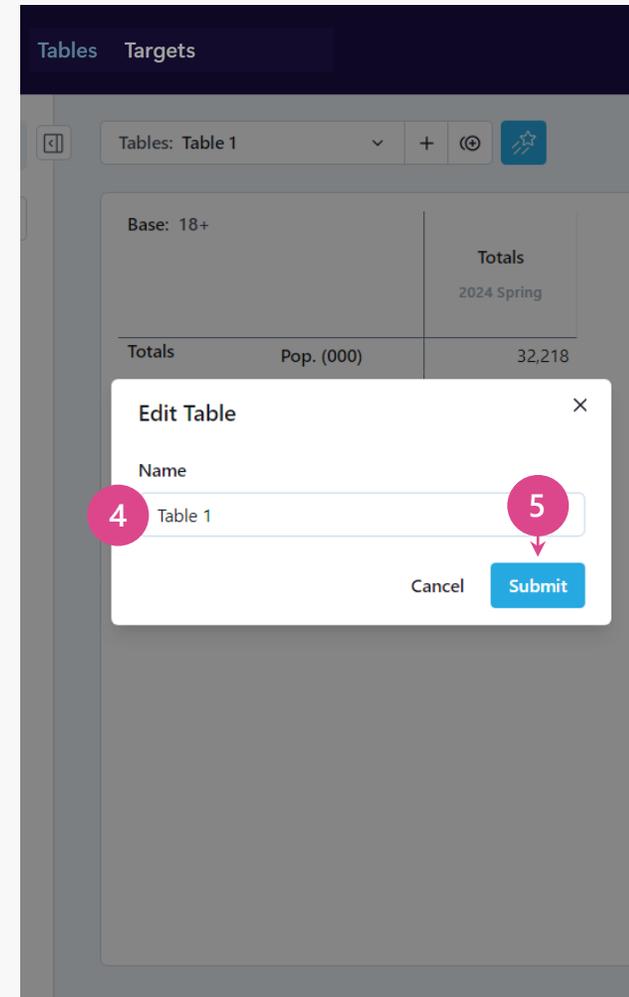
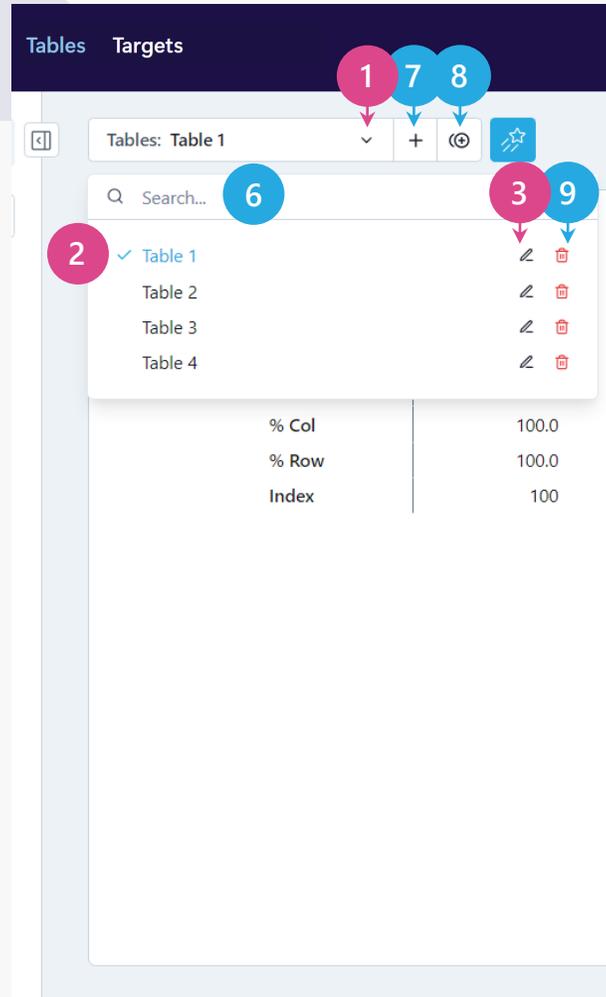
- 1 Select the **downward arrow**
- 2 Select the **table** you would like to work on

Naming or Renaming A Table

- 3 Select the **edit pencil**
- 5 Select **submit** beside the table name
- 4 **Type** the table's new name

Other Table Features

- 6 Use the **Search** function to find a table
- 7 Create a **new blank table** to add to the project
- 8 Add a **duplicate** of your current table to your project, with the same base, rows, and columns
- 9 **Delete** a table from a project



VIVINTEL BETA | USING TABLES

3.2 | Selecting Variables

The image displays four sequential screenshots of the Vivintel interface, each illustrating a different method for selecting variables from a category tree. The interface includes a top navigation bar with 'Projects > Demo Project', a search bar, and a list of categories under 'Demographics'. The 'Age/Generation' category is expanded in all screenshots, showing sub-categories like 'Age/Generation-Age (Summary)' with checkboxes for age ranges (14-17, 18-24, 25-34, 35-49, 50-64, 65+).

- First Screenshot:** Shows the 'Age/Generation-Age (Summary)' category expanded. The '18-24' checkbox is selected. A callout box says: "Selecting a Single Variable in a Category". A second callout box says: "1 Select desired variable", "2 Drag to crosstab".
- Second Screenshot:** Shows the 'Age/Generation-Age (Summary)' category expanded. All checkboxes (14-17, 18-24, 25-34, 35-49, 50-64, 65+) are selected. A callout box says: "Selecting All Variables in a Category". A second callout box says: "1 Select category header", "2 Drag to crosstab".
- Third Screenshot:** Shows the 'Age/Generation-Age (Summary)' category expanded. The '18-24', '25-34', and '35-49' checkboxes are selected. A callout box says: "Selecting Multiple Variables in a Single Category". A second callout box says: "1 Select desired variables OR hold Shift and select the first and last", "2 Drag to crosstab".
- Fourth Screenshot:** Shows the 'Age/Generation' category expanded. The 'Geography-Province' sub-category is expanded, and 'Quebec' is selected. The 'Age/Generation-Age (Summary)' category is also expanded, and '18-24' is selected. A callout box says: "Selecting Variables in Multiple Categories". A second callout box says: "1 Select desired variables", "2 Drag to crosstab".

