

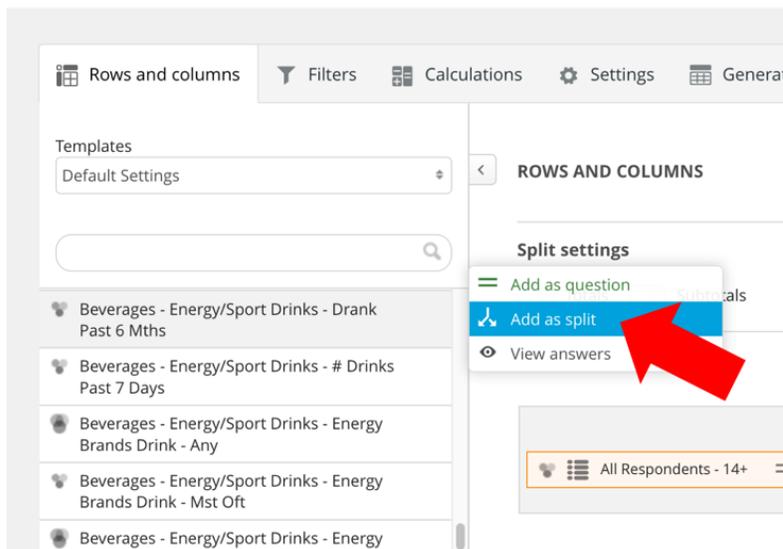
# Humber Libraries Vividata Guide

## Table of Contents:

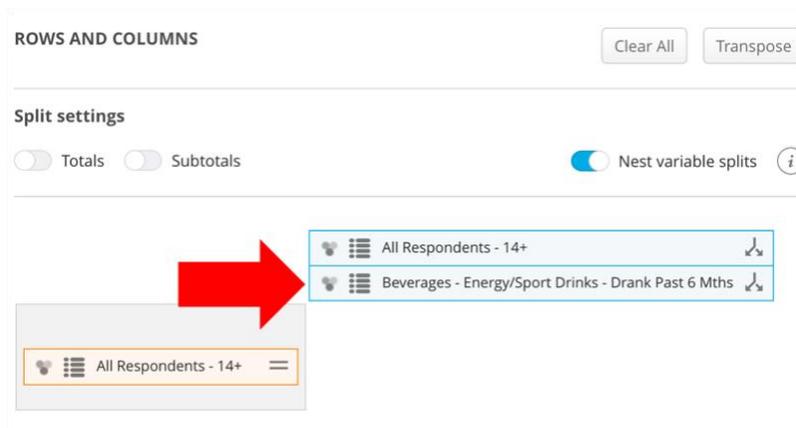
Creating Cross Tables: Step-by-Step Guide	2
Understanding Vividata Cross Tables	6
Vividata Glossary	7
Vividata Icons	8
Vividata Variables	9

# Creating Cross Tables: Step-by-Step Guide

1. Define your target market: Choose *who* you want to learn more about (e.g. people who consume energy drinks).
2. Under the **Rows and Columns** tab, select the variable(s) in the menu on the left-hand side of the page that best describe your target market, and select “Add as Split”:

