Vividata Study

Methodology & Coverage
About Vividata:
Vividata is Canada’s authoritative source of audience data, print & digital, for magazines and newspapers. Founded in 2014, Vividata is the amalgamated organization of two pre-eminent media measurement bodies, NADbank +PMB.

Vividata’s single source survey provides cross -platform audience measurement for 70+ consumer magazines and 70+ daily newspapers. The annual national sample of 40,000+ Canadians (age 12+) surveyed across 50+ markets, is released quarterly as rolling 12 month data. In addition to providing 360° readership metrics, Vividata delivers a comprehensive database of consumer demographics, media usage, lifestyle and attitudinal data and product usage across 150+ categories.

A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers. Vividata is committed to providing our 500+ members with up to date audience research.

Methodology:

**Data Collection**
- Interviewing 365 days a year.
- Rolling 52 week Survey sample.
- National and 50+ local markets (English/French).

**Sampling**
- Probability-based Recruitment.
- Multi-mode data collection (telephone, cell-phone and online).
- 40,000+ Canadians age 12+ / annual.
- The sample frame is constructed at the local market level and rolled up to a national level using Statistics Canada census data.

**Reporting**
- The database includes a range questions for all media, product consumption, and opinions.
- Data is released quarterly.
- Updates of the database include the most recent past 12 months of data, (accomplished by adding the most recent quarter of data and removing the earliest quarter).
Demographics:

- All Respondents
- Geography
- Age
- Gender
- Language
- Household Status
- Household Composition
- Number of People in Household by age
- Education
- Occupation (Summary)
- Occupation - Detailed Codes
- Workplace (Summary)
- Workplace - Detailed Codes
- Income
- Ethnic Background
- Born in Canada

Attitudes/Views/ Personal Characteristics:

- Partnership/Preference
- Events
- Education
- Purchase Influence
• Beverages/Alcohol
• Products & Services
• Health Care/Nutrition
• The Environment
• Personal & Social Views
• Apparel/Fashion
• Cosmetics/Beauty
• Automotive
• Home Electronics/Technology
• Business/Financial/Real Estate
• Candies/Snacks
• Groceries/Food /Cooking/Eating
• Travel/Leisure

Readership:
• Magazines, Print + Digital (Specific Titles)
• Daily Newspaper Print + Digital (Specific Titles)

Television (Generic):
• TV /Video- watched past 30 days

Radio (Generic):
• Satellite Radio - listened past 30 days
Electronics, Phones & Service Providers:

- Cell Phones/Smartphones
- Computers
- Computer Usage
- Internet Service Provider

Personal Care, Health & Beauty Aids:

- Toothpaste
- Dental Floss
- Toothbrushes
- Tooth Whitening Systems
- Mouthwash/Dental Rinse
- Toothache Pain Relievers
- Dentures
- Denture Cleansers
- Denture Adhesive
- Lip Care
- Deodorants/Antiperspirants
- Perfume & Cologne - Women's or Men's
- Body Wash
- Liquid Hand Soaps
- Shampoo
- Hair Conditioners
- Hair Sprays
- Hair Styling Mousses
- Hair Styling Gels
- Hair Colouring Products
- Face & Body Skincare
- Hand & Body Cream/Lotion
- Facial Cleansers
- Facial Moisturizers
- Acne Products
- Hair Removal
- Cough Drops
- Cough Syrup
- Eye Drops
- Topical Pain Relievers
- Pain Relievers
- Non-Prescription Products For Preventing Heart Attack/Stroke
- Cold Remedies
- Allergy & Sinus Remedies
- Sleep Aid Remedies
- Upset Stomach Remedies
- Eyewear
- Diet Control/Weight Management
- Medical Conditions/Prescription Remedies
• Cosmetic Facial Treatments
• Multi-Vitamins
• Vitamins, Minerals, Herbal & Nutritional Supplements
• Suntan & Sunscreen Products

**Cosmetics, Women's Products - Women Only:**

• Make-Up
• Foundation Make-Up
• Face Powder
• Blush
• Lipstick/Line/Inliner/Lipgloss
• Eye Shadow
• Eye Liner
• Mascara
• Nail Care Products & Polish
• Cosmetics/Beauty Products Information Sources Used
• In-Home Pregnancy Test
• Pre-Menstrual/Period Pain Remedies
• Yeast Infection Products

**Automotive:**

• Number of Vehicles in HH
• Roadside Assistance Programs
- Tires
- Mileage
- Auto Insurance
- Automotive Supplies/Products