With Vivintel, you can select one or more variables from any category in the Variable Tree, or in some cases, variables from different categories to use in your project's tables. Selections can be dragged to either the **base**, or any new or existing **row** or **column**.

VIVINTEL BETA | USING TABLES

3.3 | Updating the Base

Vivintel provides full flexibility to update the base of your crosstab to suit your needs. You can:

- **Update** the base from the default of All 14+, or from a base you previous updated.
- **Update with multiple variables** and code using **OR**, **AND**, or **AND NOT**.
- **Merge** variables with the existing base using **OR**, **AND**, or **AND NOT**.

How to Update or Change the Base

- 1 **Select** a variable from the **Tree** or from **My Targets**
- 2 **Select other variables** if needed
- 3 Drag your selection(s) to the **Base** section of the crosstab and **select your input method**.

In this example, the base has been changed from All 14+ to **Ontario 18+** (i.e., Ontario AND 18+).

Projects > Demo Project Tables Targets Simon Fraser University

Wave: SCC | Study of the Canadian C... Tables: New Table 2 Waves: 2024 Fall

Variables My Targets

Search...

Demographics

- ▼ All Respondents
 - All Respondents
 - 14+
 - 18+
 - All Markets
 - Major Markets
 - ▼ Geography
 - Geography-Region
 - Geography-Province
 - Newfoundland and Labrador
 - Prince Edward Island
 - Nova Scotia
 - New Brunswick
 - Quebec
 - Ontario
 - Manitoba
 - Saskatchewan
 - Alberta

UPDATE MERGE AS

And selected

And

AndNot

Or

Or

Add Columns

(000)	35,092
ble	54,478
l	100.00
w	100.00
Index	100

3

SFU LIBRARY

The Base is the demographic group that the Column results will be compared to in the Index values in that Column.

Essentially, the Base underlies the broader population responses to the questions in each Row, while Columns report the responses to the same questions by the subset of the population covered in each Column. The Index values provide a sense of how *different* the Column is from the Base for each question/Row.

For more on Index values, etc. see sections **3.11: Index and Sample Flags** and **5.0 : How to Read a Table**.

3.4 | Adding Rows & Columns

Whether you're adding a new row or column to your table, the process is the same. You can:

- Use **one or more variables** to add to your row or column and code using **OR**, **AND**, or **AND NOT**.
- You can pull variables from the **Variable Tree** or **My Targets**

How to Add a New Row or Column

- 1 **Select** a variable from the **Tree** or from **My Targets**
- 2 **Select other variables** if needed
- 3 Drag your selection(s) to the **Row or Column section** in the upper left of the crosstab and **select your input method**.

In this example, we've added those that have watched TV OR listened to Radio/Audio in the past week as a column in the table.

Selecting **Separate** would have created two separate columns in the table. One for Watched TV in the past week, and one for Listen to Radio/Audio in the past week.

The screenshot shows the Vivintel interface for a 'Demo Project'. The top navigation bar includes 'Projects > Demo Project', 'Tables', 'Targets', and the user 'Simon Fraser University'. The main area is divided into 'Variables' and 'My Targets' sections. The 'Variables' section contains a search bar and a tree view of variables. The 'My Targets' section shows a table with columns for 'Update Base' and 'Add Rows'. A dropdown menu is open over the 'Add Rows' section, showing options for 'INSERT AS': 'Separate', 'And', 'AndNot', and 'Or'. A red circle with the number '3' is placed over the 'Or' option, with a dashed red arrow pointing to the 'Add Rows' section of the table. Another red circle with the number '2' is placed over the 'Past Week' option under 'TV-When Last Watched TV, Any Screen or Any Device' in the tree view. A third red circle with the number '1' is placed over the 'Past Week' option under 'Radio/Audio-When Last Listened to' in the tree view.

3.5 | Merging Variables with Existing Rows or Columns

Base: Ontario And 18+		Totals
		2024 Spring
Totals	Pop. (000)	12,519
	Sample	21,136
	% Col	100.0
	% Row	100.0
	Index	100
Female	Pop. (000)	6,393
Gender-Current	Sample	11,160
Gender	% Col	51.1
	% Row	100.0
	Index	100
Female And 18-24 Or 25-34	Pop. (000)	1,716
	Sample	3,244
	% Col	13.7
	% Row	100.0
	Index	100

How to Merge Variables with an Existing Row or Column

- 1 **Select** variables from the Variable Tree or from My Targets
- 2 Drag your selection(s) to the **Row or Column cell you want to merge with and select an option under MERGE AS**
- 3 The default for variables dragged into the cell is **OR**

Variable building can be done within the table by merging variables from the **Variable Tree** or **My Targets** with any existing row or column. For example, with Female already in a row, we added 18-24 and 25-34 to create Females Under 35.

