

VIVINTEL BETA

# User Guide

Welcome Vividata's new data analysis platform.



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Vivintel, the new interface for a database previously known as Vividata, is in a beta stage of its development, with significant changes expected throughout 2025.

This database guide is also in a beta stage. We expect some of the functions it describes to be modified or removed during the next year, and not all of the functions are directly relevant to the typical academic use of the database, so we've added notes and extra sections to the publisher's initial guide. 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 **Dec. 13, 2024**.

Vivintel 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.





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# 1.0 About Vivintel

VIVINTEL BETA  
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.



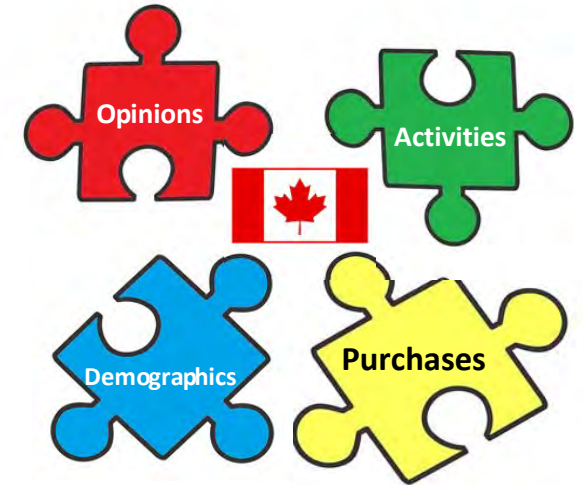
## About Vividata & Vivintel

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 40,000+ 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?*



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# 2.0 Getting Started

## VIVINTEL BETA | GETTING STARTED

### 2.1 | Main Navigation

Vivintel's **Home Page** is where you can create, view, and manage your **projects** > as well as add and manage users. It is the first page you will see once you log in.

#### Project Page Main Navigation

- 1 Toggles list between **Organizations**, **Users**, and **Projects**
- 2 User **Settings** and **Log Out**

From here, all projects you create **can be accessed by others in your organization** for easy collaboration and sharing.

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Projects can be viewed and deleted by any other user in the same institution so should not be considered either private or permanent.

Create a project if you are prompted to do so, but do not expect it to persist between logins: **export your data instead**, and consider deleting your project for privacy before you log out of the database.

The ability for each user to create multiple projects is expected to be removed in the near future.

Id	Name	Organization	Owner	Date Created	Actions
51	Vivintel User Guide	vividata	Michael Fragomeni	Jun 3, 2024 4:17 PM	Actions

## VIVINTEL BETA | GETTING STARTED

### 2.2 | New Projects

Creating a new project can be done in 3 simple steps:

#### Creating a New Project

- 1 Select **Create Project +**
- 2 Enter a name for your project
- 3 Select **Submit** to complete the process
- 4 New projects will appear as **separate line items**

The screenshot displays the Vivintel Projects management interface. At the top, there is a dark navigation bar with the Vivintel logo, a hamburger menu, the word 'Projects', and a user profile for 'Michael'. A 'Show My Projects' toggle is visible on the right. Below the navigation bar, a 'Create Project +' button is highlighted with a red circle and the number 1. A modal window titled 'Create Project' is open, featuring a 'Name' input field (highlighted with a red circle and the number 2) and 'Cancel' and 'Submit' buttons (the 'Submit' button is highlighted with a red circle and the number 3). In the background, a table lists existing projects. The first row is highlighted with a red circle and the number 4, showing a project with ID 51, name 'Vivintel User Guide', organization 'vividata', owner 'Michael Fragomeni', and creation date 'Jun 3, 2024 4:17 PM'. The table includes columns for 'Id', 'Name', 'Organization', 'Owner', and 'Date Created', along with 'Reset' and 'Actions' buttons. At the bottom, there is a 'Page 1 out of 1' indicator and navigation arrows.



## VIVINTEL BETA | GETTING STARTED

### 2.3 | Your Project List

All the projects you create in Vivintel are accessible through the Home page. You can click on a project to access it and use **sorting**, **viewing**, and **renaming** options to manage your project list.

#### Project List Options

- 1 Filter** and sort projects by
  - Id number
  - Project name
  - Organization name
  - Project owner
  - Date created
- 2** Select **Reset** to remove filters from your project list
- 3 Toggle** between showing only your projects or all projects in your organization
- 4** Select **Actions** to **rename** or **delete** a project
- 5 Open** a project by clicking anywhere on the project's line.

The screenshot shows the 'Projects' page in the Vivintel interface. At the top right, the user 'Michael' is logged in. A 'Create Project +' button is visible. A 'Show My Projects' toggle switch is turned on. The main table has columns for 'Id', 'Name', 'Organization', 'Project Owner', and 'Date Created'. A 'Reset' button is next to the 'Date Created' column. The table contains one row for a project with ID 51, named 'Vivintel User Guide', owned by 'Michael Fragomeni', created on 'Jun 3, 2024 4:17 PM'. An 'Actions' dropdown menu is visible for this project. At the bottom, there is a pagination control showing 'Page 1 out of 1' and navigation arrows.

Id	Name	Organization	Project Owner	Date Created	Actions
51	Vivintel User Guide	vividata	Michael Fragomeni	Jun 3, 2024 4:17 PM	Actions



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# 3.0 Projects

# 3.1 | About Projects

Every project you create in Vivintel will have **3 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 4.0 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 5.0 Using Targets >](#)

## Dashboards *(coming soon)*

Create one or more **charts** using the variables pulled from the Variable Tree or from My Targets. A project can have multiple Dashboards.

