Advanced Vividata

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

> **Please note:** The examples in this guide were created using Vividata's Spring 2021 survey. You will get different results and may notice minor differences in the interface if you select a different Vividata survey.

Introduction

Detailed data on Canadian consumers is rare and hard to find. Vividata's ongoing Survey of the Canadian Consumer gathers data on over 35,000+ Canadians. The survey addresses Canadians' demographics, lifestyles and opinions, as well their product, service and media exposures. This makes Vividata an invaluable market research tool.

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

- Which age group (generation) is most likely to frequently purchase energy drinks?
- Are *Canadian Geographic* readers more likely to care about a car's fuel efficiency than readers of *Elle Canada*?
- Are frequent gardeners likely to be open to trying new food products?
- Which province has the most people who attend pro hockey games?

Nesting

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

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

By default, the splits probably won't be nested. You can turn nesting off or on under "Split settings" in the "Rows, Columns and Filters" tab.
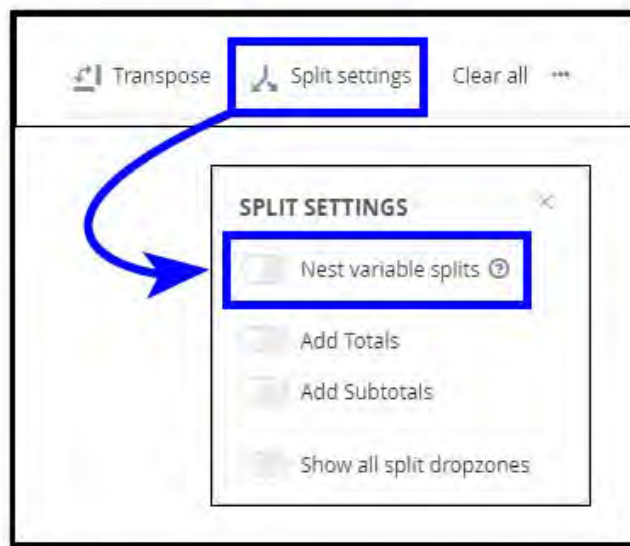
Whether you nest splits or not depends on how you want to see the data laid out. I.e., do you want to make your focus more specific (e.g., 14+ men in British Columbia), or do you want to see how a given variable compares across different groups (e.g., the general 14+ population across Canada, all Canadian men, and all British Columbians).

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

Plus... If you nest, adding benchmark measures could be more complex, and potentially not possible.

Nesting example

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

How to read this table

- The left column:
  - Of the 14+ male population in B.C. **(2,047,000)**, approximately **41% (837,000)** use whitening toothpaste. The unweighted base (sample size) is **1,799.**
- The right column:
  - Of the 14+ female population in B.C **(2,215,000),** approx. **37%** (**823,000**) use whitening toothpaste. The unweighted base is **2,106.**

Time period: 2021-05-03 to 2021-05-03

		Age 14+			
		14+			
		Demographics\Geography-Province			
		British Columbia			
		Demographics\Gender			
		Male		Female	
		Count	%	Count	%
Personal Care, Health & Beauty Aids \Toothpaste-Kind(s) Personally Use-Any	Whitening	837	40.9%	823	37.2%
	Weighted base	2,047	2,047	2,215	2,215
	Unweighted base	1,799	1,799	2,106	2,106

Un-nested example:

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


How to read this table

- The left column:
  - Of the 14+ population in Canada **(30,821,000)**, approx. **38% (11,663,000)** use whitening toothpaste. The unweighted base (sample size) is **29,754**.

- The middle column:
  - Of the 14+ population in B.C. **(4,262,000)**, approx. **39% (1,660,000)** use whitening toothpaste. The unweighted base is **3,905.**

- The right columns:
  - Of the 14+ male population in Canada **(14,748,000),** approx. **38% (5,554,000)** use whitening toothpaste. The unweighted base is **13,621**.
  - Of the 14+ female population in Canada **(16,072,000),** approx. **38% (6,108,000)** use whitening toothpaste. The unweighted base is **16,133.**

Transpose
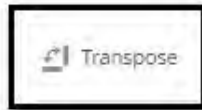
Selecting "Transpose" will flip the rows and columns **but it will not change the calculation.**