3.6 | Merging Rows or Columns

Base: Ontario And 18+

		Totals
		2024 Spring
Totals	Pop. (000)	12,519
	Sample	21,136
	% Col	100.0
	% Row	100.0
	Index	100
Female	Pop. (000)	6,393
Gender-Current	Sample	11,160
Gender	% Col	51.1
	% Row	100.0
	Index	100
Male	Pop. (000)	6,048
Gender-Current	Sample	9,795
Gender	% Col	48.3
	% Row	100.0
	Index	100

Base: Ontario And 18+

		Totals
		2024 Spring
Totals	Pop. (000)	12,519
	Sample	21,136
	% Col	100.0
	% Row	100.0
	Index	100
Female	Pop. (000)	6,393
Gender-Current	Sample	11,160
Gender	% Col	51.1
	% Row	100.0
	Index	100
Male	Pop. (000)	6,048
Gender-Current	Sample	9,795
Gender	% Col	48.3
	% Row	100.0
	Index	100

Base: Ontario And 18+

		Totals
		2024 Spring
Totals	Pop. (000)	12,519
	Sample	21,136
	% Col	100.0
	% Row	100.0
	Index	100
Female Or Male	Pop. (000)	12,441
	Sample	20,955
	% Col	99.4
	% Row	100.0
	Index	100

How to Merge 2 Rows or Columns

Two separate rows or columns in a table can also be merged using **AND**, **AND NOT**, or **OR** coding.

- 1 **Click and drag** the row or column you would like to move.
- 2 Drag to the destination row or column and select an option under **MERGE AS**
- 3 The row or columns will merge based on your selection.

3.7 | Row or Column Options

Moving Rows or Columns

A screenshot of a table with columns: 'Past Month TV-When Last Watched TV, Any..', 'Past Week Or Past Week', and 'Longer Aqo TV-When Last Watched TV, Any..'. A hand icon points to the 'Move Here' option in a dropdown menu that also includes 'MERGE AS', 'And', 'AndNot', and 'Or'. Another hand icon points to the 'Past Month TV-When Last Watched TV, Any..' header.

Click and drag then select **Move Here**

Past Month TV-When Last Watched TV, Any..	Past Week Or Past Week	Longer Aqo TV-When Last Watched TV, Any..
2,519	11,443	100.0
1,136	19,273	95.6
100.0	100.0	100
		11,896
0,955	19,146	20,019
99.4	99.5	99.4
100.0	91.5	95.6
100	100	100

Sorting on Columns

A screenshot of a table with columns: 'Past Month TV-When Last Watched TV, Any..', 'Past Week Or Past Week', and 'Longer Aqo TV-When Last Watched TV, Any..'. A hand icon points to the 'Sort type' menu, which has 'Asc' and 'Desc' options. Another hand icon points to the 'Metric' list, which includes 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index'. A blue box highlights the 'Sort type' and 'Metric' sections.

1 Sort by **ascending** or **descending** order

2 Select **metric** to sort by

Past Month TV-When Last Watched TV, Any..	Past Week Or Past Week	Longer Aqo TV-When Last Watched TV, Any..
2,519	11,443	100.0
1,136	19,273	95.6
100.0	100.0	100
		11,896
0,955	19,146	20,019
99.4	99.5	99.4
100.0	91.5	95.6
100	100	100

Duplicating Rows & Columns

A screenshot of a table with columns: 'Past Month TV-When Last Watched TV, Any..', 'Past Week Or Past Week', and 'Longer Aqo TV-When Last Watched TV, Any..'. A hand icon points to the 'Duplicate' icon (two overlapping circles) in the header menu. Red arrows point to the duplicated columns.

Select the **Duplicate** icon

Past Month TV-When Last Watched TV, Any..	Past Week Or Past Week	Past Month TV-When Last Watched TV, Any..	Longer Aqo TV-When Last Watched TV, Any..
11,968	11,443	11,443	
20,182	19,273	19,273	
100.0	100.0	100.0	
		91.4	
		100	
11,896	11,896	11,386	
20,019	19,146	19,146	
99.4	99.5	99.5	
95.6	91.5	91.5	
100	100	100	

Deleting a Row or Column

A screenshot of a table with columns: 'Past Month TV-When Last Watched TV, Any..', 'Past Week Or Past Week', and 'Longer Aqo TV-When Last Watched TV, Any..'. A hand icon points to the 'Trash Bin' icon (trash can) in the header menu.

Select the **Trash Bin** icon

Past Month TV-When Last Watched TV, Any..	Past Week Or Past Week	Longer Aqo TV-When Last Watched TV, Any..
11,443	11,968	496
19,273	20,182	766
100.0	100.0	100.0
		4.0
		100
19,146	20,019	488
99.5	99.4	745
91.5	95.6	98.4
100	100	3.9
		99

Rolling over a row or column reveals options to help customize your variables and table.

3.8 | Viewing or Editing a Variable in a Row or Column

Using the **edit feature** available when you roll over any row or column lets you view and edit the full name of the variable, and allows you to make edits to how the variable is structured.

View or Rename A Variable in a Row or Column

- 1 Roll over the row or column header and select the **edit pencil**
- 2 View or Type a new name if needed
- 3 Select **Update** to save

Edit a Variable in a Row or Column

- 4 Select **Edit Variables** to open the **Target Builder**
- 5 View or edit the structure of the variable
- 6 If edited, update the name and click **Save**
- 7 Click **Save to My Targets** to save the edited variable to **My Targets**
- 8 Click **Close** to return to your table

This screenshot shows a table with columns 'Past Month', 'Longer Ago', and 'Past Week Or Past Week'. A modal is open over the 'Past Week Or Past Week' column header, allowing the user to edit the variable name. The modal includes an 'Edit Variables' link, a text input field containing 'Past Week Or Past Week', and 'Cancel' and 'Update' buttons.

