



Vividata: Consumer Product Usage and Behavioural Patterns

This is comprised of multiple data sets on consumer product and media usage, purchasing behavior, lifestyles, and psychographics.

Product Usage Patterns include the following data sets:

1. Alcohol Consumption Patterns
2. Automobile Usage
3. Beverages Consumption Patterns
4. Candy, Snacks Consumption Patterns
5. Children's Products Usage Patterns
6. Cosmetics, Women's Products
7. Home Electronics
8. Household and Pet Product Usage Patterns
9. Personal Care, Health, & Beauty Aids
10. Tobacco Consumption

Media Usage Patterns consist of the following data sets:

1. Newspaper and Magazine Readership
2. Internet Usage
3. Television
4. Radio
5. Out-of-Home
6. Influence of Advertising

Service Usage Patterns contain the following data sets:

1. Financial Patterns
2. Restaurants

Purchasing Behavior is reflected through the consumer's shopping activities, e.g.

1. Shopping Patterns at Various Types of Stores
2. Grocery Shopping and Consumption Patterns
3. Retail: Shopping at Major Stores
4. Home Improvements & Appliances

Lifestyles and Psychographics are made up of the following data sets:

1. Leisure Activities
2. Business Decisions
3. Real Estate
4. Travel Patterns
5. Psychographics

Each data set itself may contain dozens of categories and hundreds of items/variables. For example, Shopping Patterns includes the following categories:

1. Convenience Stores
2. Drug Stores
3. Men's Clothing
4. Women's Clothing
5. Footwear
6. Jewellery
7. Toys & Games
8. Greeting Cards
9. Boxed Chocolates
10. Books
11. Home Improvements
12. Customer Reward Programs
13. Frequent Flyer Programs
14. Pre-Paid Gift Cards

The data source for our product: "Vividata: Consumer Product Usage and Behavioural Patterns" is Vividata's Survey of the Canadian Consumer. Vividata is the leader in Canadian cross-media and consumer research, providing essential consumer intelligence to a wide range of marketers, advertisers, and media agencies in Canada and around the world. As the authoritative provider of Canadian print and digital audience data, Vividata offers trusted, world class audience metrics.

Vividata's Survey of the Canadian Consumer is the most comprehensive single source cross-media, product, attitudinal and brand research study in Canada. It is the go-to source for demographics, psychographics, lifestyle, life events, media, purchasing and brand preferences. The survey provides clients with timely consumer and audience insights. The panel is composed of 40,000+ Canadians (aged 14+), recruited via a probability-based, spatially and demographically stratified approach. The survey covers 40+ urban centres and small communities across Canada. It is conducted online on a rolling basis 365 days a year. The survey includes hundreds of questions in four major categories:

- Enhanced demographics
- Cross-media and cross-platform audience data
- Behavioural, psychographic and socio-economic insights
- Lifestyle and category segments.

Over 60,000 variables were derived from those questions.

The variables in our data product: "Consumer Product and Behavioural Patterns" are organized by categories as separate and small data. They are available at all standard geographic levels in Canada, and can be aggregated to custom geographies.

Below is a list of Manifold data products associated with the Vividata survey on Consumer Product Usage and Behavioural Patterns.

Automobile Usage

- Number of Vehicles in household
- Makes/Models
- Vehicle Type/Country of Origin
- Vehicle Ownership/Purchase
- Vehicle Maintenance
- Purchase/Lease of Most Recently Acquired Vehicle
- Roadside Assistance Programs
- Tires
- Mileage
- Auto Insurance
- Automotive Supplies/Products
- Motorcycle Ownership
- Used Past Month, # Trips, Reason for Booking

Influence of Advertising

- Purchase Influence

Psychographics

- Communications and Media

- Advertising
- Motivation
- Finance
- Personal Views/Interests
- Food
- Automotive
- Luxury
- Shopping
- Travel
- Health
- Personal Appearance
- Environment
- Social Views
- News
- Print
- Media and Product Opinions
- Connected Life (Kantar TNS)

