Vividata Quick Guide
Layout entering Vividata; letters indicated material that follows for more detail
A: Rows and Columns

Rows: Questions you want to ask about your audience

Columns: The audience that you want to analyze. It is called the Split in Vividata.

Clear All: Removes the questions and splits

Transpose: Flips the rows and columns but does not affect the calculation.

Nest variable splits: To combine two or more variables to form a new audience. In other presentations of data this will be a category.

Totals/Subtotals: Calculates totals/subtotals across the rows
**B:**

**Rows and columns:** are selected on the tool’s landing page, placing variables in the rows (question) and columns (split)

**B2: Filters:** Filter from the base audience of 14+ (the only option) to only the audience you want to look at. There are other audience options, it can be by many demographic and psychographic variables, or you can work with the base audience.

**B3 Calculations:** Useful for creating greater meaning with the variables you have selected. Examples (not exhaustive) would include indexing, significance testing, benchmarking and ranking

**Generate:** Tables generated as a result of the variables chosen in the rows and columns page
C: Categories and Variables

These are confusingly named; they do functionally the same thing which is allow you to select what you want to see.

- **Categories**: groups similar variables together (combining variables)
- **Variables**: demographic and psychographic measurements used for plotting in the rows and columns page
• **Cross Table:** Any variable within Vividata’s database can be analyzed against any other variable. This functionality provides unique opportunities for data analysis as all variables can be placed either as a question (rows of data that are the questions you want answered about your audience) or a split (columns of data, which can be “nested” meaning having subtotals and then the additive data below it) Splits are the audience(s) you are exploring.

• **Filtering View:** Filter is a pre-set which still allows you to select any possible variable to be reported but does so in pre-set templates. This is likely to be the best way to initially access data. If it it not the way you’d like to have the data presented you can move to a Cross Table to flip the data to the presentation most useful for your analysis.
How to Interpret the data you receive

• Time period: April 2017 – March 2018
• 14+: Audience you analyzed
• Vacation/Personal Travel etc.: Question you asked about the audience
• Weighted base: Projected numbers in (‘000) and totals from the count
• Unweighted base: Sample size

15,115,800 (49.9%) of the 14+ population in Canada has taken a vacation trip overnight for the past 12 months. This is working off a base of 30,292,000 Canadians who are 14 years old or older, and this is working from a database of 41,689 respondents.
How to Interpret data presented in a Nested Split

771,300 (54.6%) of the 14+ population in Canada who has bought Aveeno suntan or sunscreen products has taken a **vacation trip** overnight for the past 12 months. The audience is primary (so its about Aveeno or Banana Boat or some group of suntan lotion users) and then when they have done in terms of their vacation and personal travel plans in the past 12 months.

### Table Example

<table>
<thead>
<tr>
<th>Brand</th>
<th>Count</th>
<th>%</th>
<th>Brand</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aveeno</td>
<td>771.3</td>
<td>54.6</td>
<td>Banana Boat</td>
<td>1,287</td>
<td>54.4</td>
</tr>
<tr>
<td>Biotherm</td>
<td>178</td>
<td>68.4</td>
<td>Coppertone</td>
<td>1,900</td>
<td>58.9</td>
</tr>
<tr>
<td>Hawaiian Tropic</td>
<td>860</td>
<td>52.9</td>
<td>Neutrogena</td>
<td>239</td>
<td>53.0</td>
</tr>
<tr>
<td>LaRoche Posay Anthelos</td>
<td>230.9</td>
<td>53.0</td>
<td>Neutrogena</td>
<td>1,055</td>
<td>61.2</td>
</tr>
</tbody>
</table>

### Nested Split Example

- **Vacation Trips**: 771.3 (54.6%)
- **Other Personal Trips**: 258.8 (18.3%)
- **None**: 531.2 (37.0%)
- **Not Stated**: 0.0 (0.0%)
- **Weighted base**: 1,413 (100.0%)
- **Unweighted base**: 1,413 (100.0%)

Added another variable to the split (nested) to be more specific with the audience: 14+ who have bought sunscreen and suntan products.
15,115,800 (49.9%) of the 14+ population in Canada has taken a vacation trip overnight for the past 12 months.

This type of information is useful if you want to understand one of two separate audiences then the combination of that separate variable plus additional variable(s).
771,300 (54.6%) of the 14+ population in Canada who has bought Aveeno suntan or sunscreen products has taken a **vacation trip overnight** for the past 12 months.

Additional important data (using Aveeno as the example): 1,413,000 people 14+ in Canada have purchased Aveeno, which comes from a sample size of 1,938 respondents (a very deep sample size). Given that you likely have already pulled more general data like from the previous page, you would know that Aveeno’s market penetration is 4.7% (1413000/30292000).
B2: Filters: Choose what you want to see in the audience

Perhaps you are only interested in British Columbia!
You may filter the results via the Filters tab.
Choose Geo Province, click the edit button and choose British Columbia.
128,900 (58.4%) of the 14+ population in British Columbia who has bought Aveeno suntan or sunscreen products has taken a vacation trip overnight for the past 12 months. Please note that this is significantly higher than the all Canada data – you’ve learned something about British Canadians!
Choose the Calculations tab and enable benchmark calculation.

By default, the calculation will be in units but for this case, change it to Index/Conversion rate.

The column it will be compared to will be the first column in the table so make sure to make the first column 14+ and unnest it.

See next page to visualize how more than one of these measures are delivered in one table.
B3: Benchmarked Table

Vertical Percentage: 65% of the respondents who have purchased a Banana Boat suntan/sunscreen products have likely taken a overnight vacation trip over the past 12 months (same % with the B2 Filtered Table in the % column)

Benchmark calculation is used

Index: Respondents who took a overnight vacation trip over the past 12 months are 14.9% more likely to purchase Banana Boat suntan/sunscreen products than the overall population

Horizontal Percentage: 7% of the respondents who took a overnight vacation trip over the past 12 months are likely to purchase Banana Boat suntan/sunscreen products