### Projects Main Navigation

- 1 Go back to the **Home Page**
- 2 **Edit** your Project Name
- 3 View the **Tables** page
- 4 View the **Targets** page
- 5 View the **Dashboards** page

The screenshot shows the Vivintel interface with five numbered callouts (1-5) pointing to navigation elements in the top header: 1 points to the Vivintel logo, 2 to the 'Vivintel User Guide' link, 3 to the 'Tables' link, 4 to the 'Targets' link, and 5 to the 'Dashboards' link. Below the header, the interface is split into two main sections. On the left is a 'My Targets' sidebar with a search bar and a list of target categories such as Demographics, Newcomers to Canada, Readership, Television, Radio, Internet, Digital Devices, and Other Media. On the right is a 'Tables' view for 'Table 1' showing a crosstab table. The table has a 'Totals' column for '2024 Spring' and rows for 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index'. At the bottom of the table view, there is an 'SFU LIBRARY' logo and a note: 'Most SFU users will only need to use the Tables function.'

Base: 14+		Totals
		2024 Spring
Totals	Pop. (000)	33,959
	Sample	52,106
	% Col	100.0
	% Row	100.0
	Index	100

## VIVINTEL BETA | PROJECTS

# 3.2 | 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** Table
- 4 **Undo/Redo**
- 5 **Study /Trending**
- 6 **Metrics** Options
- 7 **Export** to Excel
- 8 Crosstab **Base**
- 9 Crosstab **Rows**
- 10 Crosstab **Columns**

The screenshot shows the Vivintel interface with the 'Tables' tab selected. The top navigation bar includes 'Tables', 'Targets', and 'Dashboards'. The user's name 'Michael' is visible in the top right. The interface is divided into a left sidebar with a 'Variables' tree and a main content area displaying a crosstab table. The table shows data for 'Base: 14+' and 'Totals' for '2024 Spring'. The table structure is as follows:

Base: 14+		Totals
		2024 Spring
8		10
Totals	Pop. (000)	33,959
	Sample	52,106
	% Col	100.0
	% Row	100.0
	Index	100

Numbered callouts (1-10) point to specific UI elements: 1 (Table Select/Rename), 2 (Create New Table), 3 (Duplicate Table), 4 (Undo/Redo), 5 (Study /Trending), 6 (Metrics Options), 7 (Export to Excel), 8 (Crosstab Base), 9 (Crosstab Rows), and 10 (Crosstab Columns).

## VIVINTEL BETA | PROJECTS

### 3.3 | 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
- used as an **element of the variables you build** in Targets,
- or as an **element of a chart** in Dashboards.

#### 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 user interface. At the top, there is a navigation bar with the Vivintel logo, a menu icon, a 'Vivintel User Guide' link, and tabs for 'Tables', 'Targets', and 'Dashboards'. The user's name 'Michael' is visible in the top right corner. Below the navigation bar, there are two tabs: 'Variables' (highlighted with a pink circle 2) and 'My Targets'. A search bar (highlighted with a pink circle 3) is located below the 'Variables' tab. The main content area is divided into two sections. On the left is the 'Variables Tree' (highlighted with a pink circle 1), which lists various demographic and product categories such as 'Demographics', 'Newcomers to Canada', 'Readership (Generic)', 'Television (Generic)', 'Radio (Generic)', 'Internet (Generic)', 'Digital Devices/Mobile/Smart Phone', 'Other Media', 'Out of Home', 'Advertising', 'Quintiles/Terciles', 'Personal Care, Health & Beauty Aids', 'Cosmetics, Women's Products', 'Automotive', 'Travel', 'Business', 'Finance', and 'Real Estate, Home Improvements'. A pink circle 4 highlights a three-dot menu icon next to the search bar, and a pink circle 5 highlights a collapse/resize icon next to the Variables Tree. On the right is a 'Crosstab' table for 'Table 1'. The table has a 'Base: 14+' and a 'Totals' column for '2024 Spring'. The table data is as follows:

Base: 14+		Totals
		2024 Spring
Totals	Pop. (000)	33,959
	Sample	52,106
	% Col	100.0
	% Row	100.0
	Index	100

# 3.4 | 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

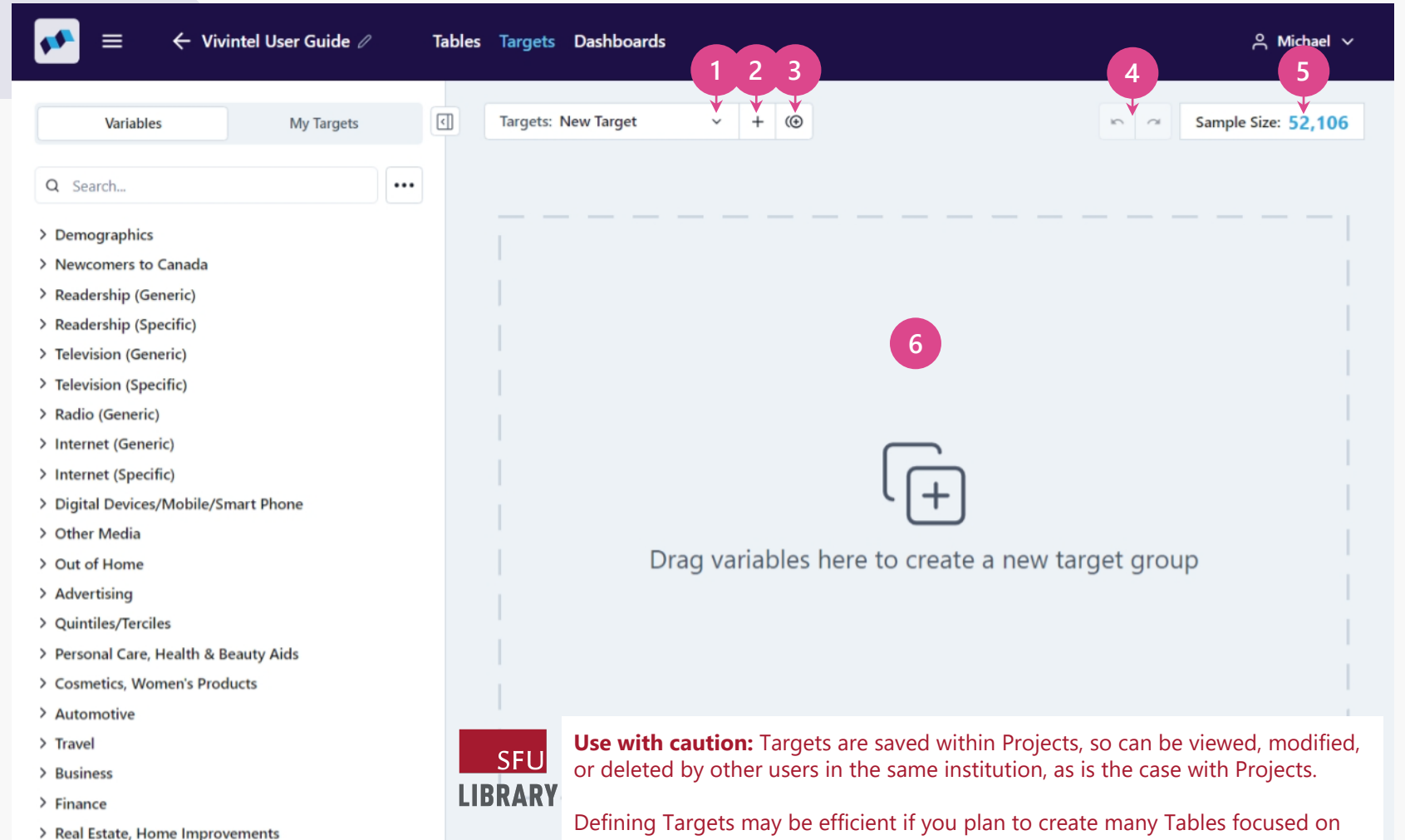
See how a Target was constructed and make edits to how variables are merged or nested.