MEDIA

Readership

- Magazines
 - Print & Digital Readership Metrics
 - Source of Copy
 - Platform
 - Recency
 - Method of Access (digital)
 - Device Used (digital)
- Daily Newspaper
 - Print and Digital Readership Metrics
 - Platform
 - Recency
 - Method of Access (digital)
 - Device Used (digital)
- Local Community Newspapers
 - Print and Digital Metrics
 - Read Past 3 Months
 - Source of Copy (print)
 - Frequency of Reading (print)
 - Time Spent

- When Last Accessed (digital)
- Method of Access (digital)
- Device Used (digital)

Internet Usage

- Websites Apps/Visited Past Month
- Views on Internet
- Purchase Online
- Mobile/Smartphones
- Mobile Ownership Summary Codes
- Internet Service Provider
- Internet Activities
- Internet Purchasing
- Tablet or E-Reader
- Wearable Devices
- Computers

Television

- TV - Time Spent Watching
- TV Channels
- TV Viewing
- Streaming TV/Video

Radio

- Radio - Listening Days
- Radio – Minutes Tuned
- Radio- Formats Listened to
- Audio Streaming Programs/Apps
- Radio Stations

Out-of-Home

- In-Town Travel
 - Mode of Transportation Used from Home to Work
 - # of People in Car/Truck Last Time Travelled
 - Commuting from Home to Work
 - Time Spent Driving from Home to Work
- Ad Recall (Digital Billboards and Posters)
- Actions Taken After Seeing an Ad
- Shopping Malls
- Public Transit

- Go Transit
- Bus-Streetcar
- Metro/Subway/LRT/Sky Train/UP Express
- Suburban Trains
- Taxi Usage
- Airports
- Direct Mail
- Materials Distributed by Publi-Sac

Quintiles

- Magazine Quintiles
- Newspaper Quintiles
- Internet Quintiles
- Internet via Mobile Quintiles
- Television Quintiles
- Radio Quintiles

PRODUCTS/CONSUMER GOODS

Personal Care, Health & Beauty Aids

- Toothpaste
- 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
- 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
- Sore Throat Remedies
- Eye Drops
- Topical Pain Relievers
- Pain Relievers
 - Arthritis/Rheumatism
 - Back Pain
 - Headaches
 - Muscle/Body Pain
- Non-Prescription Products For Preventing Heart Attack/Stroke
- Cold Remedies
- Allergy & Sinus Remedies
- Sleeping Tablets-Non-Prescription
- Upset Stomach Remedies
- Anti-Nauseant/Motion Sickness Remedies
- Eyewear
- Contact Lens Cleaning Solutions
- Laser Eye Surgery
- Diet Control/Weight Management
- Medical Conditions/Prescription Remedies
- Cosmetic Facial Treatments
- Multi-Vitamins
- Vitamins, Minerals, Herbal & Nutritional Supplements
- Suntan & Sunscreen Products
- Wart Treatments

Cosmetics, Women's Products

- Make-Up
- Foundation Make-Up
- Face Powder
- Blush
- Lipstick/Lip Liner/Lip Gloss
- Eye Shadow
- Brow & Eye Liner
- Mascara
- Nail Care Products & Polish
- In-Home Pregnancy Test

- Pre-Menstrual/Period Pain Remedies
- Yeast Infection Products

Travel Patterns

- Travel in Canada - Vacation
- Travel Outside Canada - Vacation
- Business Travel
- Business Travel Destination (Canada)
- Business Travel Destination (USA/Other)
- Travel Packages/Tour Operators
- Travel Intentions
- Airlines
- Airports
- Cruise Ships
- Hotels and Motels
- Car Rentals
- Events - Personally Visited Past 12 Months
- Attractions - Personally Visited Past 12 Months
- Sports/Entertainment Venues - Personally Visited Past 12 Months
- Online Sites Used for Booking in Past 12 Months (14 Sites)
- Business Travel: Length of Stay, Type of Accommodation, Destination
- Activities on Overnight Trips (Done Past 12 Months, Intend to Do): 15 Activities

