STEP-BY-STEP:

TARGET SNAPSHOT

Use this document to learn how to determine the buying habits of Canadian consumers in a specific geographic location using the database, Target Snapshot.

Vividata: Target Snapshot...............................................................................................................................2
VIVIDATA: TARGET SNAPSHOT

Vividata’s Target Snapshot database surveys over 40,000 Canadians annually on their traditional print and digital media consumption habits (i.e. newspapers & magazines). Their survey also tracks consumer spending and lifestyle habits in over 150 categories for Canadians that read print and digital newspapers and magazines.

1. Start at the York University Libraries homepage. Enter Target Snapshot in the search bar, select Title Keyword Search from the search dropdown menu, and click Find.

2. Click Click to access this resource.

3. Enter your Passport York information and click Login.
4 Click Click to continue to Target Snapshot

5 When the database loads, scroll to the bottom of the page. Enter your Schulich or York email address and click Submit.
   - **Tip:** All datasets you request for download will be sent to this email address.

6 Click the Target Snapshot button near the bottom of the page to enter the product.
   - **Tip:** To learn more about Target Snapshot’s survey methodology and product category coverage, click Vividata Study Methodology & Coverage.
Click one of the survey options, such as Major Market Daily – Print + Digital Weekly.

- **Tip:** Target Snapshot’s survey covers national, provincial, and large-to-medium sized city print and digital newspaper Canadian markets.

A new page will open and the default view for the survey data will appear. This includes Base – Canada M&F age 12+, Sector – Demographics, Topic - Age: Age (Summary), and the most recent report quarter (2016 Q4 Jan 2016-Dec 2016).

- **Tip:** You can change most of these report variables with the exception of Report Period, which only provides access to the 2016 Q4 data at the moment.
9 Click the **arrow** beside **BASE** to select a more specific geographic location. Type a **city name** such as Toronto in the search bar and select from the **drop-down list**.

![Screenshot of report variables with Toronto selected]

10 Click **Usage**. This will allow you to change the survey data so you can examine the buying habits of Toronto consumers. Click the **i icon** for more information about this view.

![Screenshot of usage section with data for Toronto]
11 Change the **Sector view** from the current Demographic view to a product category view by clicking the arrow beside **SECTOR** and choosing a sector like **Personal Care, Health & Beauty Aids**.

- **Tip:** This view will allow you to query the survey data to determine if survey participants use a particular product or service

12 Change the **Topic view** by clicking the arrow beside **TOPIC** and select a different topic, such as **Tooth Whitening Systems: Used/Past 6 Months**.
The bar graphs display the following information: (1) Shows the percentage of Toronto CMA (census metropolitan area) users that used/did not use tooth whitening systems in the past 6 months. (2) All of the bar graphs highlight the percentage of Toronto CMA users that read a specific publication, such as the Globe and Mail, and did/did not use tooth whitening systems.

Click Consumption. The first bar graph will show the consumption of this product based for the Toronto CMA (census metropolitan area) first and the rest of the bar graphs show the consumption of readers of specific print or digital publications.

- Tip: The colour legend at the bottom of the page is used to indicate none to heavy usage of a product.
To view brand survey data, click **Brands**. The data in the **Brand** tab is limited. If the pop-up box in the bottom right corner appears, this means Target Snapshot does not track this product category. For example, it does not track **Tooth Whitening Systems**. Instead, the **TOPIC** switches automatically to **Toothpaste: Brand(s) Personally Use: Any**. Click the arrow beside **TOPIC** to see topics that are available.

The view still shows as not having any data because it is defaulting to the publication **24 Heures** from Quebec. Click the arrow beside **BRAND/PRODUCT** on the left-side menu and select a newspaper from the drop-down that is read in your geography, e.g. **24 Hours (Toronto)**, **the Globe and Mail**, **the Toronto Star**.

- **Tip**: Click on the **Usage** or **Consumption** tabs in the main navigation to view the list of publications read in your geography. Then click back to **Brands** when you are ready to select a relevant publication.
17 You will now be able to see the brands used by readers of a specific publication. Click the icon on the far right-side to learn more about Target Snapshot’s colour coding for brand usage.

18 Scroll down the left-side menu and click + Add to export list.

- Tip: This will allow you to email the complete survey data to yourself.
19 Click **Export**. Target Snapshot will email the Excel survey data to your Schulich or York email address.

![Image of Target Snapshot interface]

20 When you open the Excel spreadsheet, you will see the survey data for the Topic for both the Geographic location and the specific newspaper.

<table>
<thead>
<tr>
<th>Major Print and Digital Total Weekly Circ</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey: Vividta (English) 2016 Q1 (Jan 2016 - Dec 2016)</td>
<td></td>
</tr>
<tr>
<td>View: Brands</td>
<td></td>
</tr>
<tr>
<td>Base: Toronto CMA</td>
<td></td>
</tr>
<tr>
<td>Sector: Personal Care, Health &amp; Beauty Aids</td>
<td></td>
</tr>
<tr>
<td>Topic: Toothpaste: Brand(s) Personally Use: Any</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Keys</th>
<th>Totals</th>
<th>24 Hours (Toronto)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sample</td>
<td>% Value</td>
<td>% Value</td>
</tr>
<tr>
<td>Total</td>
<td>4,561</td>
<td>5,398</td>
<td>100.00%</td>
</tr>
<tr>
<td></td>
<td>1,171</td>
<td>1,321</td>
<td>24.48%</td>
</tr>
<tr>
<td>Crest Pro Health</td>
<td>1,194</td>
<td>1,414</td>
<td>26.20%</td>
</tr>
<tr>
<td>Colgate Total Sensodyne</td>
<td>869</td>
<td>940</td>
<td>17.42%</td>
</tr>
</tbody>
</table>

Additional information on finding consumer buying habit data can be found on the **BRYT (Business Research at York Toolkit)** website.