# Index

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction - What is Snapshot</td>
<td>3</td>
</tr>
<tr>
<td>What's Available in Snapshot?</td>
<td>4</td>
</tr>
<tr>
<td>Getting Started</td>
<td>5, 6</td>
</tr>
<tr>
<td>Option 1: Target Magazines and Newspapers</td>
<td>7, 8</td>
</tr>
<tr>
<td>Demographic Profile</td>
<td>9</td>
</tr>
<tr>
<td>Usage</td>
<td>10, 11</td>
</tr>
<tr>
<td>Brands</td>
<td>12</td>
</tr>
<tr>
<td>Opinion</td>
<td>13</td>
</tr>
<tr>
<td>Audience Shortcut</td>
<td>14</td>
</tr>
<tr>
<td>Option 2: Target Search</td>
<td>15, 16</td>
</tr>
<tr>
<td>Demographic Profile</td>
<td>17</td>
</tr>
<tr>
<td>Usage</td>
<td>18, 19</td>
</tr>
<tr>
<td>Consumption</td>
<td>20</td>
</tr>
<tr>
<td>Brands</td>
<td>21</td>
</tr>
<tr>
<td>Opinion</td>
<td>22</td>
</tr>
<tr>
<td>Export Reports</td>
<td>23</td>
</tr>
<tr>
<td>Report Options</td>
<td>24</td>
</tr>
</tbody>
</table>
Introduction - What is Snapshot?

- An intuitive app to extract quick and powerful insights on your target/audience, and to see how it compares to your competitive set. Affinity between media audiences and specific services, products and brands can be easily identified.

- Key insights are presented in an easily understandable, engaging, highly visualised and flexible manner.

- A tailor made tool that adapts to your requirements. Base, targets, key markets, competitive sets are pre-defined in accordance to your specific needs.

- No software or data to download, you can use it immediately, anywhere, at any time.
What’s Available in Snapshot?

The following tabs will provide users with details on your media or product selection.

Click or tap on one of these tabs to access quick insights on your selection.

Details on each tab can be found in the following pages of this User Guide.

Navigation Tips:

While in Snapshot you can click or tap on one of the report tabs to access it directly, however, clicking back to a previous tab may result in the loss of your previously selected target. Always check the Menu options to ensure you are in the correct area.
Getting Started

To access Snapshot reports, you have several options:

**Option 1. Click on one of the Home Icons > Enter via a Magazine or Newspaper Icon**

Click or tap on a media icon to access quick insights on/create a competitive set.

This will direct you initially to the Demographics report.

Click or tap on Home at any time to come back to the Home screen and make a new selection.
Option 2. Target Search > Users can also start their analysis with a search on titles, products or brands

1. Click “Select your target”.

2. Type in the first letters of your search then click on the desired targets.

3. Once you have selected all of your targets, click on “VIEW PROFILE”:

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Current survey: Vividata [English]

Search for target

VIEW PROFILE
Option 1
Magazine and Newspaper Icons
Target: Magazines or Newspaper - Print and/or Digital Audiences

Click or tap on a media icon to access quick insights on/create a competitive set.

This will direct you initially to the Demographics report.
Demographic Profile

This report displays a Demographic profile (audience composition) of the media included in your competitive set. In this example we are looking at the Age profile. The selected base is Adults 18+.

- The magazines are ranked according to their results.
- Magazine A shows the youngest profile of all those represented.
This screen default appears the same as demographics, however users now have the option to select their sector.
Usage

This report displays the Usage in % of a selected topic (Shampoo) of the magazines or newspapers included in your competitive set. The selected base is Adults 18+.

- The magazines or newspapers are automatically ranked to display highest penetration first.
- Here, Magazine A obtains the highest usage figure (95%).

Click or tap here to modify your selection.
The report displays the penetration of selected brands of a topic (Shampoo usage) of one of the available sectors (Personal Care) for the selected base (Adults 18+) & for each magazine of the competitive set individually.

• The results are ranked by index. This shows whether or not the consumers of each media vehicle are more or less likely to use/consume the brand. A score of 100 is average, over is the % more likely and under is the % less likely.
Opinion

This report displays the affinity of a selected Audience (Magazine A) with opinions by topic (Product/Services Personal Views) and describes the audience in a more qualitative way.

For each opinion, the index compares the agreement score of the media audience (Magazine A) to the agreement score of the base population (Adults 18+).

- The index between Magazine A readers and this opinion is 117.
- 42% of Adults 18+ reading Magazine A agree with this opinion.
Audience Shortcut

While in a specific report, use the following shortcut to change the readership metric being viewed.

1. Simply click on the downward arrow.

2. Select another readership metric.
Option 2

Target: Vividata Products and Services
Target Search

Search on specific magazine or newspaper titles, products or brands.

1. Click “Select your target”.

2. Type in the first letters of your search then click on the desired targets.

3. Once you have selected all of your targets, click on “View Profile”: 
Demographic Profile

This report displays a Demographic profile of the item you have selected. In this example we are looking at the Age profile of Shampoo users. The selected base is Adults 18+.
Usage

This screen default appears the same as demographics, however users now have the option to select their sector.