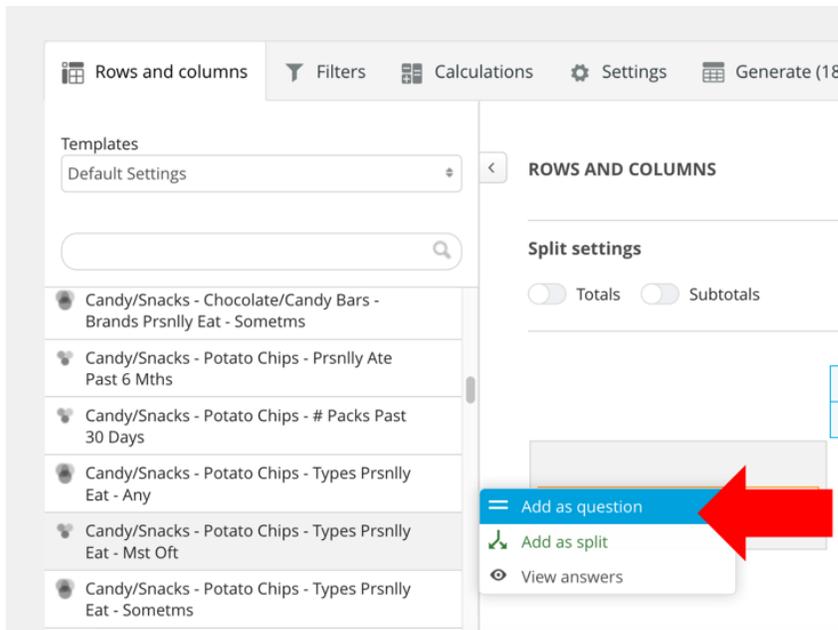


3. The variable will now appear as a column in your table:

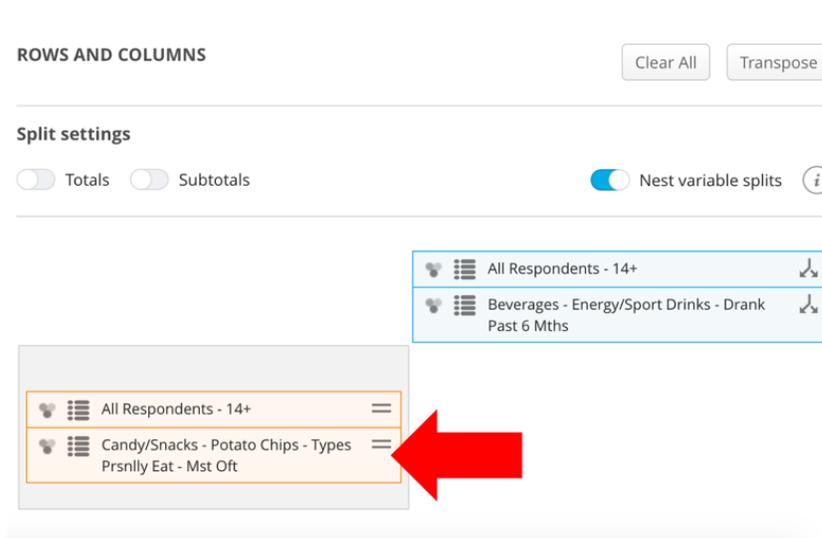


4. Decide *what* you want to know about your target market (e.g. their age, gender, the brands of chips that energy drink consumers eat).

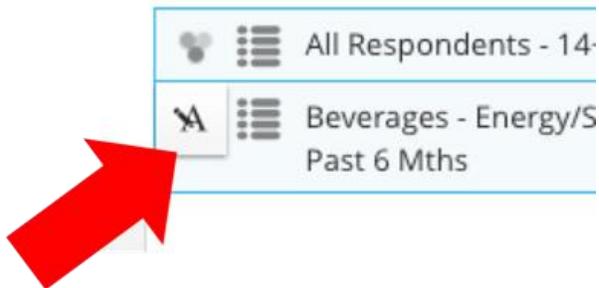
5. Under the **Rows and Columns** tab, select the variable(s) that describe what it is you want to know about your target market and select “Add as question”:



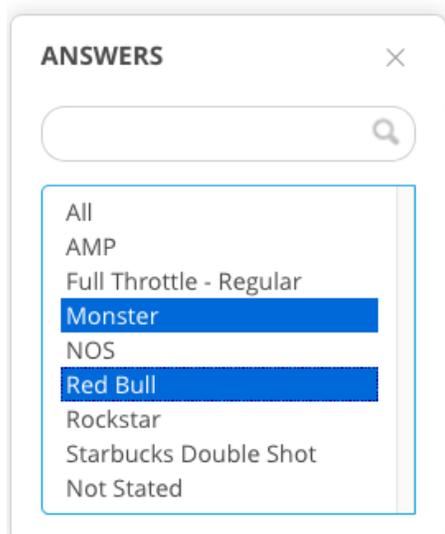
6. The variable will now appear as a row in your table:



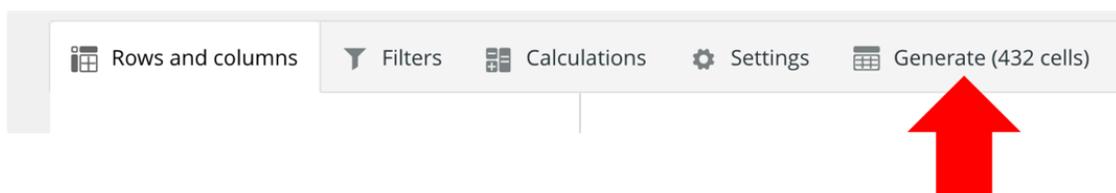
7. You can use the filtering function on the questions and/or splits as a way to limit the number of responses. For example, under energy drinks, you can select only the brands you are interested in. To do this, click on the icon of the variable in your table:



8. Then choose your item(s) from the list (TIP: holding down the Ctrl key on a Windows computer or Command key on a Mac allows you to select multiple items in the list):



9. Create your cross table by clicking on the **Generate** tab:



10. The cross table for your variables will load:

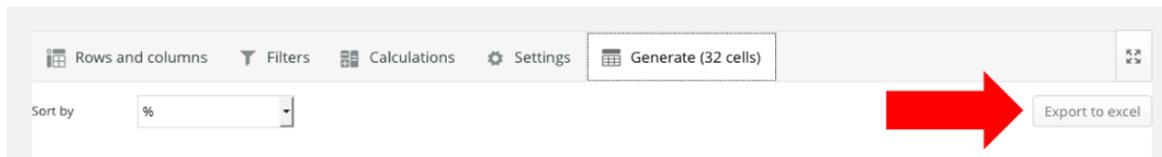
Rows and columns Filters Calculations Settings Generate (32 cells)

Sort by %

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

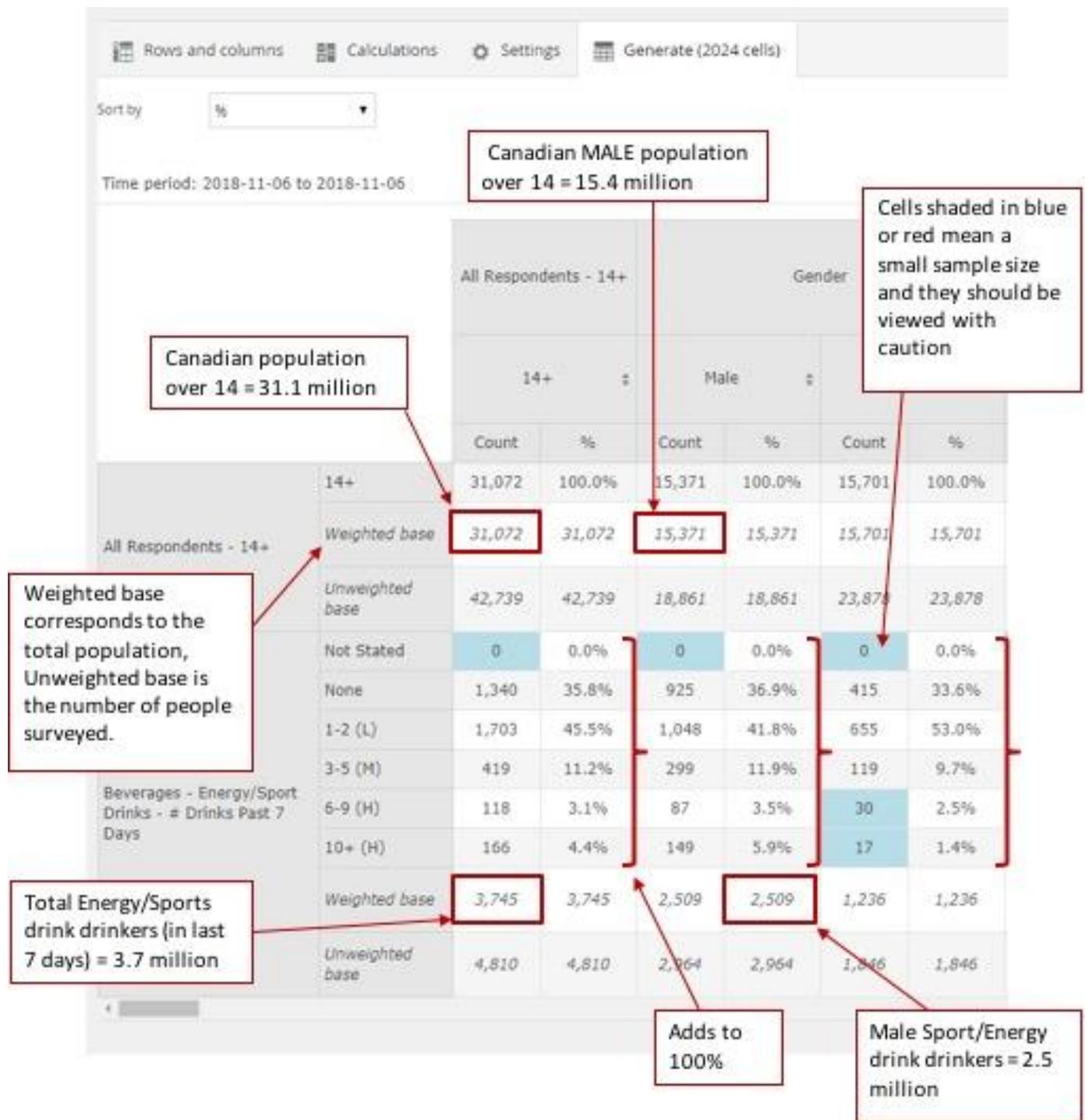
		All Respondents - 14+			
		14+			
		Beverages - Energy/Sport Drinks - Energy Brands Drink - Mst Oft			
		Monster		Red Bull	
		Count	%	Count	%
All Respondents - 14+	14+	402.7	100.0	312.2	100.0
	<i>Weighted base</i>	403	403	312	312
	<i>Unweighted base</i>	392	392	400	400
	Regular	148.7	53.0	89.5	35.4
	Flavoured	131.8	47.0	163.4	64.6
	Not Stated	0.0	0.0	0.0	0.0
	<i>Weighted base</i>	280	280	253	253
	<i>Unweighted base</i>	275	275	310	310