In the images below, you can see "Generation" and "Ad Influence..." have changed places.
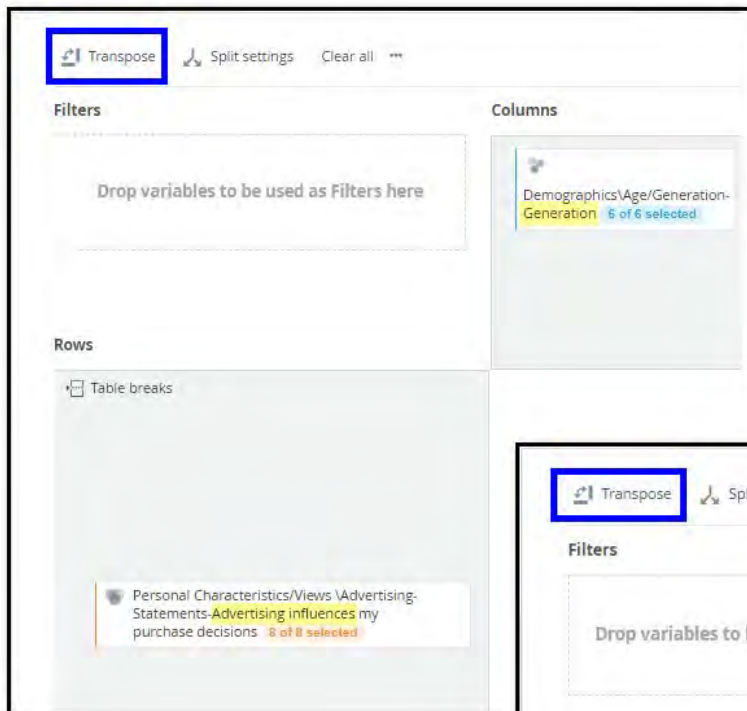
Why transpose? It depends on how you want to view the data in your table. If you would like more rows than columns (longer rather than wider) you might want to use the "transpose" feature. Play with it and see which view you prefer.

Please note the other examples in this guide only showcase tables that have not been transposed.
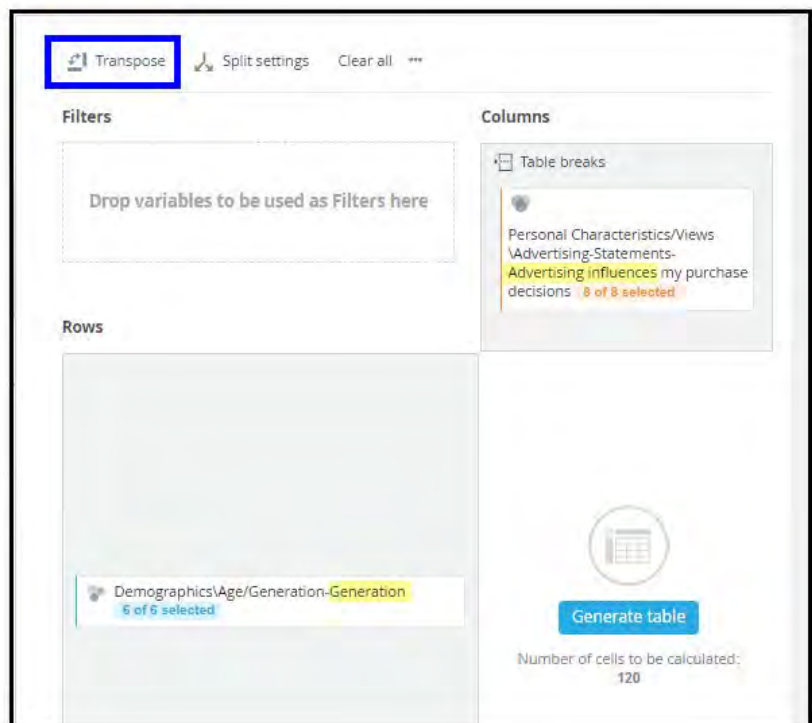
Which numbers to read in thousands