### 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 and dashboards.

## Target Builder Features & Navigation

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



**Use with caution:** Targets are saved within Projects, so can be viewed, modified, or deleted by other users in the same institution, as is the case with Projects.

Defining Targets may be efficient if you plan to create many Tables focused on the same topic *within a single session*, but in most cases SFU users will not require this functionality.

## 3.5 | 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 User Guide interface. The navigation bar at the top includes 'Tables', 'Targets', and 'Dashboards' tabs. The 'My Targets' panel is active, displaying a search bar and a list of variables: 'Ontario 18-34' and 'Quebec 18-34'. A table titled 'Table 1' is visible on the right, showing a pivot table with columns for 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index', and rows for 'Totals' and '2024 Spring'. Five numbered callouts (1-5) highlight specific features: 1 points to the variable list, 2 to the 'Variables'/'My Targets' toggle, 3 to the search bar, 4 to the table's viewing options, and 5 to the table's resize handle.

Base: 18+		Totals
		2024 Spring
Totals	Pop. (000)	32,218
	Sample	49,593
	% Col	100.0
	% Row	100.0
	Index	100



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# 4.0 Using Tables



# 4.1 | Naming & Selecting Tables

When you first start a project, 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

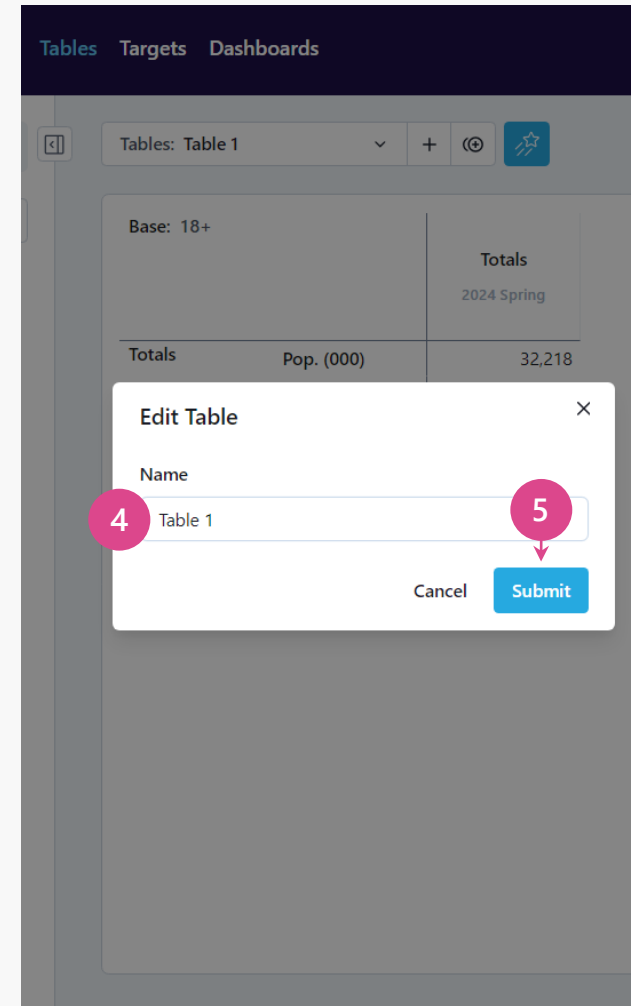
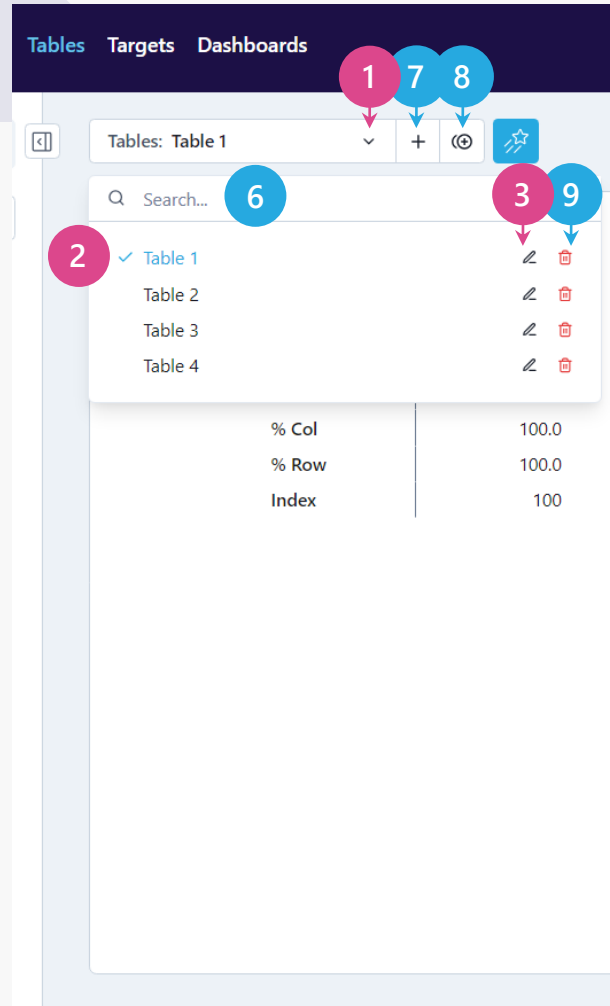
- 1 Select the **downward arrow**
- 2 Select the **table** you would like to work on

## Naming or Renaming A Table

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

## 4.2 | Selecting Variables

Variables My Targets

Q Search...

