About Vividata

Vividata is an industry organization created through a partnership between Canadian media organizations and Canadian advertisers. They poll Canadians to gather the data needed to answer the perennial questions of advertisers and publishers:

- What magazines and newspapers are Canadians reading, and what products and services are they buying?
- What are their ages, incomes, and other demographic characteristics?
- What are their opinions about such topics as recycling, shopping, traveling, and dieting?
- What leisure activities do they enjoy?

Vividata’s Survey of the Canadian Consumer reaches over 40,000 Canadians each year and produces detailed data on Canadians’ opinions, demographics, and activities, as well as their product, service, and media purchases.

The Vividata database available via the SFU Library allows you to connect those puzzle pieces in many ways to answer different questions.

For instance...

- 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?

>> This introductory guide is focused on creating and interpreting simple tables. See the Vividata Advanced guide for help with more advanced tables and functions.
Special note about brand data (August 2022)

Vividata has removed all brand-level data from the version of the database sold to academic libraries.

You can still find recent data on the consumers of specific product types (e.g., energy drinks), and of specific magazines and newspapers, but the academic version of this resource no longer contains data on the consumers of specific brands (e.g., Red Bull).

The examples in this guide used data from Vividata's Winter 2022 study.

They refer to data about Red Bull drinkers (i.e., brand-specific data). That specific data is no longer available.

You can still use the examples to learn how to navigate the database and interpret the data, but you won't be able to replicate the same searches or find similar brand-level data.
Creating a Vividata table

Sample question: Are Canadian Red Bull drinkers more likely to be Gen Xs, Gen Ys, or Baby Boomers?

A. Identify splits and questions

Split: Our target portion of the population – the group about whom we want to know something.
In this case, it’s Canadian Red Bull drinkers. More specifically, we are interested in learning something about the Canadians who are 14 or older who claim that Red Bull is the energy drink brand they purchase most often. That is, we’re splitting the entire population and focusing on a specific group.

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

B. Select the split

1. Ensure that either the “EDUC” or “Cross Table” template is pre-selected. This will mean that broader population numbers (14+) are added in a column for later comparisons.

2. Search for “energy” or browse the Beverages category to find...

Beverages /Energy/Sport Drinks – Energy Drinks: Brand(s) Personally Drink-Most Often

3. Cursor over your chosen topic and select “Add as split” from the options that appear OR drag-and-drop the topic to the Columns/Split area of the drop-zone.

The examples in this guide use data from Vividata’s Winter 2022 study. Your results may differ if you select a different study.
4. Click on “Split settings” and ensure that the option to “Nest variable splits” is turned off (deselected) so that the default “14+” column remains to the left of your chosen split.

> This will be important later – we’ll benchmark our chosen split (Red Bull drinkers) against the population listed in that first column.

5. Click on “9 of 9 selected” on your chosen energy drink split, then select “Red Bull”.

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

6. Search or browse to find the “Generation” demographic variable, then cursor over it and add it as a question to your table OR drag it to the Row/Question part of the drop zone.

7. Delete the default 14+ question as it isn’t needed for our sample table (cursor over it and click on the “X” that appears), but leave the default 14+ split entry.

8. As with our splits (Step 5), we don’t need information on every generation. Click on “6 of 6” below that variable and select only Gen X, Gen Y, and Baby Boomers.
D. Final steps

9. Click on the Calculations tab, select the option to “Enable benchmark calculation,” and adjust the method to “Index/conversion rate.”

10. Click on the Generate table tab.

Interpreting a Vividata table

If all went well, you should now see this table:

(The highlighted numbers will be explained on the next page.)
That simple table with just 20 cells and 26 numbers is packed with information about the ages of Red Bull drinkers, the drink choices of different generations, and the survey response rates overall:

- **OF the 31,064 respondents** (representing 32,249,000 Canadians who are 14+), **942** of them said that Red Bull is the brand of energy drink that they drink most often. This represents approximately **1,074,000** consumers overall.

- **OF all of the people who reported that Red Bull is the energy drink brand that they consume most often, 48.9%** are Gen Y (Millennials). However, only **25.5%** of the 14+ population are Gen Y, so major Red Bull drinkers are significantly more likely to be Millennials than you might expect given that generation’s share of the population.

- In fact, the **191.7** index value tells us that our Red Bull group is roughly 91.7% more likely to be Gen Y than is the overall 14+ population. (Index calculation: 100*(1 + (48.9‐25.5)/25.5), with minor variation due to rounding of intermediate values.)

- Conversely, **OF all the Canadian Millennials represented by this survey (8,225,000), only 6%** (i.e., 525,000) state that Red Bull is the brand of energy drink they consume most often.

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

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

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

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

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

5. The index number of 90.8 for “Red Bull most often” people who are GenXers means that major Red Bull drinkers are roughly ____% less likely (rounded to a whole number) than the population overall to be in the GenX generation.
More practice!

The table below is about the people who report having read either Zoomer Magazine or Elle Canada in the last year. The question asked about each split/group is whether their household is intending to sell their home in the next 12 months. Interpret this table to answer the questions that follow.

1. What percentage of Zoomer readers intend to sell their homes in the next 12 months? How about Elle Canada readers?
2. What percentage of people who say their household intends to sell their home in the next 12 months read Zoomer Magazine? What about among Elle Canada readers?
3. Which magazine has a higher index for the “sell” question when benchmarked against the overall 14+ population?
4. Based solely on the answers to these questions, which magazine seems like it would be a better fit for an advertisement relevant to real estate?

Answers from this page:
1. Zoomer Magazine: 5.6%, Elle Canada: 4.6%
2. Zoomer Magazine: 9%, Elle Canada: 12%
3. Zoomer Magazine (index =107.2) vs Elle Canada (index=88.8)
4. It depends! A larger portion of Zoomer readers are considering selling, but a larger portion of potential sellers read Elle Canada.

>> Red Bull can image on page 2 is from: https://www.redbull.com/int-en/energydrink