Past Month	Longer Ago	Past Week Or Past Week
99.5	99.4	98.4
91.5	95.6	3.9
100	100	99

This screenshot shows the 'Target Builder' interface. It displays the variable structure for 'Past Week Or Past Week', including 'TV-When Last Watched TV, Any Screen or Any Device' and 'Radio/Audio-When Last Listened to'. The interface includes a 'Save' button, a 'Save to My Targets' button, and a 'Close' button.

3.9 | Changing and Trending Studies

Vivintel makes **changing and trending studies** fast and easy with a simple dropdown menu that features all the studies available to view.

How to Change or Trend Studies

- 1 Select the downward arrow beside **Waves** and the **study name**
- 2 Select **one study to change** from the current study or **select multiple to trend**
- 3 Click **Apply**
- 4 If trending, **new columns** will appear for the selected studies in chronological order
- 5 If changing studies, the new study name will appear, or if trending, the number of active studies will appear.

Base: Ontario And 18+		Totals	Totals	Totals	Past Week Or Past Week	Past Week Or Past Week	Past Week Or Past Week
		2023 Spring	2023 Fall	2024 Spring	2023 Spring	2023 Fall	2024 Spring
Totals	Pop. (000)	12,171	12,545	12,519	11,689	12,043	11,968
	Sample	18,023	18,725	21,136	17,330	17,956	20,182
	% Col	100.0	100.0	100.0	100.0	100.0	100.0
	% Row	100.0	100.0	100.0	96.0	96.0	95.6
	Index	100	100	100	100	100	100

SFU LIBRARY It's unclear which study "waves" will remain in our academic edition of Vivintel once the Beta version is replaced by a final version. There may be changes in data availability during 2025.

Always export your Tables as soon as they are complete.

3.10 | Selecting Metrics and Decimal Places

Similar to trending, a simple dropdown menu lets you **customize the metrics** for your table.

How to View, Hide, or Change Metrics

- 1 Select the **Gear** icon in upper right of the screen
- 2 **Turn metrics on or off** by selecting them. By default, all metrics are checked off and viewable.
- 3 Use the **decimal slider** to set **%Col** and **%Row** metrics to **0, 1, or 2 decimal places**
- 4 Your table will automatically remove or add metrics based on your selections
- 5 Your table will automatically update to show **%Col** and **%Row** to the decimal places selected

Simon Fraser University

Waves: 2024 Spring

Metrics

- ✓ Pop. (000)
- Sample
- ✓ % Col
- % Row
- ✓ Index

Decimals

0 1 2

Projects > Demo Project Tables Targets Simon Fraser University

Tables: Table 1

Waves: 2024 Spring

Base: Ontario And 18+		Totals 2024 Spring	Past Week Or Past Week
Totals	Pop. (000)	12,519	11,968
	% Col	100.00	100.00
	Index	100	100
Female	Pop. (000)	6,393	6,117
Gender-Current	% Col	51.07	51.11
Gender	Index	100	100

3.11 | Index and Sample Flags

To help make your tables easier to analyze, Vivintel offers **coloured flags** for **high indexes** and **symbolic flags** for **low samples**.

Understanding Index Flags

- 1 Any index **above 110** is highlighted in **light blue**
- 2 Indexes **above 120** become a progressively **darker blue**

Understanding Sample Flags

- 3 Due to lower sample, population projections in cells marked with an **asterisk (*)** should be **used with caution**.
- 4 Due to low sample, population projections in cells marked with a **hashtag (#)** should **not be used**.

The screenshot shows the Vivintel interface with a table titled 'Table 1'. The table has columns for 'Totals 2024 Spring', 'ON F18-49 Immigrants -...', and 'ON M18-49 Immigrants -...'. The rows are categorized by demographic groups. Four specific cells are highlighted with colored circles: 1 (light blue), 2 (darker blue), 3 (pink), and 4 (pink).

Base: Ontario And 18+		Totals 2024 Spring	ON F18-49 Immigrants -...	ON M18-49 Immigrants -...
Totals	Pop. (000)	12,519	321	296
	Sample	21,136	687	461
	% Col	100.0	100.0	100.0
	% Row	100.0	2.6	2.4
	Index	100	100	100
Single, never married Marriage/Partnership-Marital Status	Pop. (000)	3,503	107	117
	Sample	6,351	226	192
	% Col	28.0	33.3	39.5
	% Row	100.0	3.1	3.3
	Index	100	119	142
Widowed Or Divorced or Separated	Pop. (000)	1,447	5	8
	Sample	3,007	23 *	19 #
	% Col	11.6	1.6	2.7
	% Row	100.0	0.4	0.6
	Index	100	14	23



VIVINTEL BETA | USER GUIDE

4.0 Using Targets



As mentioned in [section 2.4](#) (page 10), all Targets are deleted at the end of each session in our academic version of Vivintel. As a result, Target functionality is of limited usefulness for SFU users, except in cases where you need to create many tables about the same target group during a single session.

4.1 | Naming & Selecting Targets

When you open the **Target Builder** for the first time in a project, you'll begin with a blank building area and a default name for the target, 'New Target'. As you work on a project, you have the ability to create multiple targets to use in your project's tables and dashboards. Vivintel allows you to easily **select**, **name**, **rename**, **search**, or **delete** any target in your project.