- Demographics
  - All Respondents
  - Geography
  - Age/Generation
    - Age/Generation-Age (Summary)
      - 14-17
      - 18-24
      - 25-34
      - 35-49
      - 50-64
      - 65+
    - Age/Genera...
    - Age/Genera... (1973)
    - Age/Generation-Actual Age
    - Age/Generation-Generation
  - Gender
  - Language

**1** Select desired **variable**

**2** **Drag** to crosstab

Variables My Targets

Q Search...

- Demographics
  - All Respondents
  - Geography
  - Age/Generation
    - Age/Generation-Age (Summary)
      - 14-17
      - 18-24
      - 25-34
      - 35-49
      - 50-64
      - 65+
    - Age/Genera...
    - Age/Genera... (1973)
    - Age/Generation-Actual Age
    - Age/Generation-Generation
  - Gender
  - Language

**1** Select **category header**

**2** **Drag** to crosstab

Variables My Targets

Q Search...

- Demographics
  - All Respondents
  - Geography
  - Age/Generation
    - Age/Generation-Age (Summary)
      - 14-17
      - 18-24
      - 25-34
      - 35-49
      - 50-64
      - 65+
    - Age/Genera...
    - Age/Genera... (1973)
    - Age/Generation-Actual Age
    - Age/Generation-Generation
  - Gender
  - Language

**1** Select desired variables **OR hold Shift** and select the first and last

**2** **Drag** to crosstab

Variables My Targets

Q Search...

- Demographics
  - All Respondents
  - Geography
    - Geography-
      - Atlantic
      - Quebec
      - Ontario
      - Prairies
      - British Columbia
    - Geography-Province
    - Geography-...
    - Geography-...
    - Geography-Community Size
  - Age/Generation
    - Age/Generation-Age (Summary)
      - 14-17
      - 18-24
      - 25-34
      - 35-49
      - 50-64
      - 65+

**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**.

## 4.3 | 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+** (ie. Ontario AND 18+).

The screenshot shows the Vivintel User Guide interface. At the top, there's a navigation bar with 'Tables', 'Targets', and 'Dashboards'. Below that, a search bar and a 'Variables' tree are visible. The tree is expanded to 'Demographics' > 'All Respondents' > '18+', which is selected. A red circle '1' is next to 'Ontario' in the 'Geography-Province' section. A red circle '2' is next to '18+' in the 'All Respondents' section. A red dashed arrow points from the '18+' selection to the 'UPDATE' menu in the crosstab, which is marked with a red circle '3'. The 'UPDATE' menu is open, showing options: 'And', 'And Not', 'Or', 'Merge As', and 'Selected And Not'. The crosstab table shows columns for 'p. (000)', 'Sample', 'Col', 'Row', and 'Index'. A text box explains that the 'Base' is the demographic group compared to in the 'Index' values.

**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 **4.11: Index and Sample Flags** and **6.0 : How to Read a Table**.

# 4.4 | 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 with the following elements:

- Navigation Bar:** Vivintel User Guide, Tables, Targets, Dashboards, Michael
- Search Bar:** Search...
- Variable Tree (Left):**
  - Demographics
  - Newcomers to Canada
  - Readership (Generic)
  - Readership (Specific)
  - Television (Generic)
    - TV
      - TV-When Last Watched TV, Any Screen or Any Device
        - Yesterday
        - Past Week
        - Past Month
        - Longer Ago
        - Not Stated
      - TV-TV Time Spent on a Typical Day
      - TV-Change on Time Spent Engaged with
    - Radio/Audio-When Last Listened to
      - Yesterday
      - Past Week
      - Past Month
      - Past Year
      - Longer Ago
      - Not Stated

- Table (Right):** Tables: New Table\_Duplicate. The table has columns for 'Update Base', 'Add Rows', and 'Index'. The 'Add Rows' column has a value of '2 Selected'. The 'Index' column has values 12,519, 21,136, 100.0, 100.0, and 100.
- Context Menu (Over 'Add Rows'):** INSERT AS, Separate, And, AndNot, Or (highlighted with a red arrow), 2 Selected.

# 4.5 | Merging Variables with Existing Rows or Columns

## How to Merge Variables with an Existing Row or Column

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.

- 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**

# 4.6 | Merging Rows or Columns

Variables My Targets Tables: Table 1

Q Search...

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 Gender	Sample	11,160
	% Col	51.1
	% Row	100.0
	Index	100
Male	Pop. (000)	6,048
Gender-Current Gender	Sample	9,795
	% Col	48.3
	% Row	100.0
	Index	100

Variables My Targets Tables: Table 1

Q Search...

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 Gender	Sample	11,160
	% Col	51.1
	% Row	100.0
	Index	100
Male	Pop. (000)	6,048
Gender-Current Gender	Sample	9,795
	% Col	48.3
	% Row	100.0
	Index	100

Variables My Targets Tables: Table 1

Q Search...

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.

## 4.7 | Row or Column Options

### Moving Rows or Columns

A screenshot of a table with three 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 is shown clicking on the 'Move Here' option in a dropdown menu that appears over the first column header. The table contains numerical data for each row.