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

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

Time period: 2021-05-03 to 2021-05-03

		Age 14+		Demographics\Geography-Province		Demographics\Gender			
		14+		British Columbia		Male		Female	
		Count	%	Count	%	Count	%	Count	%
Travel \Vacation/Personal Travel-Overnight Trips Personally-Taken Past 12 Months	Vacation Trips	15,915	50.3%	2,577	59.7%	7,738	50.4%	8,177	50.1%
	Weighted base	31,664	31,664	4,314	4,314	15,341	15,341	16,322	16,322
	Unweighted base	30,451	30,451	3,969	3,969	14,117	14,117	16,334	16,334

How to read this table

- The left column:
    - Of the 14+ population in Canada **(31,664,000),** approx. **50%** **(15,915,000)** have taken an overnight vacation/ personal trip in the last 12 months. The unweighted base (sample size) is **30,451.**

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

- The middle column:
    - Of the 14+ population in B.C. (**4,314,000**), approx. **60%** (**2,577,000**) have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **3,969**.

- The right column:
    - Of the 14+ male population in Canada **(15,341,000)**, approx. **50% (7,738,000)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **14,117.**
    - Of the 14+ female population in Canada **(16,322,000),** approx**. 50% (8,177,000)** have taken an overnight vacation/personal trip in the last 12 months. The unweighted base is **16,334.**

# Interpreting table view [dates, exporting to excel, small samples]

Dates

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

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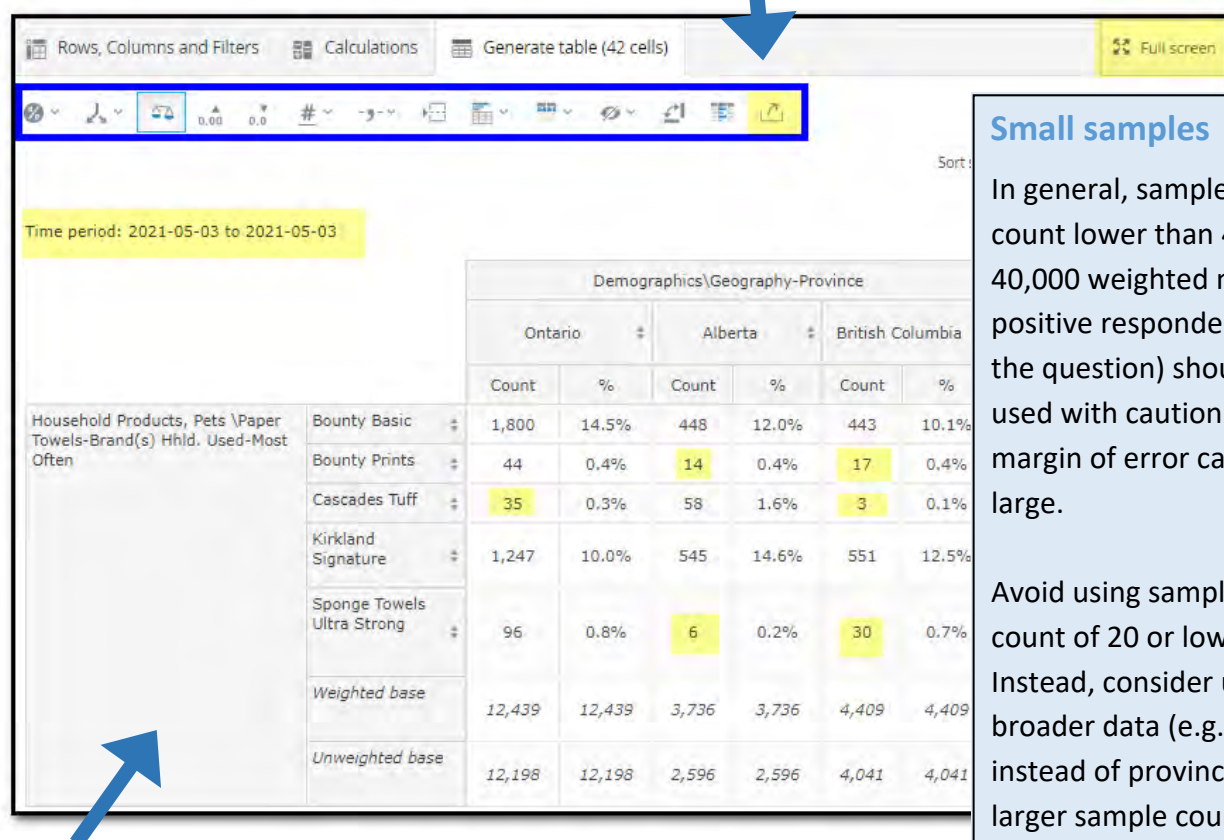
Exporting to Excel

