Vividata Quick Guide

Layout entering Vividata; letters indicated material that follows for more detail

A: Rows and Columns

Clear All : Removes the questions and splits

Transpose: Flips the rows and columns but does not affect the calculation.
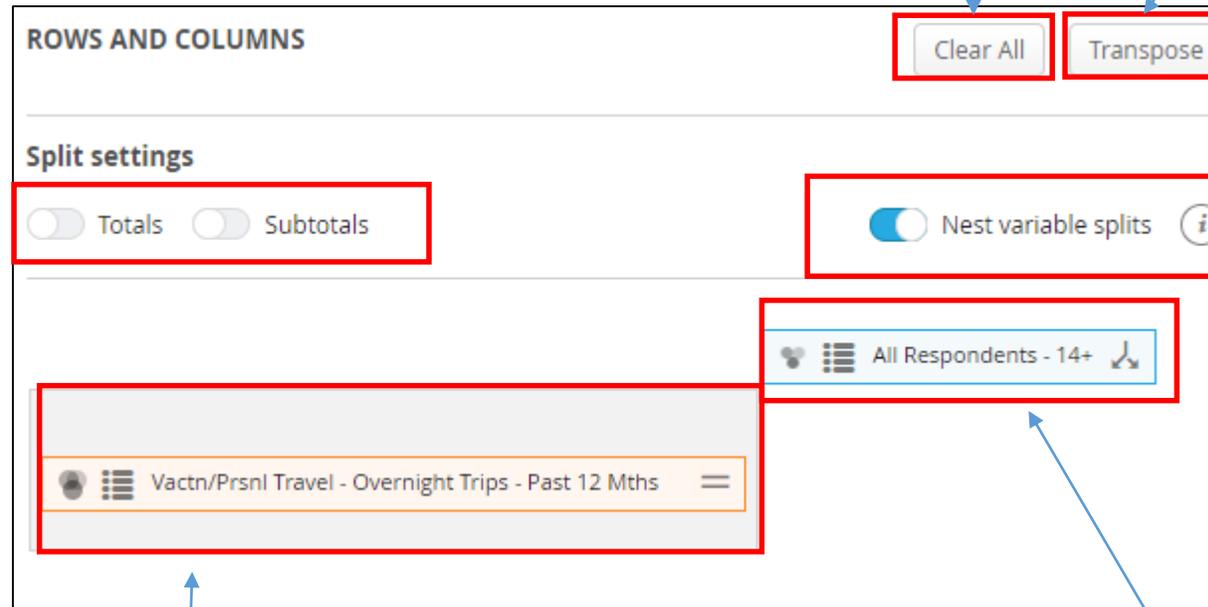
Totals/Subtotals: Calculates totals/subtotals across the rows

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

ROWS AND COLUMNS

Clear All   Transpose

Split settings

Totals   Subtotals

Nest variable splits   ⓘ

All Respondents - 14+

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths   =

Rows: Questions you want to ask about your audience

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

B:

| | Rows and columns | ▼ Filters | Calculations | ⚙ Settings | Generate |

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

Cross Table View

Filtering View

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

D: Cross Table   Filtering View

- 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

- Vactn/Prsnl 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.

This should read April 2017-March 2018. Database is correct, designation is not.

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

	All Respondents - 14+	
	14+	
	Count	%
Vacation Trips	15,115.8	49.9
Other Personal Trips	6,037.6	19.9
None	11,879.8	39.2
Not Stated	85.4	0.3
Weighted base	30,292	30,292
Unweighted base	41,689	41,689

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

How to Interpret data presented in a Nested Split

ROWS AND COLUMNS

Clear All | Transpose

Split settings

Totals | Subtotals | Nest variable splits

All Respondents - 14+

Suntan & Sunscreen - Type(s) Bought - Any

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

Added another variable to the split (nested) to be more specific with the audience: 14+ who have bought sunscreen and suntan products.

All Respondents - 14+

14+

Suntan & Sunscreen - Brand(s) Bought - Any

	Aveeno		Banana Boat		Biotherm		Coppertone		Hawaiian Tropic		LaRoche Posay Anthelios		Neutrogena	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Vacation Trips	771.3	54.6	1,287.7	54.4	178.0	68.4	1,900.3	58.9	860.2	52.9	230.9	53.0	1,055.7	61.2
Other Personal Trips	258.8	18.3	563.3	23.8	48.3	18.6	757.9	23.5	420.7	25.9	65.6	15.0	397.5	23.1
None	531.2	37.6	800.5	33.8	68.4	26.3	984.3	30.5	523.0	32.2	179.9	41.3	477.1	27.7
Not Stated	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weighted base	1,413	1,413	2,367	2,367	260	260	3,225	3,225	1,626	1,626	436	436	1,724	1,724
Unweighted base	1,938	1,938	3,274	3,274	339	339	4,673	4,673	2,382	2,382	691	691	2,685	2,685

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

771,300 (54.6%)of the 14+ population in Canada who has bought Aveeno suntan or sunscreen products has taken a <u>vacation trip</u> 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.