Click and drag then select **Move Here**

### Sorting on Columns

A screenshot of a table with three 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 is shown clicking on the sorting options in a dropdown menu that appears over the first column header. The menu includes options for 'Sort type' (Asc/Desc) and 'Metric' (Pop. (000), Sample, % Col, % Row, Index). The table contains numerical data for each row.

- 1 Sort by **ascending** or **descending** order
- 2 Select **metric** to sort by

### Duplicating Rows & Columns

A screenshot of a table with four columns: 'Week Or t Week', 'Past Month TV-When Last Watched TV, Any..', 'Past Month TV-When Last Watched TV, Any..', and 'Lo TV Wal'. A hand icon is shown clicking on the 'Duplicate' icon in the dropdown menu that appears over the second column header. The table contains numerical data for each row.

Select the **Duplicate** icon

### Deleting a Row or Column

A screenshot of a table with three 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 is shown clicking on the 'Trash Bin' icon in the dropdown menu that appears over the second column header. The table contains numerical data for each row.

Select the **Trash Bin** icon

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

## 4.8 | 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

The screenshot illustrates the process of editing a variable in a table. The table has columns for 'Past Month', 'Longer Ago', and 'Past Week Or Past Week'. A modal window is open over the 'Past Week Or Past Week' column, allowing the user to edit the variable name and structure. The 'Target Builder' modal shows the variable structure: 'TV-When Last Watched TV, Any Screen or Any Device' followed by 'Past Week', and 'Radio/Audio-When Last Listened to' followed by 'Past Week'. The user can click 'Update' to save changes, 'Save to My Targets' to save the variable to their targets, or 'Close' to return to the table.

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

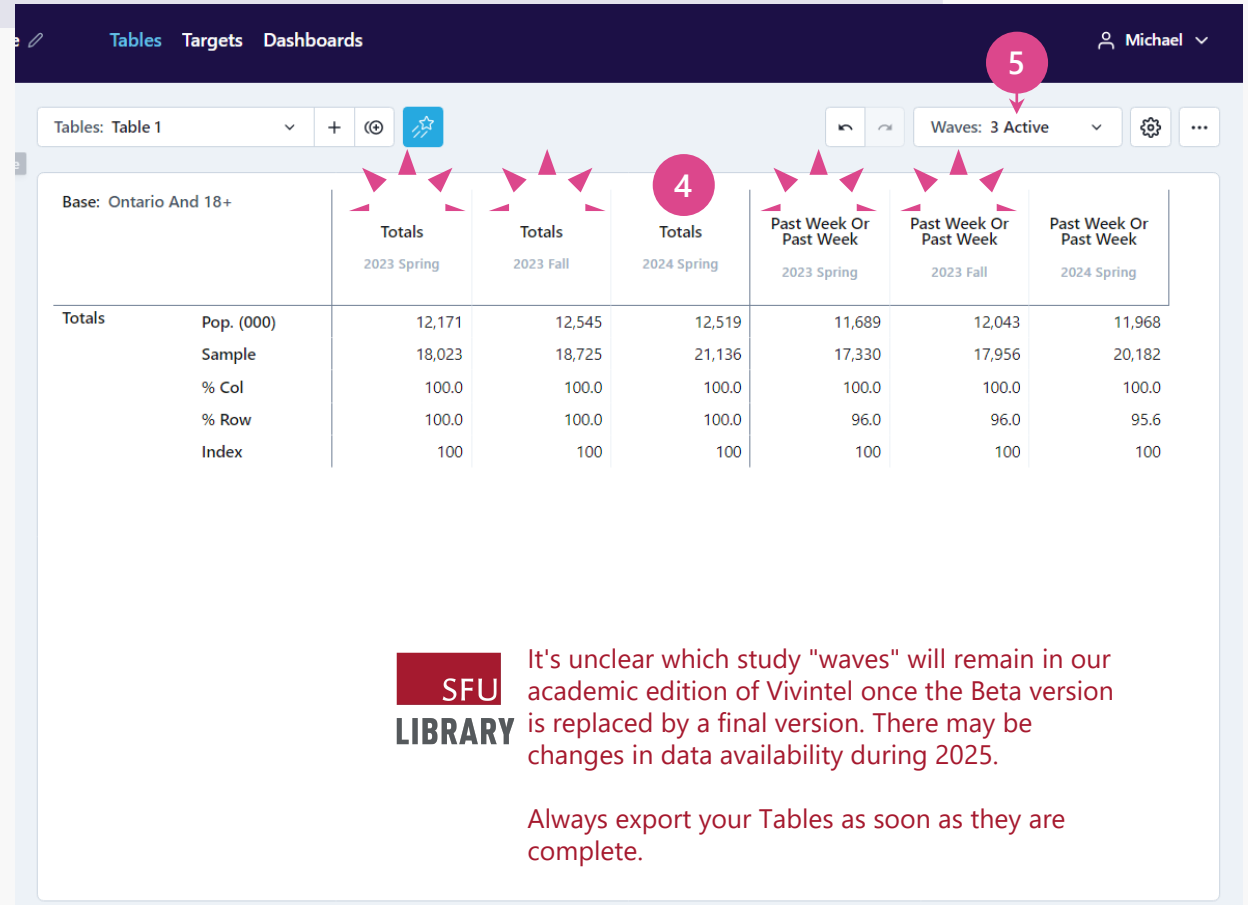
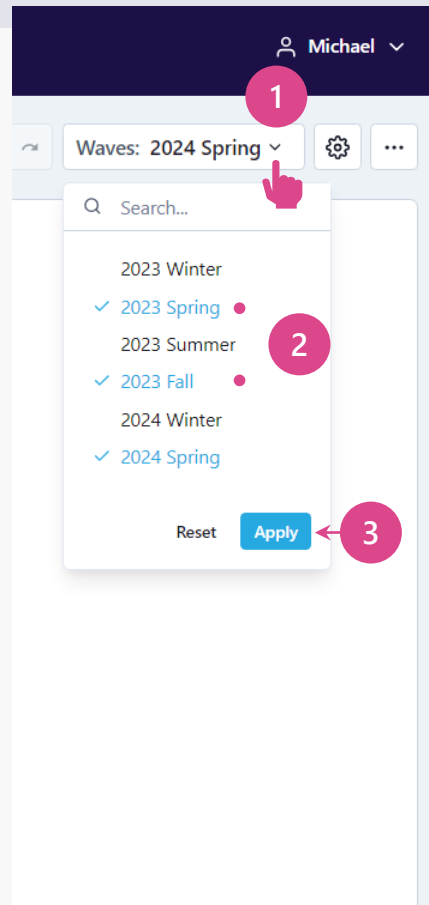


## 4.9 | Changing and Trending Studies

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.