Selecting A Target

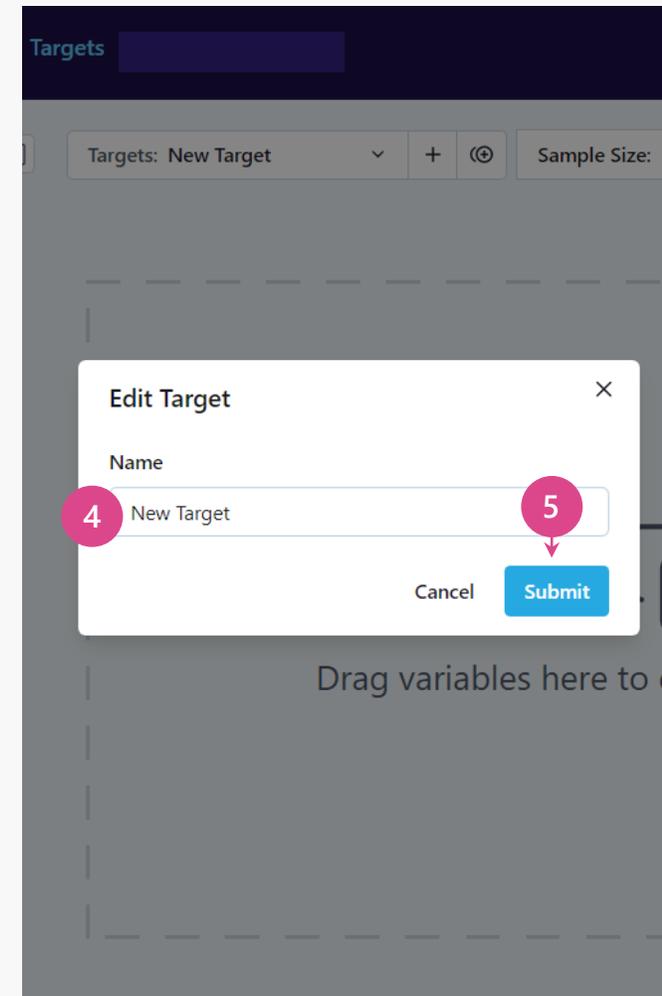
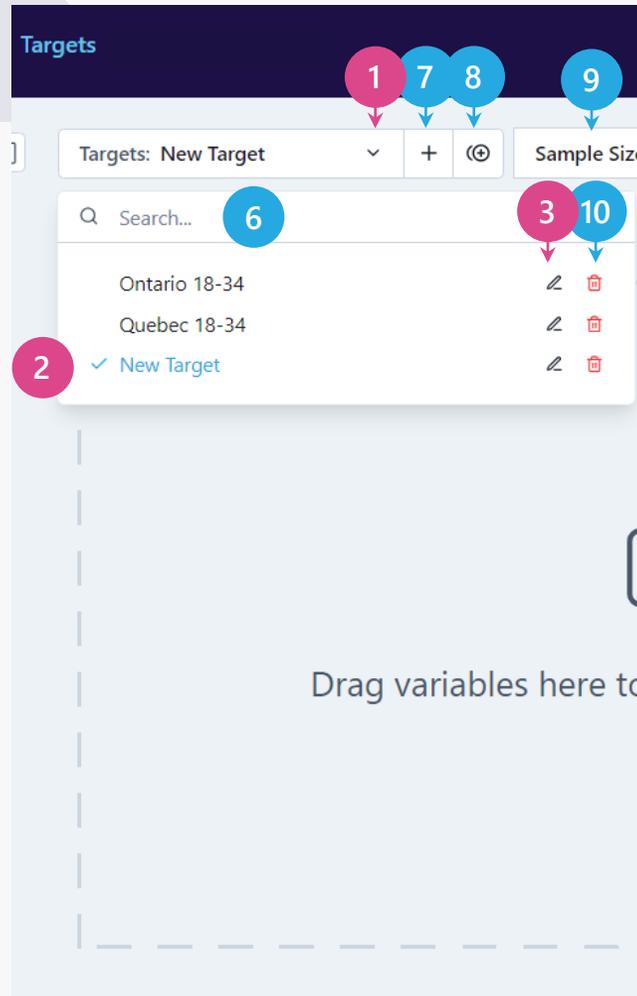
- 1 Select the **downward arrow**
- 2 Select the **target** to edit or build

Naming or Renaming A Target

- 3 Select the **edit pencil**
- 4 **Type** the target's new name
- 5 Select **submit**

Other Features of the Target Builder

- 6 Use the **Search** function to find a target
- 7 Create a **new target** to add to the project
- 8 Add a **duplicate** of your target
- 9 See the **sample size** of the target as you build
- 10 **Delete** a table from a project



VIVINTEL BETA | USING TARGETS

4.2 | The Target Builder

Vivintel's **Target Builder** let's you create simple to complex variables using a visual interface, where single or multiple variables can be pulled from the Variable Tree or My Targets onto the building panel.

Targets are created by laying groups, and nesting groups within groups. Groups and sub-groups can be comprised of a single or multiple variables, and you have the flexibility to **OR**, **AND**, or **AND NOT** the variables within a group, within a sub-group, or between groups, to suit your needs.