How to Read the Table (Not Nested Split)

ROWS AND COLUMNS   Clear All   Transp

Split settings

Totals   Subtotals   Nest variable splits

All Respondents - 14+   Suntan & Sunscreen - Brand(s) Bought - Any

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

	All Respondents - 14+				Suntan & Sunscreen - Brand(s) Bought - Any											
	14+		Aveeno		Banana Boat		Biotherm		Coppertone		Hawaiian Tropic		LaRoche Posay Anthelios		Neutrogena	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Vacation Trips	15,115.8	49.9	771.3	54.6	1,287.7	54.4	178.0	68.4	1,900.3	58.9	860.2	52.9	230.9	53.0	1,055.7	61.2
Other Personal Trips	6,037.6	19.9	258.8	18.3	563.3	23.8	48.3	18.6	757.9	23.5	420.7	25.9	65.6	15.0	397.5	23.1
None	11,879.8	39.2	531.2	37.6	800.5	33.8	68.4	26.3	984.3	30.5	523.0	32.2	179.9	41.3	477.1	27.7
Not Stated	85.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weighted base	30,292	30,292	1,413	1,413	2,367	2,367	260	260	3,225	3,225	1,626	1,626	436	436	1,724	1,724
Unweighted base	41,689	41,689	1,938	1,938	3,274	3,274	339	339	4,673	4,673	2,382	2,382	691	691	2,685	2,685

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

The bottom variable will be separate from the top variable.

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)

How to Read the Table (Not Nested Split)

ROWS AND COLUMNS

Split settings

Totals   Subtotals

Nest variable splits

All Respondents - 14+   Suntan & Sunscreen - Brand(s) Bought - Any

Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths

	All Respondents - 14+													Suntan & Sunscreen - Brand(s) Bought - Any		
	14+		Aveeno		Banana Boat		Biotherm		Coppertone		Hawaiian Tropic		LaRoche Posay Anthelios		Neutrogena	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Vacation Trips	15,115.8	49.9	771.3	54.6	1,287.7	54.4	178.0	68.4	1,900.3	58.9	860.2	52.9	230.9	53.0	1,055.7	61.2
Other Personal Trips	6,037.6	19.9	258.8	18.3	563.3	23.8	48.3	18.6	757.9	23.5	420.7	25.9	65.6	15.0	397.5	23.1
None	11,879.8	39.2	531.2	37.6	800.5	33.8	68.4	26.3	984.3	30.5	523.0	32.2	179.9	41.3	477.1	27.7
Not Stated	85.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weighted base	30,292	30,292	1,413	1,413	2,367	2,367	260	260	3,225	3,225	1,626	1,626	436	436	1,724	1,724
Unweighted base	41,689	41,689	1,938	1,938	3,274	3,274	339	339	4,673	4,673	2,382	2,382	691	691	2,685	2,685

(Row label: Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths)

The bottom variable will be separate from the top variable.