Business Decision

- Company Type
- Work Location
- Business Purchasing/Leasing Information Sources Used/Amount Spent
- Home Office/Business
- Your Employer Corporate Info

Financial Patterns

- Banking & Financial Services
- Debit/Bank Cards
- Online/Telephone Banking
- Mobile Banking
- Mobile Payment Systems
- Financial Planning
- Loan/Line of Credit
- Mortgages
- Online Trading/Investing
- Mutual Funds

- Tax Free Savings Account (TFSA)
- RRSPs
- Non-RRSP Investments
- Stocks/Bonds
- Total Securities and Savings
- Wills/Estate Planning
- Credit Cards
- Life Insurance
- Homeowners or Personal Property Insurance
- Private Health Insurance
- Donations

Real Estate, Home Improvements

- Home - Owned
- Home - Rented
- Vacation Home
- Real Estate
- Home Heating
- Home Improvement Items & Tools
- Furniture
- Home Accessories
- Gardening
- Household Appliances & Durables

Shopping Patterns

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

Home Electronics

- Video Game Systems
- Home Electronics

Leisure, Restaurants, Tobacco

- Leisure Activities: Personally Participate
- Leisure Activities: Personally Attend
- Movies
- Sports & Recreation Equipment
- Sporting Goods/Recreational Items
- Public Activities
- Restaurants
- Casinos
- Bingo/Video Lottery Terminals
- Lottery Tickets

Candy, Snacks Consumption Patterns

- 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 Consumption Patterns

- Coffee
- Tea
- Iced Tea
- Fruit Drinks/Punches - Ready-to-Drink
- Milk
- Hot Chocolate
- Soft Drinks/Colas
- Energy/Sport Drinks
- Flavoured Beverage Enhancers
- Non-Carbonated Bottled Water

Alcohol Consumption Patterns

- 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
- Beer/Wine/Liquor/Spirits

Grocery Shopping and Consumption Patterns

- Food Shopping
- Bread
- Baking Ingredients
- Butter
- Margarine
- Eggs
- Butter
- Milk
- Cream
- Ice Cream/Ice Milk/Sherbet & Frozen Yogurt
- Yogurt
- Baking Chips
- Toaster Products
- Breakfast Sandwiches (Frozen)
- Instant Breakfast/Breakfast Shakes
- Instant Hot Cereals
- Rolled Oats/Oatmeal/Hot Cereals
- Cold Cereals
- Granola/Cereal Bars
- 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
- Organic Foods
- Orange Juice
- Tomato & Vegetable Juices
- Powdered Fruit Drinks
- Fruit Juices & Drinks
- Iced Tea
- Tea
- Coffee

Household and Pet Product Usage Patterns

- Toilet Paper
- Facial Tissues
- Paper Towels
- Paper Napkins
- Plastic Storage Bags
- Plastic Food Containers
- 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 Fine Fabrics
- Laundry Stain Removers
- Pet Ownership
- Dog Food - Wet
- Dog Food - Packaged Dry
- Dog Biscuits or Treats

- Cat Food - Wet
- Cat Food - Packaged Dry
- Pet Food (Where Bought)

Children's Products Usage Patterns

- Diapers
- Toilet Training Products
- Baby Wipes
- Children's Clothing/Shoes

Retail

- Shopping at Major Stores

Methodology

To unleash the power of Vividata's Survey of the Canadian Consumer, Manifold developed proprietary machine/deep learning algorithms to extrapolate the survey data to the 6-digit postal code level to cover every Canadian consumer across the country. Using data mining techniques on the survey data, we identified patterns that are robust and representative of Canadian consumer behaviours. Our deep learning procedure combined the original variables and their values into powerful predictors. Thereafter, we built predictive models to convert responses into propensity scores for all 6-digit residential postal codes in Canada.

The entire data mining process was based on anonymous responses to survey questions. No personal or private information was used.