11. You can save your data as a spreadsheet by clicking on “Save to Excel” in the top right-hand corner of the screen:



12. See the next section, “Understanding your Vividata Cross Table” or more information.

# Understanding Vividata Cross Tables



# Vividata Glossary

Terminology	Description
<b>Splits</b>	<p><b>Splits = Who</b></p> <p>Selecting a variable (or characteristic) as a <i>split</i> defines the demographic you are investigating.</p> <p>By default, splits are added as columns.</p>
<b>Questions</b>	<p><b>Questions = What</b></p> <p>Selecting a variable (or characteristic) as a <i>question</i> defines the information you would like to find out about your demographic.</p> <p>By default, questions are added as rows.</p>
<b>Unweighted Total</b>	<p>This is the number of people who responded in a specific way to a question. This sample is used to calculate the weighted total.</p>
<b>Weighted Total</b>	<p>Weighted figures are the calculated number of people in Canada that a survey result represents.</p> <p>For example, the 42,739 survey respondents represent the total population of Canada, which is 31.1 million people. The unweighted figure is 42,739 and the weighted figure is 31.1 million.</p> <p>Please note that the weighted figures in the tables are always in thousands, so remember to add three zeros to these figures. For example, a weighted figure of 127 is 127,000 people.</p>
<b>Benchmark</b>	<p>A variable to compare your data to (e.g. comparing the number of males who eat Kit Kats to the benchmark of the number of males in the Canadian population)</p>
<b>Variable</b>	<p>A characteristic of a population that can change depending on the person (e.g. age, gender, favourite brand of soap, etc.)</p>
<b>Respondents</b>	<p>People who took part in the survey.</p>
<b>Nesting</b>	<p>Nesting allows you to see variables within another variable rather than them comparing side by side. By default, nesting is on but it can be turned off.</p>