To export the data in your Vividata table to Excel, select the "Export" button at the end of the toolbar:

Export to Excel
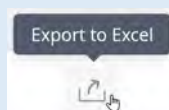
The other buttons in the toolbar above the table replicate functions & features available via the Calculations tab.

Full screen

Expand the view when you have a large table by selecting the "Full screen" option in the top right corner.

| Rows, Columns and Filters | Calculations | Generate table (42 cells) | | | | Full screen |

Time period: 2021-05-03 to 2021-05-03

		Demographics\Geography-Province					
		Ontario		Alberta		British Columbia	
		Count	%	Count	%	Count	%
Household Products, Pets \Paper Towels-Brand(s) Hhld. Used-Most Often	Bounty Basic	1,800	14.5%	448	12.0%	443	10.1%
	Bounty Prints	44	0.4%	14	0.4%	17	0.4%
	Cascades Tuff	35	0.3%	58	1.6%	3	0.1%
	Kirkland Signature	1,247	10.0%	545	14.6%	551	12.5%
	Sponge Towels Ultra Strong	96	0.8%	6	0.2%	30	0.7%
	Weighted base	12,439	12,439	3,736	3,736	4,409	4,409
	Unweighted base	12,198	12,198	2,596	2,596	4,041	4,041

Small samples

In general, samples with a count lower than 40 (i.e., 40,000 weighted number of positive respondents for the question) should be used with caution as the margin of error can be large.

Avoid using samples with a count of 20 or lower. Instead, consider using broader data (e.g., national instead of provincial) with larger sample counts.

Note (Sept. 2022): Vividata removed the data on specific brands from the academic version of the database in the summer of 2022, so this brand-level of analysis is no longer possible. Current data on product types, consumer activities, magazines, etc. remains available.

Count vs. percentage

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

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

Time period: 2021-05-03 to 2021-05-03

		Demographics\Age/Generation-Generation					
		Gen Y (born 1980-1995)		Gen X (born 1966-1979)		Baby Boomers (born 1946-1965)	
		Count	%	Count	%	Count	%
Advertising \Ad Influence-Actions Taken After Seeing An Ad In-Magazines (print or digital)	Purchased a product/brand/service	1,021	17.3%	947	19.9%	1,261	16.1%
	Weighted base	5,889	5,889	4,767	4,767	7,810	7,810
	Unweighted base	5,019	5,019	5,285	5,285	8,792	8,792

Let's break down the left column of this table…

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

- The weighted base of Canadian Gen Y **(5,889,900)** is represented by a sample of **5,019** (unweighted base). Using the number of people in the sample who responded positively to the question, it is projected that about **1,021,000** Gen Y people (the count) purchased a product/brand/service after seeing an ad in a magazine. This count works out to approx. **17%** of Canadian Gen Y.

Benchmarking

Benchmarking is one of the most powerful and useful features of Vividata. Enabling benchmarking will let you see whether a particular variable is more or less likely to apply to one group compared to another group.

> **Remember!** If you nest your columns, adding benchmarks may be more complex, and potentially not possible.

You can turn on benchmarking under the "Calculations" tab. After you've enabled that feature, select "Index/Conversion rate" in the "Calculation" drop-down box that appears.