**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.

## 4.10 | 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

The screenshot shows the Vivintel interface with a configuration menu open. The menu has a 'Metrics' section with checkboxes for 'Pop. (000)', 'Sample', '% Col', '% Row', and 'Index'. Below it is a 'Decimals' section with a slider set to 2. The table on the right shows data for 'Totals' and 'Female' with columns for 'Totals 2024 Spring' and 'Past Week Or Past Week'. Red callouts 1-5 highlight the gear icon, metric toggles, decimal slider, and the resulting table updates.

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

# 4.11 | 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 user interface. On the left is a navigation menu with categories like Demographics, Newcomers to Canada, Readership, Television, Radio, Internet, Digital Devices, Other Media, Out of Home, Advertising, Quintiles/Terciles, Personal Care, Cosmetics, Automotive, Travel, Business, and Finance. On the right is a data table titled 'Table 1' with columns for 'Totals 2024 Spring', 'ON F18-49 Immigrants -...', and 'ON M18-49 Immigrants -...'. The table data is as follows:

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	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

# 5.0 Using Targets



As mentioned in [section 3.4](#) (page 14), in most cases SFU users will not require the Target functionality.

# 5.1 | 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

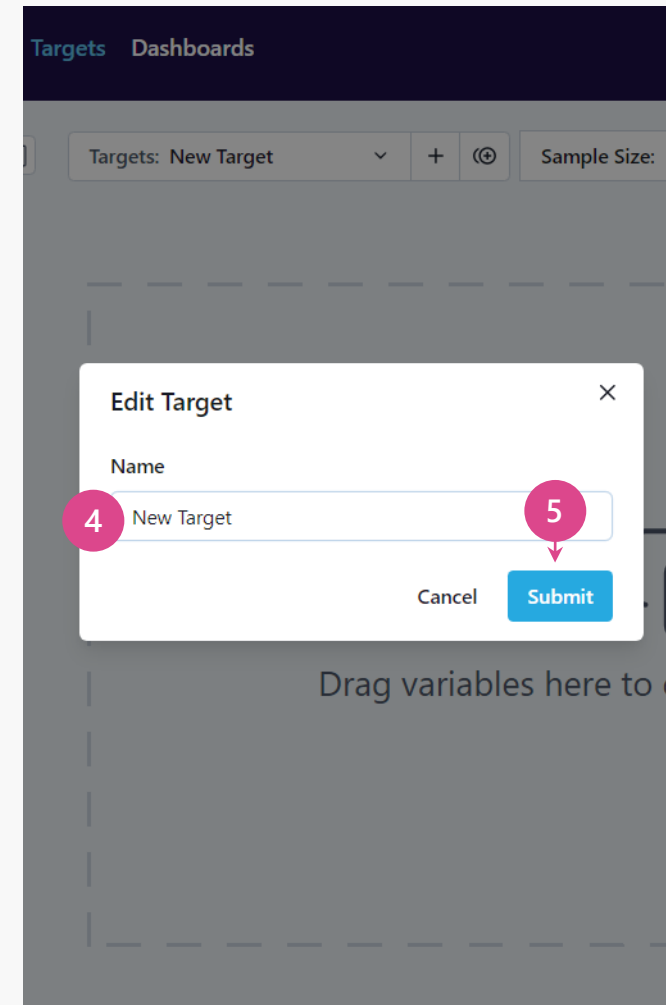
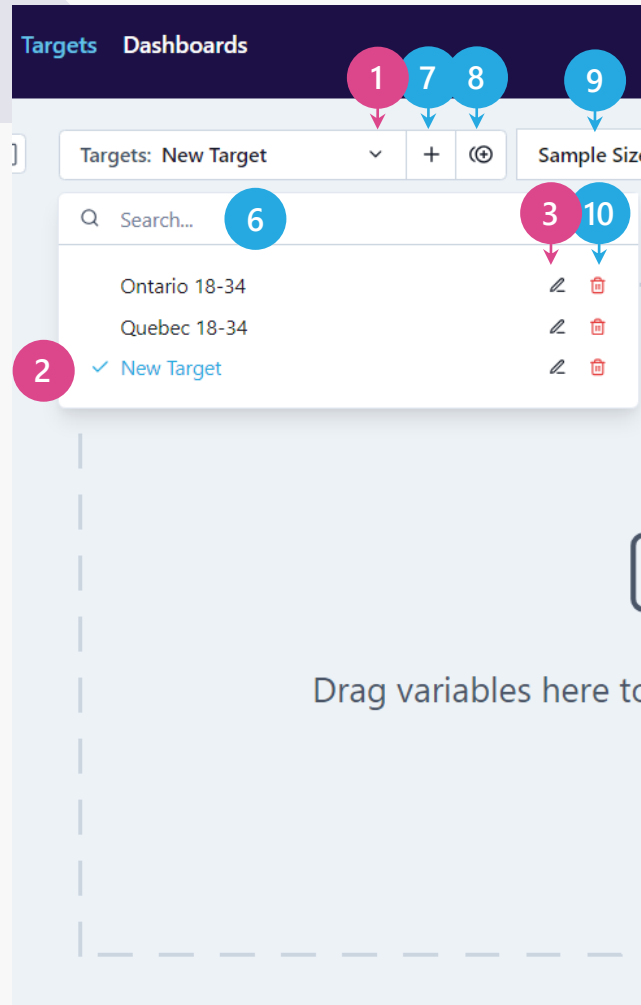
- 1 Select the **downward arrow**
- 2 Select the **target** to edit or build

## 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

# 5.2 | 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

Variables My Targets Targets: ON F18-49 Immigr... Sample Size: 687

Search...