Understanding The Structure of the Example Target Provided

T Target

1 Group 1 – Example shows a grouping of 3 sub-groups

1.1 Sub-Group – Example uses single variable

1.2 Nested Sub-Group – Example uses single variables from 2 different categories

1.3 Nested Sub-Group – Example uses multiple variables from a single category

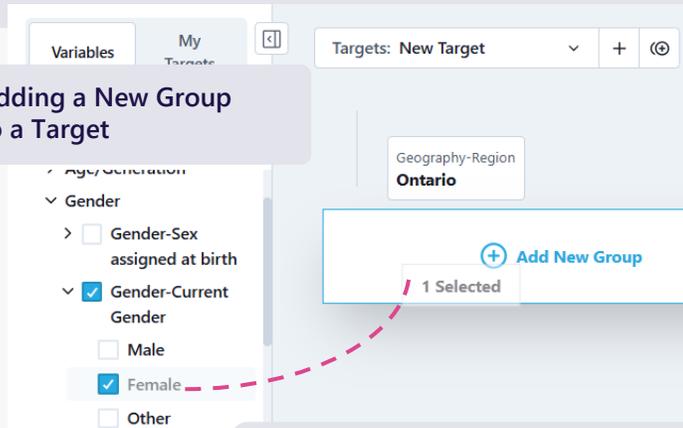
2 Group 2 – Example shows AND NOT

The screenshot shows the Vivintel Target Builder interface. At the top, there are navigation tabs for 'Projects' and 'Demo Project', and 'Tables' and 'Targets'. A search bar and a 'Sample Size: 687' indicator are also present. The main area displays a visual tree diagram for a target. The target is named 'ON F18-49 Immigr...'. The tree structure is as follows: Group 1 (And) contains: 1.1 Geography-Region Ontario; 1.2 (And) contains: Gender-Current Gender Female and Ethnic Background-Born in Canada No; 1.3 (And) contains: Age/Generation-Age (Summary) 18-24, Age/Generation-Age (Summary) 25-34, and Age/Generation-Age (Summary) 35-49. Group 2 (AndNot) contains: Geography-GMA Summary Codes Toronto GTA. A 'T' icon is visible on the left side of the tree.

CODING EXAMPLE: Ontario women 18 to 49 not born in Canada that live outside the GTA
In coding nomenclature, the above target would be expressed as:
((Ontario AND ((Female AND Not Born in Canada) AND (18-24 OR 24-35 OR 35-49))) AND NOT in Toronto GTA)

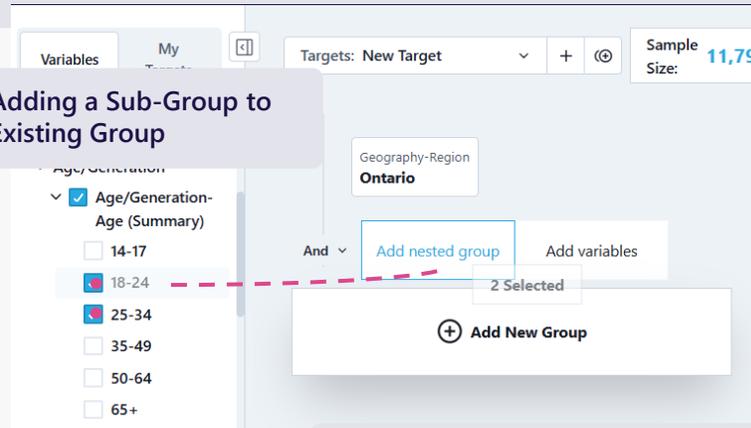
4.3 | Using the Target Builder

Adding a New Group to a Target



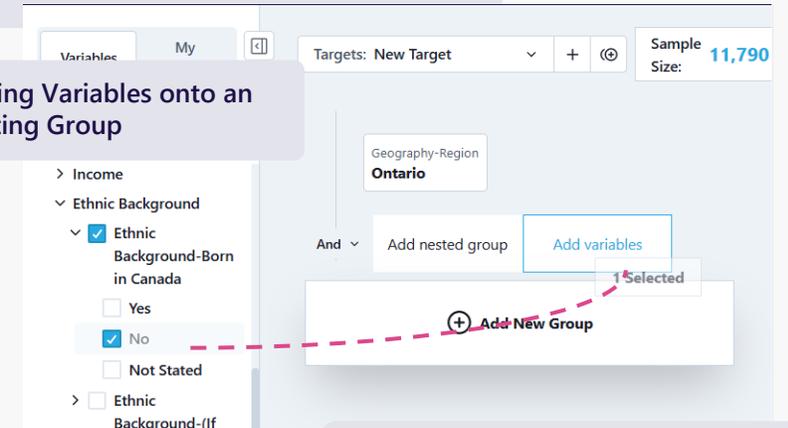
Add a new group to a target by dragging one or more variables from the Variable Tree or My Targets and selecting **Add New Group**

Adding a Sub-Group to Existing Group

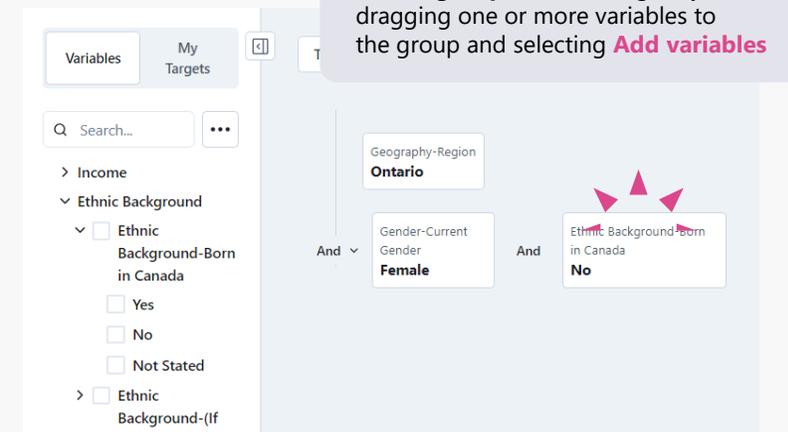
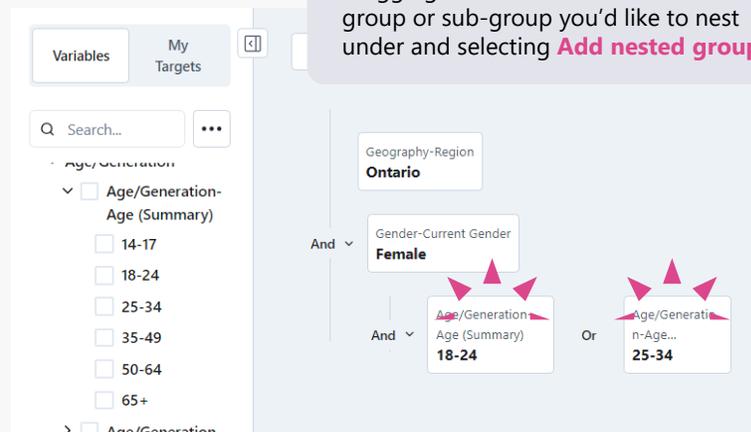
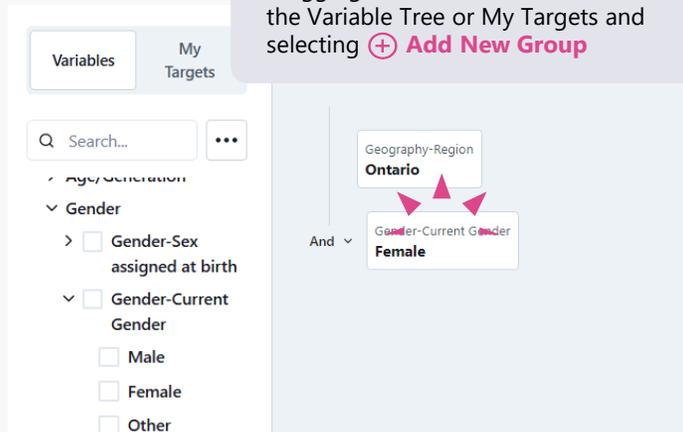


