Vividata Fall 2020 Media Quintiles & Definitions

As in previous years, quintiles were established for both broadcast media and publications. In quintile analysis respondents are ranked in descending order of total hours tuned, hours spent on the internet, or aggregate magazine or newspaper readership with the list of respondents in each case then broken into equal fifths, or quintiles. (All quintiles except internet are established on weighted data using a base of individuals 18 years of age and over. All respondents 14 years of age and over are, however, assigned to the defined quintiles.)

Proportional quintiles for each medium have been established for Total Canada, English Canada and French Canada. Additionally, subscribers may custom access data using any definition of viewing/listening hours or readership—respondents' aggregate scores for each medium have been written to the data file and can be accessed through computer analysis.

Broadcast Quintiles

A hypothetical case illustrating the methodology behind the Quintile grouping is shown below:

Example:

Respondent "A" stipulates that he watches television 2 to 4 hours on an average weekday and 4 to 6 hours of television on weekends.

From this information it can be determined that Respondent "A" watches a total of 20 hours of television in an average week:

5 Weekdays x 3 Hours Per Day	15 Hours
Weekend Viewing	5 Hours
Total Viewing Time/Week	20 Hours

This procedure is followed for all respondents. The respondents are ranked in descending order of hours tuned, and the list is broken into equal fifths, or quintiles.

Radio quintiles are established in a similar manner.

The parameters of each of the established broadcast quintiles are shown below:

Television (Weekly Viewing—Total Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 10.50	39.5
2	10.51 – 21.00	36.0
3	21.01 +	24.5

Television (Weekly Viewing—English Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 10.50	40.1
2	10.51 – 21.00	36.0
3	21.01 +	23.9

Television (Weekly Viewing—French Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 10.50	36.8
2	10.51 – 21.00	36.0
3	21.01 +	27.2

Radio (Weekly Listening—Total Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 3.51	50.6
2	3.51 – 10.50	27.8
3	10.51 +	21.6

Radio (Weekly Listening—English Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 3.51	50.8
2	3.51 – 10.50	27.7
3	10.51 +	21.5

Radio (Weekly Listening—French Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 18 Years And Over %
1	< 3.51	49.7
2	3.51 – 10.50	28.3
3	10.51 +	22.0

Publication Quintiles

Magazines

From issue readership and frequency of reading information, it is possible to assign respondents to publication quintiles based on their aggregate average monthly exposure to all magazines.

In order to determine the aggregate score for a particular respondent, it is necessary to calculate the probability of reading on the basis of a reading frequency classification.

Consider this hypothetical illustration for Publication "A":

Reading Frequency Classification	Number Of Respondents	Average Issue Readers	Reading Probability*
All Or Almost All	1000	875	0.8750
Most (About 3 In 4)	500	350	0.7000
Some (About Half)	500	225	0.4500
A Few (About 1 In 4)	500	100	0.2000
Occasionally	500	50	0.1000
Never	1000	25	0.0250

* Reading probabilities were calculated on a base of individuals 14 years of age and older.

A similar procedure is carried out for each publication in the survey.

Each publication also has an issue frequency factor. For example, a monthly publication has a factor of 1.00 (issues per month), and a publication that publishes 10 times a year has a factor of 0.833. (In our example, if publication "A" is published weekly, it has an issue frequency factor of 4.33.)

The average monthly exposure for each publication can now be calculated for each respondent. If a particular respondent claims to read "Most (3 in 4)" issues of publication "A", the reading probability score multiplied by the issue frequency score produces the average monthly exposure to publication "A", i.e., (0.7000 x 4.33) = 3.031. This procedure is followed for every magazine in the survey. An array of the sum of the average monthly exposure scores for each respondent is used to establish Publication Quintiles.

It should be noted that the quintile into which a respondent falls does not necessarily relate to readership of any individual magazine. For example, a respondent may fall into the "lightest" reading quintile, yet still be a reader of 4 out of 4 issues of a particular magazine.

Magazine Quintiles—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	< 0.00	38.7
2	0.001 – 0.395	15.7
3	0.396 – 0.985	17.0
4	0.986 – 2.370	14.4
5	2.371 +	14.2

Magazine Quintiles—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	< 0.000	36.7
2	0.001 – 0.395	16.0
3	0.396 – 0.985	16.8
4	0.986 – 2.360	15.0
5	2.361 +	15.5

Magazine Quintiles—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 18 Years And Over %
1	< 0.000	47.3
2	0.001 – 0.349	12.2
3	0.350 – 0.770	13.0
4	0.771 – 1.531	13.0
5	1.532 +	14.5

Newspapers

Claimed frequency, on average, of reading specific daily newspaper during the week (1 to 5 issues) and of reading Saturday issues (1 to 4 issues over the past 4 weeks) and Sunday issues (1 to 4 issues over the past 4 weeks) are used to determine an aggregate 7 day reading score for each respondent.

In each case, the calculation involves adding the weekday, Saturday and Sunday readership factors derived from responses to each of the specific newspaper readership questions as indicated in the below table. The newspaper that generated the highest number of issues read per week by the respondent is the assigned value to the respondent for the purpose of quintile computation.