- > Income
- > Ethnic Background
  - >  Ethnic Background-Born in Canada
    - Yes
    - No
    - Not Stated
  - >  Ethnic Background-(If Not Born in Canada) Length of Time Lived in Canada
  - >  Ethnic Background-Where Parents Were Born
  - >  Ethnic Background-Generation
  - >  Ethnic Background-Groups Belong To
- > Newcomers to Canada
- > Readership (Generic)
- > Readership (Specific)
- > Television (Generic)
- > Television (Specific)
- > Radio (Generic)
- > Internet (Generic)
- > Internet (Specific)

**1** **1.1** Geography-Region **Ontario**

**1.2** And **Female** And Ethnic Background-Born in Canada **No**

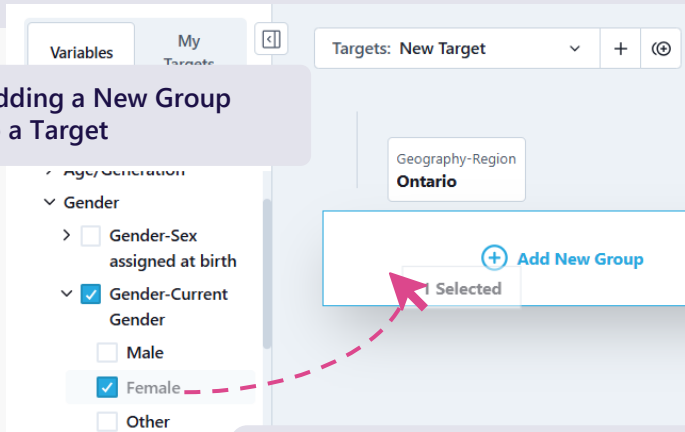
**1.3** And **18-24** Or **25-34** Or **35-49**

**2** AndNot **Toronto GTA**

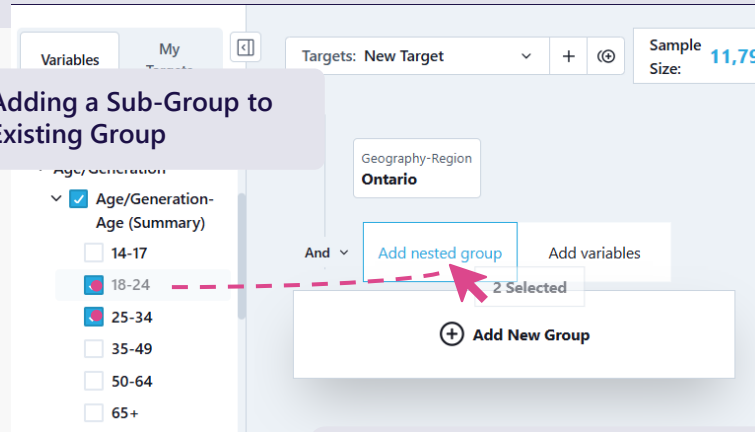
**CODING EXAMPLE: Ontario women 18 to 49 not born in Canada that live outside the GTA**  
In coding nomenclature, the above target would be expressed as:  
**((Ontario AND ((Female AND Not Born in Canada) AND (18-24 OR 24-35 OR 35-49))) AND NOT in Toronto GTA)**

# 5.3 | Using the Target Builder

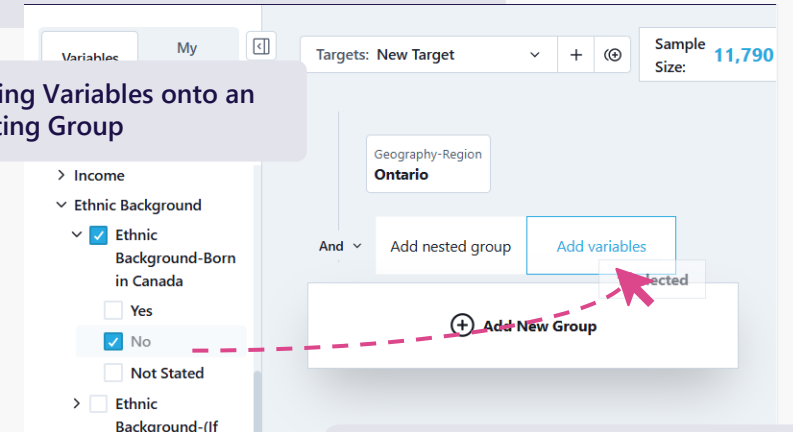
**Adding a New Group to a Target**



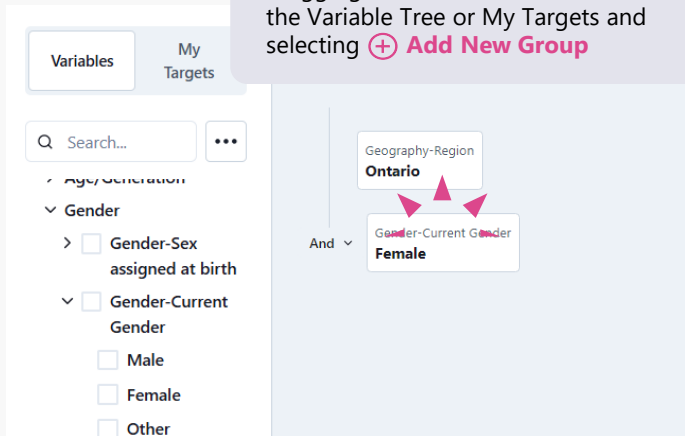
**Adding a Sub-Group to Existing Group**