Nest a sub-group within a target by dragging one or more variables to the group or sub-group you'd like to nest under and selecting **Add nested group**

Adding Variables onto an Existing Group



Add on to an existing group or sub-group within a target by dragging one or more variables to the group and selecting **Add variables**

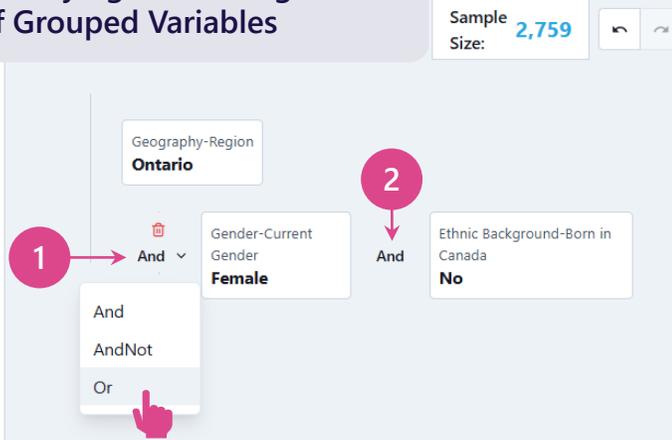


When dragging variables onto the target builder, you'll be presented with 3 different options to help you create specific targets.

VIVINTEL BETA | USING TARGETS

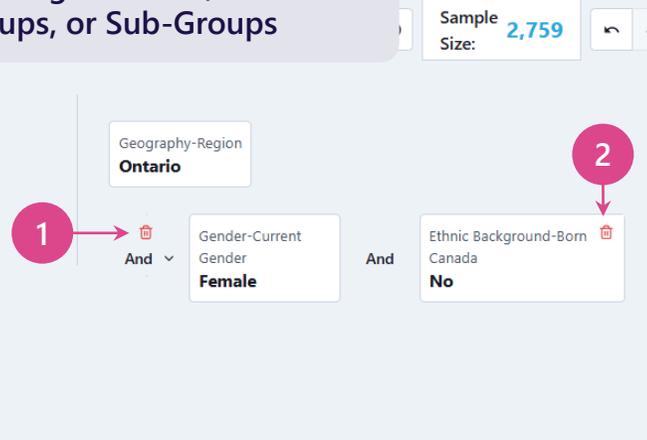
4.4 | Editing Targets

Modifying the Coding of Grouped Variables



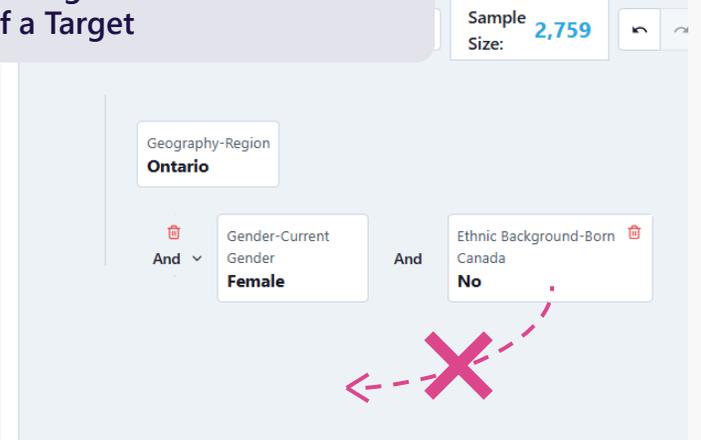
- 1 Assign **AND**, **AND NOT** or **OR** coding to a **group** or **sub-group**
- 2 Assign **AND** or **OR** coding between variables within a **group** or **sub-group**

Deleting Variables, Groups, or Sub-Groups



- 1 Select the **Trash Bin** at the beginning of a **group** or **sub-group** to delete it.
- 2 Select the **Trash Bin** within a single variable to delete it.

Editing the Structure of a Target



- Once placed, individual or groups of variables **cannot be selected or moved**.
- To edit, delete the group or variable first, then add new groups or variables.

Vivintel provides a number of options to add, code, or delete individual or groups of variables as you build, or when editing.