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
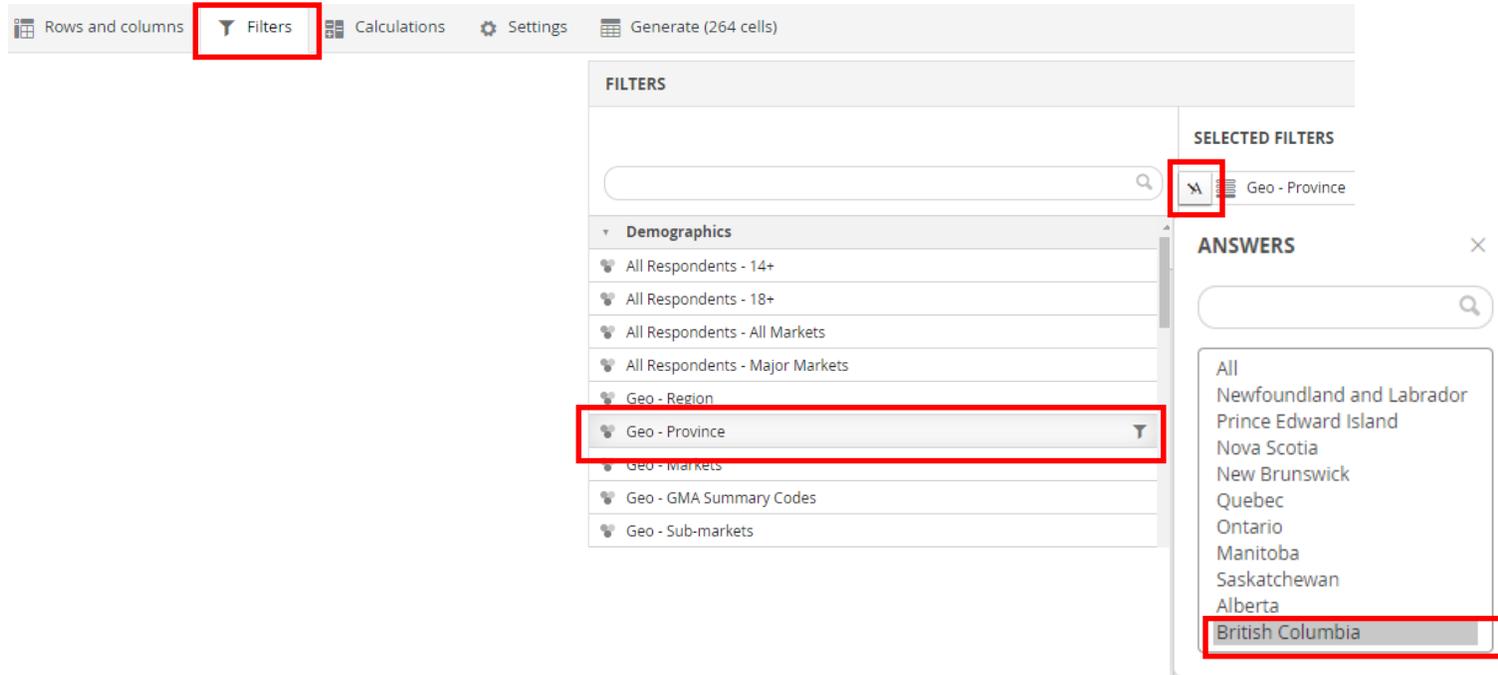
Perhaps you are only interested in British Columbia!

You may filter the results via the Filters tab.

Choose Geo Province, click the edit button and choose British Columbia.