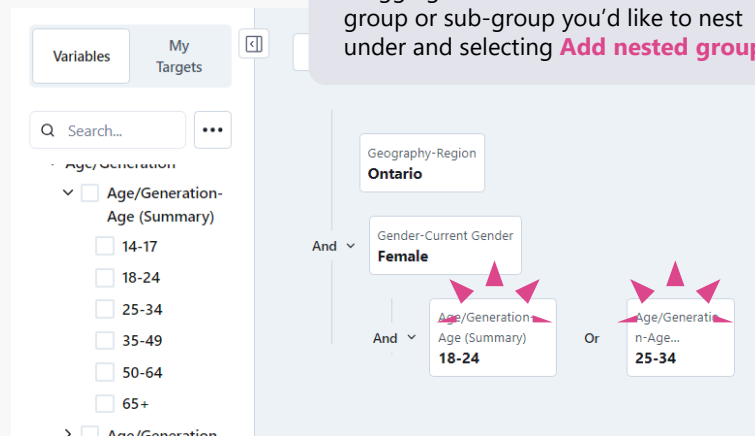
**Adding Variables onto an Existing Group**



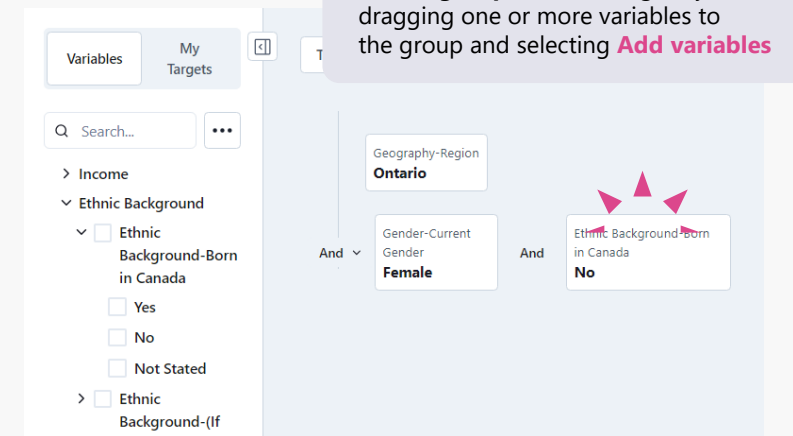
**Add a new group** to a target by dragging one or more variables from the Variable Tree or My Targets and selecting **Add New Group**



**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**



**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**

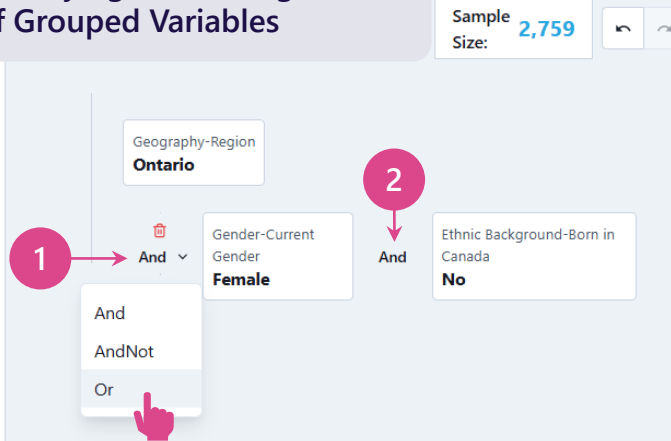


When dragging variables onto the target builder, you'll be presented with 3 different options to help you create specific targets.

# VIVINTEL BETA | USING TARGETS

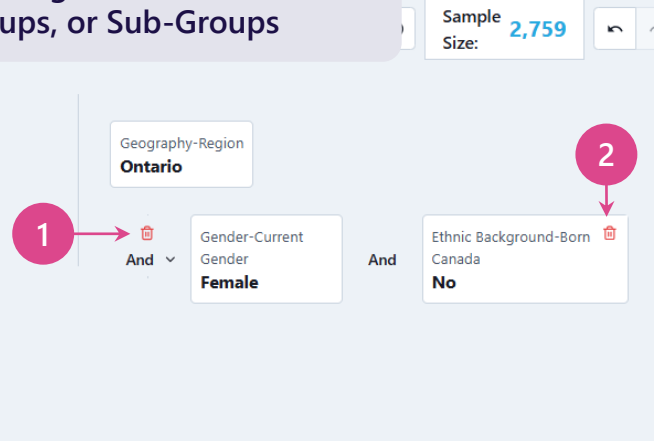
## 5.4 | Editing Targets

### Modifying the Coding of Grouped Variables



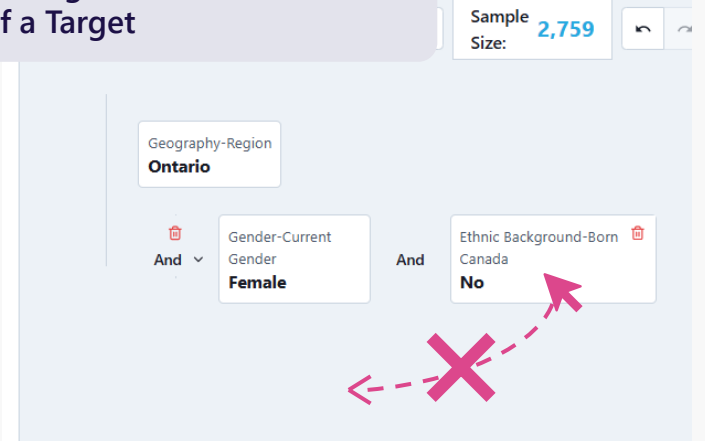
- 1 Assign **AND**, **AND NOT** or **OR** coding to a **group** or **sub-group**
- 2 Assign **AND** or **OR** coding between variables within a **group** or **sub-group**

### 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.



# 5.5 | 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
<b>Totals</b>	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
<b>Energy drinks: medium/heavy consumption</b>	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.
- 5 6
- 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.
- 9
- 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...
<b>Totals</b>	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
<b>Bird Watching (10x+/12mon.)</b>	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.



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## Answers to the Practice Questions (Page 35)

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.

Along with offering the largest syndicated study in the country, the [SCC | Study of the Canadian Consumer](#), Vividata delivers niche studies and custom solutions for a deeper look into consumer behaviour. Through syndicated surveys and reports, segmentations, custom studies, first and third-party data integration opportunities, and strategic partnerships, Vividata provides a complete suite of unified solutions for actionable data.

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