# Vividata Icons & Colour Coding

Icon	Description
	<p>When a figure has an asterisk next to it, this indicates that the number of respondents in that group is very low. The figure is so small that it may not be reliable enough to be used to estimate the weighted figure for all of Canada.</p>
 Income	<p>An icon featuring three separated circles indicates a variable where respondents can only give one answer. For example, there can only be one salary range selected for total household income.</p>
 Education - Obtained	<p>An icon featuring three overlapping circles indicates a variable where respondents are able give more than one answer. For example, when a respondent answers the question “What education credentials do you have?” they may answer with high school diploma, college certificate, and university degree.</p>
 Workplace -	<p>An icon featuring the numbers 1, 2, and 3 indicates a variable where respondents give a specific numeric answer. For example: “How many people in your workplace do you supervise?”</p>

# Vividata Variables

Below is a summary of the variables found within Vividata. Please note that Vividata's search tool will let you search for key words within a question but not within responses. For example, you can find questions about energy drink brands by typing *energy* into the search bar but you can't search for a specific energy drink brand name (e.g. Red Bull).

## Demographics

Region, province, markets, GMA summary codes, sub-markets, community size, age (incl. summary, generation, year of birth), gender, language spoken, marital status, sexual orientation, partnership status, partnership length, household structure, household status, presence and age of children), preparing meals, principle grocery shopper, personal influence on purchasing decisions (incl. electronics, furniture, home improvements, major appliances, real estate, vehicles), education (incl. highest level achieved, currently attending, type of school), occupation, workplace, income, ethnic background, etc.

## Readership

Magazines, newspaper, and community newspapers, print and digital versions, frequency of access, average number of issues read, personally subscribes, when last read, time spent reading, etc.

## Magazine Brands

Read past year, platform, weekday and weekend, print and digital versions of 30+ magazines including Air Canada enRoute, CAA magazine, Canadian Geographic, Canadian Living, Cineplex Magazine, Financial Post, Maclean's, Now, Reader's Digest, The Hockey News, Today's Bride, Today's Parent, Toronto Life.

## Newspaper Brands

Read past year, month, and week, means of obtaining, time spent reading, platform, print and digital versions of The Toronto Sun, The Star Metro, The Star, The Globe & Mail, The National Post and many Canadian regional (e.g. The Sarnia Observer) and some international (e.g. The Guardian) newspapers.

## Community Newspaper Brands

Read past year, month, week, means of obtaining, time spent reading, platform, print and digital versions of non-Ontario Community Newspapers (e.g. Richmond News, Vancouver Courier).

## Other Publications

Read past year, month, week, means of obtaining, time spent reading, platform, print and digital versions of publications and supplements such as Toronto Star Wheels.

## Television Generic

When last watched any device, time spent watching weekday and weekend, program types, sport types, TV provider, online television habits, binge watching.

## Television Specific

30+ Channels (incl. Animal Planet, BBC Canada, Brave, CBC news, etc.). 30+ TV shows (incl. Criminal Minds, Dr. Who, Survivor, etc.).

## Radio Generic

When and where last listened, devices used, time spent listening (weekday and weekend), program types, activities done while listening.

## Radio Specific

Radio stations listened to in the past week by region. Toronto stations include: CBC Radio One, CHFI, CHUM, KiSS, The Edge, The Move, The Fan, Virgin, 680 News.

## Internet Generic

When and where last accessed, access device last 30 days, social media, devices used, time spent (daily, weekday and weekend), website type, activities, gaming, email, apps, mobile coupons use, service provider, purchasing, personal views on the internet and relationships, privacy, etc., activities while browsing, YouTube usage.

## Internet Specific

Activity on the apps and websites of hundreds of businesses in the following categories: Business/Finance, Entertainment, Searching, Sports, Radio (regional), airline, auto, social, travel.

## Digital Devices / Mobile Phone

Own personally, used internet, payment type, primary use, service provider, brands.

## Other Media

Sites where other advertising/marketing campaigns may be seen: public transport use (bus, train ,etc.), commutes, etc.

## Advertising

Actions taken after encountering an ad on print, radio, TV, Billboard (e.g. used coupon, visited retail, searched online, talked about ad, recommended product or service).