B2: Filtered Table

Time period: 2018-11-06 to 2018-11-06
Filter: Geo - Province (British Columbia)
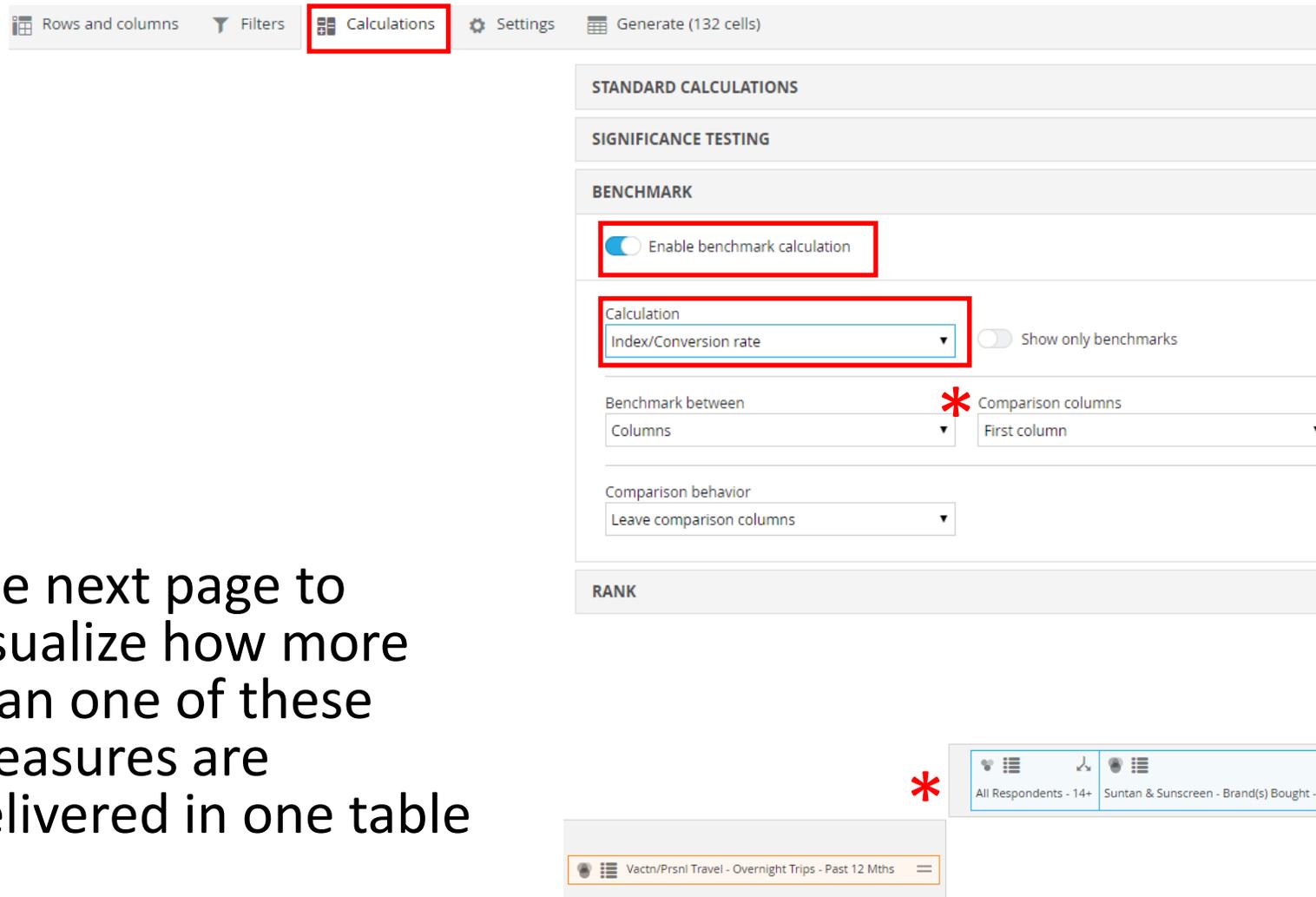
British Columbia filter is ON

		All Respondents - 14+													
		14+													
		Suntan & Sunscreen - Brand(s) Bought - Any													
		Aveeno		Banana Boat		Biotherm		Coppertone		Hawaiian Tropic		LaRoche Posay Anthelios		Neutrogena	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths	Vacation Trips	128.9	58.4	161.0	65.0	20.4	86.9	343.9	66.2	137.0	43.9	39.5	78.7	200.7	66.4
	Other Personal Trips	41.1	18.6	46.3	18.7	13.7	58.2	112.8	21.7	51.2	16.4	6.4	12.7	91.5	30.3
	None	85.2	38.6	68.1	27.5	1.7	7.4	136.7	26.3	139.7	44.8	5.9	11.8	63.8	21.1
	Not Stated	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Weighted base	221	221	248	248	23	23	519	519	312					
	Unweighted base	262	262	311	311	38	38	603	603	351					

Base size flags
Blue Boxes: Base lower than 40
Red boxes: Base lower than 20

128,900 (58.4%)of the 14+ population in British Columbia who has bought Aveeno suntan or sunscreen products has taken a <u>vacation trip</u> 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!

B3: Calculations: Horizontal %, Vertical % and Index (measuring "likelihood")

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

Time period: 2018-11-06 to 2018-11-06
Filter: Geo - Province (British Columbia)
Benchmark: First column

Suntan & Sunscreen - Brand(s) Bought - Any

		All Respondents - 14+							
		14+		Aveeno		Banana Boat		Biotherm	
		Count	%	Count	%	Count	%	Count	%
Vactn/Prsnl Travel - Overnight Trips - Past 12 Mths	Vacation Trips	2,291.6	56.5	128.9 (5.6)	58.4 (103.2)	161.0 (7.0)	65.0 (114.9)	20.4 (0.9)	86.9 (153.7)
	Other Personal Trips	958.6	23.6	41.1 (4.3)	18.6 (78.6)	46.3 (4.8)	18.7 (79.1)	13.7 (1.4)	58.2 (246.3)
	None	1,233.4	30.4	85.2 (6.9)	38.6 (126.8)	68.1 (5.5)	27.5 (90.3)	1.7 (0.1)	7.4 (24.4)
	Not Stated	37.1	0.9	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
	Weighted base	4,054	4,054	221	221	248	248	23	23
	Unweighted base	5,245	5,245	262	262	311	311	38	38

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