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

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

Example of benchmarking

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

Time period: 2021-05-03 to 2021-05-03
Benchmark calculation: Index/Conversion rate, Comparison value: First column

		Age 14+		Demographics\Geography-Province					
		14+		Ontario		Alberta		British Columbia	
		Count	%	Count	%	Count	%	Count	%
Travel \Vacation/Personal Travel-Overnight Trips Personally-Taken Past 12 Months	Vacation Trips	15,915	50.3%	6,213 (39)	51.1% (101.7)	2,121 (13)	57.1% (113.7)	2,577 (16)	59.7% (118.8)
	Weighted base	31,664	31,664	12,158	12,158	3,711	3,711	4,314	4,314
	Unweighted base	30,451	30,451	11,924	11,924	2,567	2,567	3,969	3,969

How to read a benchmarked table

- **The left column**
  - Of the 14+ population of Canada **(31,664,000)**, approx. **50%** **(15,915,000)** have taken an overnight vacation/personal trip in the past year. The unweighted base (sample) is **30,451.**
  - **By default, this is the column against which the others are benchmarked.**

- **"Ontario" column**
  - Of the 14+ population of Ontario **(12,158,000)**, approx. **51% (6,213,000)** report having taken an overnight vacation/personal trip in the past year. The unweighted base is **11,924.**

  - **Benchmarked #s:** Relative to the Canadian 14+ population, Ontarians are approx. **1.7%** (101.7 - 100) more likely to have taken an overnight vacation/personal trip in the past year. Approx. 39% of the 14+ Canadian population who have taken an overnight vacation/personal trip in the past year are Ontarians.

  > To learn more about how to calculate index values, see our: Introduction to Vividata guide.

- **"Alberta" column**
  - Of the 14+ population of Alberta **(3,711,000)**, approx. **57% (2,121,000)** report having taken an overnight vacation/personal trip in the past year. The unweighted base is **2,567.**

  - **Benchmarked #s:** Relative to the Canadian 14+ population, Albertans are approx. **14%** (113.7-100) more likely to have taken a vacation/personal trip in the past 12 months.

  - Approx. 13% of the 14+ Canadian population who have taken a vacation/personal trip in the past year are Albertans.

Conclusions:

a. Ontarians are less likely to have taken a vacation/personal trip in the past 12 months than British Columbians or Albertans.

b. Of the three provinces, British Columbians are the most likely to have taken a vacation/ personal trip in the past 12 months.

c. However, of all the people who took overnight vacations/personal trips, the largest percentage of them (approx. 39%) are from Ontario... due to the larger population of Ontario.

Significance testing

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

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

Example of significance testing

Time period: 2021-05-03 to 2021-05-03
Significance test: Two independent Z test, Level: 10%, Comparison value: All vs All

		Demographics\Geography-Province					
		Quebec		Ontario		British Columbia	
		Count	(a) %	Count	(b) %	Count	(c) %
Readership Specific \Magazine Brands-Any Print or Digital Past Year-Read/Looked Through/Accessed-Yes	Canadian Living	541	9.5% (b-,c-)	3,403	33.9% (a+,c-)	1,216	36.4% (a+,b+)
	Chatelaine	848	14.9% (b-,c-)	2,182	21.7% (a+)	688	20.6% (a+)
	Weighted base	5,679	5,679	10,033	10,033	3,340	3,340
	Unweighted base	4,865	4,865	9,990	9,990	3,122	3,122

How to read this table

This table compares Quebec (a), Ontario (b) and B.C. (c) using the settings established on page 11.

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

Citing Vividata in APA format

Use this as a basic template when citing Vividata:

Vividata. (date of the Vividata study used). [Constructed title with enough description to re-create table] [Data set]. URL

			Demographics\Geography-Province					
Time period: 2021-05-03 to 2021-05-03 Significance test: Two independent Z test, Level: 10%, Comparison value: All vs All			Quebec		Ontario		British Columbia	
			Count	(a) %	Count	(b) %	Count	(c) %
Readership Specific \Magazine Brands-Any Print or Digital Past Year-Read/Looked Through/Accessed-Yes	Canadian Living		541	9.5% (b-,c-)	3,403	33.9% (a+,c-)	1,216	36.4% (a+,b+)
	Chatelaine		848	14.9% (b-,c-)	2,182	21.7% (a+)	688	20.6% (a+)
	Weighted base		5,679	5,679	10,033	10,033	3,340	3,340
	Unweighted base		4,865	4,865	9,990	9,990	3,122	3,122

Example of APA citation

In-text

(Vividata, Spring 2021)

Works Cited

Vividata. (Spring 2021). [Quebec, Ontario and B.C. readers of Canadian Living and Chatelaine in past year] [Data set]. https://vividata.ca/