## Quintiles

Usage (on a 5 point scale from Light to Heavy) of print and digital magazines, newspapers, internet, TV, and radio.

## Personal and Household Products

Brand and frequency information on items including toothpaste, mouthwash, denture cleaners, deodorants, lip care, body wash, hand soap, shampoo, conditioners, hair spray, mousses, gels, colouring products, hand and body cream, cough drops, cold remedies, eye drops, pain relievers, allergy medicine, laxatives, insoles, foot odour, vitamins, sunscreen and a variety of makeup products (mascara, nail care, eyeliner, etc.).

## Automotive

Vehicles owned/leased, type of vehicle owned, country of origin, new/used, model year, purchase influence, method of purchase, fuel/engine type, dollars spent, lease length, maintenance, tires, mileage, insurance, motorcycle ownership.

## Travel

Past year and intended trips, including: Overnight trips, activities (including shopping, hiking, snowboarding, golf, etc.), personal trips, number of trips, children on trips, destination, dollars spent, accommodation types, services used, business trips, taxis, Uber, airlines, airports, cruise ships, car rental, sports, attractions, hotels.

## Business

Business purchasing decisions on: travel, computer hardware and software, shipping/transportation, banking/investments, employee benefits, HVAC, furniture, real estate. Also: have office in home, type of office in home.

## Finance

Banking and financial services information, including: type of institutions used, account types, changed institution in last 12 months, activities past 3 months, online banking, mobile banking, mobile wallet/pay systems, financial planner, loan/line of credit, mortgages, trading, investment funds, mutual funds, TFSA, RRSP, stocks, wills, credit cards, life insurance, donations.

## Real Estate, Home Improvements

Home own/rent, length of time in dwelling, type of dwelling, \$ value if sold, \$ monthly rent, location, plan to purchase, home heating, home improvements (incl. bathroom, kitchen, AC, etc.), furniture, accessories, gardening, appliances.

## Shopping & Apparel

Convenience stores, drug stores, shopping malls/districts, customer reward types, pre-paid gift cards, men's clothing, women's clothing, footwear, jewellery, toys/games, greeting cards, boxed chocolates, books, diapers, retail summary of Major stores (incl. Costco, Home Depot, Loblaws, Walmart, Winners).

## Leisure, Restaurant, Lotteries

Baking from scratch, billiards, bird watching, camping, collecting coins/stamps, crafts, dancing, sewing/knitting, entertaining at home, gardening, genealogy, gourmet cooking, photography, woodworking, aerobics, exercise at home, health/fitness club, jogging, swimming, walking/hiking, yoga/pilates, bowling, golf, tennis, cross country skiing, downhill skiing, snowboarding, ice-skating, archery, fishing, hunting, motorcycling, sports, team sports, boating. Attending: theatre, music concerts (jazz, rock, country), opera, ballet, museum, art gallery, zoo/aquarium, arenas, pubs, bars, sporting events, children's sports, movies (broken down by type), restaurant type (incl. Pubs, cafes, food court, high quality, coffee shops), restaurant food type (incl. Greek, Japanese, Steakhouse, Italian, Seafood), Casinos, lottery tickets.

## Food & Beverage

Frequency, type, quantity, and brand information on the following: Hard Candy/Mints, Chewy Candy, Chewing Gum, Nuts/Seed, Chocolate/Candy Bars, Potato Chips, Pretzels, Party Mix,

Corn Chips & Cheese Snacks, Popcorn, Rice/Corn Cakes Potato Crisps, Meat Snacks, Better-for-you products, Coffee, Tea, Iced Tea/Kombucha, Fruit Drinks/Punches, Soft Drinks, Energy/Sports Drinks, Bottled Water (carbonated and non), Flavored beverage enhancers, beers, coolers, cider, prepared alcoholic drinks, wine, spirits, groceries (incl. Milk, butter, eggs, margarine, etc.).

## Personal Characteristics/Views

Life events past and future; views on advertising, cars, media, diet/health, drinking, environment, finance, food, luxury/status, motivation, news, personal appearance, personal interest, print, products, personality, shopping, social/political/ethical, and travel.