**Travel:**
- Travel in Canada - Vacation
- Airlines
- Cruise Ships
- Hotels & Motels
- Car Rentals

**Finance:**
- Banking & Financial Services
- Debit/Bank Cards
- Online/Telephone Banking
- Mobile Payment System/Mobile Wallet
- Financial Planning
- Loan/Line Of Credit
- Mortgages
- Online Trading/Investing
- Mutual Funds
- Tax Free Savings Account (TFSA)
- RRSP’s
- Non-RRSP Investments
- Stocks/Bonds-Includes RRSP & Non-RRSP
- Total Securities & Savings
- Wills/Estate Planning
- Investment Management Information Sources Used
- Credit Cards
- Credit Cards - Cards
- Credit Cards - Issued By
- Credit Cards - Average Amount Spent Each Month
- Income Tax Returns
- Life Insurance
- Homeowners Or Personal Property Insurance
- Private Health Insurance
- Donations-Canadian
- Donations-International Relief/Development

**Real Estate, Home Improvements:**

- Your Home
- Your Home - If Owned
- Your Home - If Rented
- Vacation Home
- Real Estate
- Home Improvements
• Furniture/Home Accessories
• Gardening

**Apparel, Shopping, Misc. Products:**

• Convenience Stores
• Drug Stores
• Customer Reward Programs
• Frequent Flyer Programs
• Pre-Paid Gift Cards
• Men's Clothing
• Women's Clothing
• Footwear
• Toys & Games
• Greeting Cards
• Boxed Chocolates
• Books
• Home Electronics
• Video Game Systems
• Batteries

**Leisure, Restaurants, Tobacco:**

• Movies
• Restaurants
- Casinos
- Bingo/Video Lottery Terminals
- Lottery Tickets

**Candy, Snacks:**
- Hard Candy/Mints
- Chewy Candies
- Chewing Gum
- Nuts/Seeds
- Chocolate/Candy Bars
- Potato Chips
- Pretzels
- Snack/Party Mix
- Corn/Tortilla Chips & Cheese Snacks
- Popcorn
- Rice Cakes/Corn Cakes/Potato Crisps

**Beverages:**
- Coffee
- Tea
- Iced Tea
- Fruit Drinks/Punches
- Hot Chocolate
- Soft Drinks/Colas
• Energy/Sport Drinks
• Non-Carbonated Bottled Water
• Flavoured Beverage Enhancers

**Alcohol:**

• Beer
• Cider
• Coolers - Alcohol
• Prepared Mixed Drinks With Liquor
• Wine
• Cordials & Liqueurs
• Cognac
• Rum
• Bourbon
• Irish Whiskey
• Scotch Whisky
• Rye/Canadian Whisky
• Vodka
• Gin
• Tequila
• Spirits/Liquor Summary
• Beer/Wine/Liquor/Spirits
**Groceries:**

- Food Shopping
- Bread
- Baking Ingredients
- Margarine
- Eggs
- Butter
- Milk
- Cream
- Ice Cream/Ice Milk/Sherbet & Frozen Yogurt
- Yogurt
- Baking Chips
- Cookies - Ready-to-Eat
- Breakfast Sandwiches (Frozen)
- Instant Breakfast/Breakfast Shakes
- Instant Hot Cereals-Single Serve Packets
- Rolled Oats/Oatmeal/Hot Cereals
- Cold Cereals
- Granola/Cereal Bars
- Peanut Butter
- Salsa
- Processed Cheese
- Natural Cheese
- Cream Cheese
- Crackers
- Soup
- Plain Rice
- Flavoured & Seasoned Rice
- Frozen Vegetables
- Frozen Pizza
- Ketchup
- Bottled Seasoning Sauces
- Salad/Cooking Oil
- Mayonnaise/Mayonnaise Type Salad Dressing
- Salad Dressing
- Organic Foods
- Orange Juice
- Tomato & Vegetable Juices
- Other Fruit Juices & Drinks
- Tea

**Household Products, Pets:**

- Toilet Paper
- Facial Tissues
- Paper Towels
- Paper Napkins
- Plastic Storage Bags
- Plastic Food Containers
- In Tank Toilet Bowl Cleaners
- In Bowl Toilet Cleaners
- Dishwashing Liquid
- Automatic Dishwasher Detergent
- All Purpose Household Cleaners
- Household Cleaners-Spray Bottle
- Bathroom Cleaners
- Dust/Dirt Cleaning System
- Carpet & Rug Cleaners
- Fabric Refreshers
- Air Fresheners, Carpet & Room Deodorizers
- Disinfectant Sprays
- Soap & Detergents For Regular Laundry
- Soap & Detergents For Fine Fabrics
- Laundry Stain Removers
- Fabric Softeners
- Pet Ownership
- Dog Food - Wet
- Dog Food - Packaged Dry
- Dog Biscuits Or Treats
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- Cat Litter
- Cat Treats
- Cat Food - Wet
- Cat Food - Packaged Dry
- Pet Food Where Bought
- Animal Health Products For Cats & Dogs

**Children's Products:**

- Baby/Children's Care Products
- Children's Clothing/Shoes

**Retail:**

- National & Local Stores