Newspaper Quintiles — Factors

		Factor
Weekday Issues (On Average)	Never	0.00
	Not Sure	0.50
	1 Day	1.00
	2 Days	2.00
	3 Days	3.00
	4 Days	4.00
	5 Days	5.00
Saturday Issues (Past 4 Weeks)	None	0.00
	1	0.25
	2	0.50
	3	0.75
	4	1.00
Sunday Issues (Past 4 Weeks)	None	0.00
	1	0.25
	2	0.50
	3	0.75
	4	1.00

Newspapers Quintiles—Total Canada

Quintile	Range (Issues Per Week)	Proportion Of Population 18 Years And Over %
1	< 0.000	57.1
2	0.001 – 1.125	11.3
3	1.126 – 2.250	10.4
4	2.251 – 4.750	10.2
5	4.751 +	11.0

Newspapers Quintiles—English Canada

Quintile	Range (Issues Per Week)	Proportion Of Population 18 Years And Over %
1	< 0.000	60.8
2	0.001 – 1.125	10.3
3	1.126 – 2.250	9.4
4	2.251 – 4.750	9.4
5	4.751 +	10.1

Newspapers Quintiles—French Canada

Quintile	Range (Issues Per Week)	Proportion Of Population 18 Years And Over %
1	< 0.000	42.1
2	0.001 – 1.125	15.0
3	1.126 – 2.250	14.7
4	2.251 – 4.750	13.7
5	4.751 +	14.5

Digital Quintiles

In order to develop quintiles for digital reading of magazines and newspapers, the frequency scale for each digital publication is used as follows to calculate the number of times a month each digital publication was engaged with. The factors used, relative to the survey scale, are shown below for each metric.

Digital magazine frequency	Factor applied/digital visits
Once A Day Or More	35 times per month
A Few Times A Week	10 times per month
Once A Week	4 times per month
A Few Times A Month	2.5 times per month
Once A Month	1 time per month
Less Often	0.5 times per month

These numbers of digital visits/exposures for each title read were aggregated for each respondent for magazines and newspapers separately to get their individual Total number of digital visits. The distribution of Total visits was split into (approximate) fifths to develop the digital quintiles as follows:

Digital Magazine—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 0.00	47.4
2	0.01 - 1.50	15.9
3	1.51 – 5.00	13.3
4	5.01 – 14.50	11.5
5	14.51 +	11.9

Digital Magazine—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 0.00	48.1
2	0.01 – 1.50	16.0
3	1.51 – 5.00	13.0
4	5.01 – 14.50	11.1
5	14.51 +	11.8

Digital Magazine—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 0.00	44.7
2	0.01 – 1.50	15.4
3	1.51 – 5.00	14.5
4	5.01 – 14.50	13.1
5	14.51 +	12.3

Digital Magazine (Users Only)—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 1.01	24.9
2	1.01 – 3.00	18.6
3	3.01 – 7.00	18.0
4	7.01 – 18.00	19.5
5	18.01 +	19.0

Digital Magazine (Users Only)—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 1.01	25.4
2	1.01 – 3.00	18.3
3	3.01 – 7.00	18.2
4	7.01 – 18.00	19.0
5	18.01 +	19.1

Digital Magazine (Users Only)—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 1.01	22.6
2	1.01 – 3.00	19.7
3	3.01 – 7.50	18.8
4	7.51 – 18.00	19.5
5	18.01 +	19.4

Digital Newspaper—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 0.00	37.1
2	0.01 – 2.50	16.9
3	2.51 – 10.00	15.4
4	10.01 – 34.50	14.1
5	34.51 +	16.5

Digital Newspaper—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	<0.00	39.4
2	0.01 – 2.50	18.2
3	2.51 – 10.00	15.8
4	10.01 – 34.50	13.5
5	34.51 +	13.1

Digital Newspaper—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 0.00	27.5
2	0.01 – 5.00	18.3
3	5.01 – 22.50	18.1
4	22.51 – 70.00	18.3
5	70.01 +	17.8

Digital Newspaper (Users Only)—Total Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 2.00	21.4
2	2.01 – 5.50	18.2
3	5.51 – 15.50	19.9
4	15.51 – 40.00	20.6
5	40.01 +	19.9

Digital Newspaper (Users Only)—English Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 1.50	20.6
2	1.51 – 5.00	21.9
3	5.01 – 13.00	19.2
4	13.01 – 35.00	20.0
5	35.01 +	18.3

Digital Newspaper (Users Only)—French Canada

Quintile	Range (Issues Per Month)	Proportion Of Population 14 Years And Over %
1	< 4.00	20.3
2	4.01 – 13.50	19.3
3	13.51 – 35.00	19.9
4	35.01 – 78.50	20.1
5	78.51 +	20.4

Internet Quintiles

All respondents in SSPD are internet users and report the number of hours spent in total on the Internet on an average weekday and weekend. Respondents are ranked in descending order of total time spent in the 7 days period, and the list is broken into fifths, or quintiles.

Internet (Weekly—Total Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
1	< 10.50	36.5
2	10.50 – 13.50	33.1
3	13.51 +	30.4

Internet (Weekly—English Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
1	< 10.50	35.4
2	10.50 – 13.50	33.1
3	13.51 +	31.5

Internet (Weekly—French Canada)

Quintile	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
1	< 10.50	41.1
2	10.50 – 13.50	33.2
3	13.51 +	25.7

Mobile Usage Groups

Unlike other media consumption data, total time spent accessing internet on mobile devices are heavily skewed towards the low end of the time response scale. The ranking of the respondent usage and breaking it into meaningful fifths are not appropriate. Therefore, predetermined cut-off values based on survey results is used to assign mobile internet users to Heavy, Medium and Light level of usage.

Mobile Internet (Weekly—Total Canada)

Usage Group	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
Light	< 3.50	40.3
Medium	3.51 – 10.50	28.4
Heavy	10.51 +	31.3

Mobile Internet (Weekly—English Canada)

Usage Group	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
Light	< 3.50	38.8
Medium	3.51 – 10.50	28.9
Heavy	10.51 +	32.3

Mobile Internet (Weekly—French Canada)

Usage Group	Range (Hours Per Week)	Proportion Of Population 14 Years And Over %
Light	<3.50	46.6
Medium	3.51 – 10.50	26.0
Heavy	10.51 +	27.4