4.5 | Saving and Using Targets

Saving to My Targets

- 1 All **new**, **duplicated**, and **edited** variables are **automatically saved** to the **My Targets** tab of your project.
- 2 Be sure to **update the names** of any variables you edit since naming is **not linked to the variables' structure** and will not update based on your changes.

Base: Ontario And 18+		Totals 2024 Spring	ON F18-49 Immigrants - ...	ON M18-49 Immigrants - ...
Totals	Pop. (000)	12,519	321	296
	Sample	21,136	687	461
	% Col	100.0	100.0	100.0
	% Row	100.0	2.6	2.4
	Index	100	100	100

Using Saved Targets

- 1 Targets saved in **My Targets** can be selected and **used in your tables**
- 2 **Select and drag** them to the **row** or **column** of any table in within a project.

Base: 14+		Totals 2024 Spring	Gen Z (1996-2012) Age/Generation- Generation	Baby Boomers (1946-1965) Age/Generation- Generation
Totals	Pop. (000)	33,959	6,562	10,726
	Sample	52,106	9,043	16,661
	% Col	100.0	100.0	100.0
	% Row	100.0	19.3	31.6
	Index	100	100	100
Energy drinks: medium/heavy consumption	Pop. (000)	2,972	834	415
	Sample	4,109	1,075	524
	% Col	8.8	12.7	3.9
	% Row	100.0	28.1	14.0
	Index	100	145	44

1 2 52,106 Canadians in the Base (14+) population were surveyed. After weighting, that sample represents 33,959,000 Canadians (14+).

3 4 9,043 people in the sample were Gen Z, while 16,661 were Baby Boomers, representing 6,562,000 and 10,726,000 people in the 14+ population, respectively,

7 8 Of the 52,106 people in the sample, 4,109 of them (representing 2,972,000 people, all 14+) reported being medium to heavy consumers of energy drinks in the last 7 days. That is, 8.8% of the 14+ population reported that level of energy drink consumption.

10 11 In comparison, 12.7% of Gen Z people reported being medium/heavy consumers of energy drinks. That number is ~145% the value for the base population (12.7/8.8) resulting in an index number of 145. (Differences due to rounding.)

12 13 In contrast, only 3.9% of Baby Boomers reported the same level of recent energy drink consumption, which is approximately 44% of the value for the base population (3.9/8.8), resulting in an index value of 44.

Gen Z people were over-represented among frequent energy drink consumers (index > 100), while Baby Boomers were under-represented (index < 100), compared to the 14+ population.

14 15 Using the % Row values: 28.1% of frequent energy drink consumers were Gen Z, and 14.0% were Baby Boomers.

Notes:

- **% Col** tells you something about the group of people in each column: "Of all the Baby Boomers, 3.9% of them consumed a lot of energy drinks."
- **Index** compares the column values to the broader (base) population to give you a sense whether that group is over/under-represented when it comes to the topic in the row.
- **% Row** tells you about the group of people who fit the category in each row: What percentage of them fit in each of the column groups? Note that there is no Index value for the % Row. That is, the row values are not compared to the base population.

Base: 14+		Totals 2024 Spring	ELLE CANADA Magazine Brands- Any Print or Digit...	Zoomer Magazine Magazine Brands- Any Print or Digit...
Totals	Pop. (000)	33,959	4,783	2,375
	Sample	52,106	7,316	3,819
	% Col	100.0	100.0	100.0
	% Row	100.0	14.1	7.0
	Index	100	100	100
Bird Watching (10x+/12mon.)	Pop. (000)	1,573	201	173
Leisure Activities: Personally Participate- Activities -...	Sample	2,510	288	247
	% Col	4.6	4.2	7.3
	% Row	100.0	12.8	11.0
	Index	100	91	157

1. How many people in the sample said they had read Zoomer Magazine in the last year?
2. How many people does that Zoomer-Magazine-reader sample represent in the broader 14+ population?
3. What percentage of Elle Canada readers report being avid bird watchers? How about Zoomer Magazine readers?
4. What percentage of the 14+ population overall reports having bird watched 10 or more times in the last year?
5. Which of these two magazines has readers who are over-represented (more likely/common than the population overall) among frequent bird watchers?
6. Focusing on those who said they are frequent bird watchers, regardless of which magazines they read... What percentage of people who were bird watching 10 or more times in the last year, report having also read Elle Canada? How about Zoomer Magazine?

(See next page for answers.)

The table above is about the Canadians (14+) who said they had read an issue of either Elle Canada or Zoomer Magazine (print or digital) in the last year. Specifically, it reports on the number from each of those two groups (and from the 14+ population overall) who said they had participated in bird watching 10 or more times in the last 12 months.



SFU LIBRARY

Answers to the Practice Questions (Page 31)

1. 3,819
2. 2,375,000
3. Elle Canada: 4.2% / Zoomer Magazine: 7.3%
4. 4.6%
5. Zoomer Magazine: Index number is 157, indicating that the Zoomer Magazine readers are about 57% more likely than the 14+ population overall to be avid bird watchers. Elle Canada readers, in comparison, had an index number of 91, indicating that they are less likely than the base (14+) population to be bird watchers.
6. Elle Canada: 12.8% / Zoomer Magazine: 11.0%. (This may seem counter-intuitive given the answer to Question 5, but note that 14.1% of the 14+ population reports having read Elle Canada, but only 7.0% have read Zoomer Magazine. There are twice as many Elle Canada readers than Zoom Magazine readers.)

About Us

Vividata is Canada's authoritative source for insights on cross media and consumer behaviour, and the leading provider of cross platform audience measurement. Vividata is governed by a board of directors representing the interests of Canadian media companies, agencies and advertisers.

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