Click or tap here to make your selection.
This report displays the usage or ownership in % of a selected product or service (of all targets selected) – in this case **Shampoo Users**.

• **62% of Shampoo users have gone to the movies in the past year.**
Consumption

This report displays the intensity of usage of a selected product or service (# of times) for the selected base (All Adults) and for each target selected.

Note:
When multiple targets are selected, they are automatically ranked to display the ones with highest intensity of consumption first.

Click or tap here to modify your selection.
The index compares the penetration a retailer or brand within the target (Pantene Shampoo) with its penetration within the base population (All Adults).

A score of 100 is average, over is the % more likely and under is the % less likely.

The index between Pantene Shampoo and Buying Skincare products at Costco is 125: Pantene Shampoo users are 25% more likely to shop at Costco for Skincare than the Average Canadian.

22% of Pantene Shampoo users buy Skincare products at Shoppers Drug Mart/Pharmaprix.
Opinion

This report displays the affinity of a selected target (Pantene Shampoo) with opinions by statement (Personal, Social, etc.) and describes the audience in a more qualitative way.

- For each opinion, the index compares the agreement score of the target audience (Pantene Shampoo) to the agreement score of the base population (Canadians 18+).

58% of All Adults using Pantene Shampoo agree with this opinion.
All charts can be exported into PowerPoint for use in presentations, or into Excel to provide users with further details on the crosstab (population, H%, V%, Index).

Exported reports are sent directly to the user’s email address.

### Survey: Vividata (English) 2016 Q4
### View: Demographics
### Base: Canada M&F age 18+
### Sector: Demographics
### Topic: Age: Age (Summary)

<table>
<thead>
<tr>
<th>Keys</th>
<th>Total</th>
<th>Shampoo (Brand(s) Personally Use)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sample</td>
<td>000</td>
</tr>
<tr>
<td>Total</td>
<td>42,704</td>
<td>29,183</td>
</tr>
<tr>
<td>18-24</td>
<td>4,403</td>
<td>3,336</td>
</tr>
<tr>
<td>25-34</td>
<td>4,236</td>
<td>5,028</td>
</tr>
<tr>
<td>35-49</td>
<td>10,293</td>
<td>7,193</td>
</tr>
<tr>
<td>50-64</td>
<td>14,895</td>
<td>7,643</td>
</tr>
<tr>
<td>65+</td>
<td>8,877</td>
<td>5,982</td>
</tr>
<tr>
<td><strong>Report Options</strong></td>
<td>Description</td>
<td></td>
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<tr>
<td>--------------------</td>
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<td></td>
</tr>
<tr>
<td><strong>Brand Search</strong></td>
<td>Click here to select or to change the readership metric being viewed.</td>
<td></td>
</tr>
<tr>
<td><strong>Change report period</strong></td>
<td>Click on the “Change report period” tab to select another period of data collection. <em>Note: Currently only Vividata’s 2016 Q4 study is available.</em></td>
<td></td>
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<tr>
<td><strong>SORTED BY</strong></td>
<td>Click here to either sort your report by a different segment.</td>
<td></td>
</tr>
<tr>
<td><strong>Add/remove brand/products</strong></td>
<td>Click here to search for and add or remove brands or products from your report.</td>
<td></td>
</tr>
<tr>
<td><strong>Add to export list</strong></td>
<td>Click on “+ Add to export list” to store up to 10 reports. When clicking on “Export”, the files will be sent to your email address in both Excel and .png format.</td>
<td></td>
</tr>
<tr>
<td><strong>Save to my bookmarks</strong></td>
<td>Click on “Save to my bookmarks” to save your active reports in your bookmarks.</td>
<td></td>
</tr>
<tr>
<td><strong>Show less data</strong></td>
<td>Click on “Show less/more data” to either hide or display the data label from the graph.</td>
<td></td>
</tr>
<tr>
<td><strong>Show weighted figures</strong></td>
<td>Click on “Show weighed figures/percentages” to either display the weighted figures or the percentages.</td>
<td></td>
</tr>
<tr>
<td>&amp; <strong>Hide/Unhide targets</strong></td>
<td>Click these icons to either Hide or Unhide your targets</td>
<td></td>
</tr>
<tr>
<td><strong>Show details</strong></td>
<td>Click this icon for more details on the data shown in each tab</td>
<td></td>
</tr>
<tr>
<td><strong>Export</strong></td>
<td>Click here to access your reports saved in your bookmarks.</td>
<td></td>
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</tbody>
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About Vividata

Vividata delivers a vast database of consumer demographics, media usage, out-of-home travel, lifestyle and attitudinal data, and product usage across 150+ categories. Our annual national sample of 40,000 Canadians (age 12+) surveyed across 50 markets, is updated quarterly as rolling 12 month data.

Our robust data offers strategic insights on the national and local market level to drive effective communication strategies. Our data is used by advertisers, media owners, and leading agencies to better understand customers, audiences, markets, and competition.

Founded in 2014, Vividata is the amalgamated organization of NADbank+PMB. A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers.

Questions?

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