

# Vividata Q4 2015 Survey Coverage

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## 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
- Workplace - Business Purchase Involvement
- Income
- Ethnic Background

## Readership

- Magazines – print, digital
- Time spent
- Degree of interest
- # of issues read
- Daily Newspapers – print, digital

## Internet

- Time spent
- Website types
- Purchasing
- Activities
- Frequency of Internet Activities
- Importance of Internet Activities
- Networking on the Internet
- Attitudes toward the Internet
- Internet Service Provider
- Type of Internet Access in Household

## Mobile

- Time spent
- Cell Phone/Smartphone ownership
- Mobile Service Provider

## Television

- TV - Time spent
- TV Channels
- TV Programs
- TV Sports
- TV Event Programming
- TV Reception
- Online viewing

## Radio

- Time spent
- Listening Days
- Minutes Tuned
- Formats listen to
- Satellite Radio

## Other Media

- Media Relied On
- In-Town Travel
- Shopping Malls
- Public Transit
- Direct Mail
- Flyers/Inserts
- Materials Distributed By Publi-Sac

## Media Quintiles

- Magazine Quintiles
- Newspaper Quintiles
- Internet Quintiles
- Mobile Usage groups
- Television Quintiles
- Radio Quintiles

## Computers/Tablets

- Computer Usage
- Computer Operating System
- Amount Spent
- Where Bought
- Tablet or E-Reader ownership

## 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
- Medicated Throat Remedies
- Eye Drops
- Topical Pain Relievers
- First Aid Creams/Ointments
- Pain Relievers For Arthritis/Rheumatism
- Pain Relievers For Back Pain
- Pain Relievers For Headaches

- Pain Relievers For Muscle/Body Pain
- Non-Prescription Products For Preventing Heart Attack/Stroke
- Cold Remedies
- Allergy & Sinus Remedies
- Sleep Aid Products
- Upset Stomach Remedies
- Eyewear
- Diet Control/Weight Management
- Medical Conditions/Prescription Remedies
- Cosmetic Facial Treatments
- Multi-Vitamins
- Vitamins, Minerals, Herbal & Nutritional Supplements
- Health Care
- Suntan & Sunscreen Products

## Cosmetics

- Make-Up
- Foundation Make-Up
- Blush
- Lipstick/Lipliner/Lipgloss
- Mascara
- Nail Care Products & Polish
- In-Home Pregnancy Test
- Pre-Menstrual/Period Pain Remedies
- Yeast Infection Products

## Automotive

- Number of Vehicles/Makes/Models
- Vehicle Type/Country of Origin – (JDPower)
- Vehicle Ownership/Purchase
- Vehicle Maintenance
- Purchase/Lease of Most Recently Acquired Vehicle
- Roadside Assistance Programs
- Tires
- Mileage
- Auto Insurance

## Travel

- Travel Intentions
- Travel in Canada - Vacation
- Travel Outside Canada - Vacation
- Type of Travel/ Tour Packages/Tour Purchased
- Tour Operators
- Vacation Travel arrangements
- Business Travel
- Business Travel Destination (Canada)
- Business Travel Destination (USA/International)
- Airlines
- Cruise Ships
- Hotels and Motels
- Car Rentals
  
- Events visited Past 12 Mos
- Attractions visited Past 12 Mos
- Sports/Entertainment Venues visited Past 12 Mos
- Shows and Exhibitions attended past 12 Mos

## Business

- Your Company Or Employer
- Business Purchasing/Leasing Decisions
- Business Purchasing/Leasing Information Sources Used
- Home Office/ Business
- Your Employer Corporate Info

## Finance

- Banking & Financial Institutions
- Debit/Bank Cards
- Online/Telephone Banking
- Mobile Banking
- 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 And Savings
- Wills/Estate Planning

- Investment Management Information Sources Used
- Credit Cards - # owned
- Credit Cards - Cards
- Credit Cards - Issued By
- Credit Cards - Average Amount Spent Each Month
- 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 Heating
- Home Improvements
- Home Improvement Items & Tools
- Furniture & Home Accessories
- Appliances For Climate Control
- Furniture/Home Accessories Information Sources Used
- Gardening
- Large HH Appliances & Durables
- Small HH Appliances & Durables
- HH Appliances & Durables

## Shopping, Apparel, Miscellaneous Products

- Convenience Stores
- Drug Stores
- Customer Reward Programs
- Frequent Flyer Programs
- Pre-Paid Gift Cards
- Men's Clothing
- Women's Clothing
- Footwear
- Jewellery
- Toys & Games
- Greeting Cards
- Boxed Chocolates
- Books

## Home Electronics

- Television Sets/Home Theatre
- Recorded TV Programming
- Video Game Systems
- Pre-Recorded Movies/DVDs
- Batteries
- Home Electronics

## Leisure, Restaurants, Tobacco

- Leisure Activities: Personally Participate
- Leisure Activities: Personally Attend
- Movies
- Sports & Recreation Equipment
- Sporting Goods
- Recreational Items/Vehicles
- Public Activities
- 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 - Ready-to-Drink



- Milk
- Hot Chocolate
- Soft Drinks/Colas
- Energy/Sport Drinks
- Sparkling Water/Seltzer
- Non-Carbonated Bottled Water

## Alcohol

- Beer
- Coolers - Alcohol
- Prepared Mixed Drinks With Liquor
- Wine
- Cordials & Liqueurs
- Cognac
- Rum
- Bourbon
- Irish Whiskey
- Scotch Whisky
- Rye/Canadian Whisky
- Vodka
- Gin
- Tequila

## Personal Characteristics

- Partnership/Preference
- Preparing Meals
- Events
- Education

## Personal Views & Statements

- Appliance/Home Furnishings
- Beverages/Alcohol
- Products and Services
- Health Care/Nutrition
- The Environment
- Apparel/Fashion
- Cosmetics/Beauty
- Automotive
- Home Electronics/Technology
- Business/Financial/Real Estate
- Candies/Snacks

- Groceries/Food /Cooking/Eating

## Groceries

- Food Shopping
- Bread
- Baking Ingredients
- Margarine
- Eggs
- Butter
- Milk
- Cream
- Ice Cream/ Frozen Yogurt
- Yogurt
- Baking Chips
- Cookies - Ready-to-Eat
- Toaster Products
- 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
- Bottled Seasoning Sauces
- Salad/Cooking Oil
- Mayonnaise/Mayonnaise Type Salad Dressing
- Salad Dressing
- Organic Foods
- Orange Juice
- Tomato And Vegetable Juices
- Other Fruit Juices & Drinks
- Iced Tea
- Tea

- Coffee

## 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
- Pet Ownership
- Dog Food - Packaged Dry
- Dog Biscuits Or Treats
- Cat Food - Wet
- Cat Food - Packaged Dry
- Pet Food Where Bought

## Children's Products

- Diapers
- Children's Clothing/Shoes

## Retail

- Summary Codes