

# Vividata's Dapresy Tool Guide

**Templates – Please select the Default Settings option under the Template dropdown.** This ensures you have all the appropriate settings and layouts best suited for analyzing Vividata's data.

## Questions vs Splits

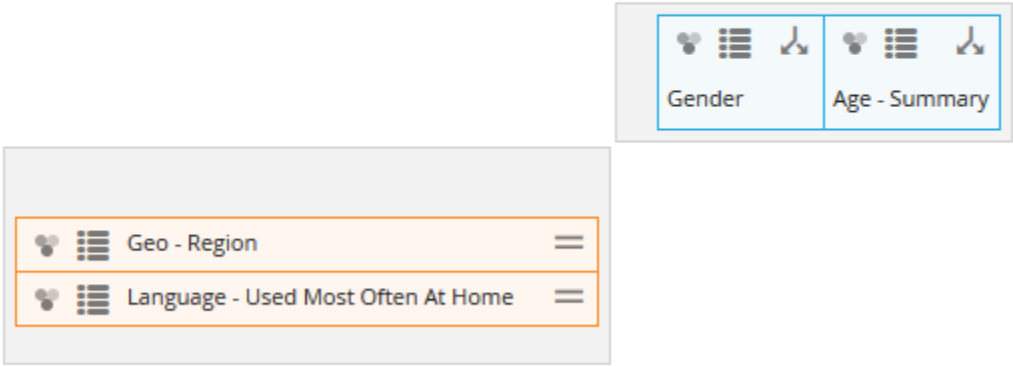
- A. Splits are the “banners” of the table in which the percent is calculated.
  - a. The base of the split is used to calculate the percent.
  - b. **Note: The filtering view only allows demographics to be placed as splits. All other variables can only be placed as questions.**
- B. Questions are the variable in which the Splits percentage gets calculated.
  - a. It may help to think about the split as your “target,” the audience that you would like to know more about, while the questions can be thought of as the information you want to know about your target.
- C. For example, in the table below we have Gender as our split variable. We want to learn more about Males and Females in Canada. To understand where they live in the country, we place Region as a question variable. The highlighted cell shows us that 6.6% of Males are in the Atlantic Region.

		Gender			
		Male		Female	
		Count	(a) %	Count	(b) %
Geo - Region	Atlantic	1,007.8	6.6%	1,062.8	6.8%
	Quebec	3,556.0	23.1%	3,630.6	23.1%
	Ontario	5,870.8	38.2% (b-)	6,187.7	39.4% (a+)
	Prairies	2,892.3	18.8% (b+)	2,720.3	17.3% (a-)
	British Columbia	2,043.8	13.3%	2,100.0	13.4%
	<i>Weighted base</i>	<i>15,371</i>	<i>15,371</i>	<i>15,701</i>	<i>15,701</i>
	<i>Unweighted base</i>	<i>18,861</i>	<i>18,861</i>	<i>23,878</i>	<i>23,878</i>

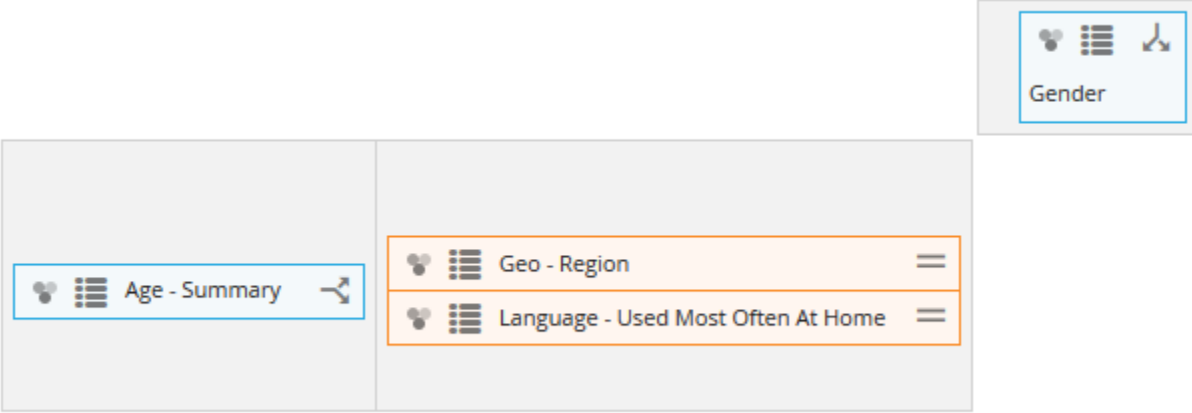
- D. When adding variables to the table, questions will always remain together. Splits can be placed with questions, but will always be nested (see the next section for nesting).
- Note that blue denotes a variable has been added as a split. Orange denotes a variable has been added as a question.

**Split settings**

Totals    Subtotals    Nest variable splits



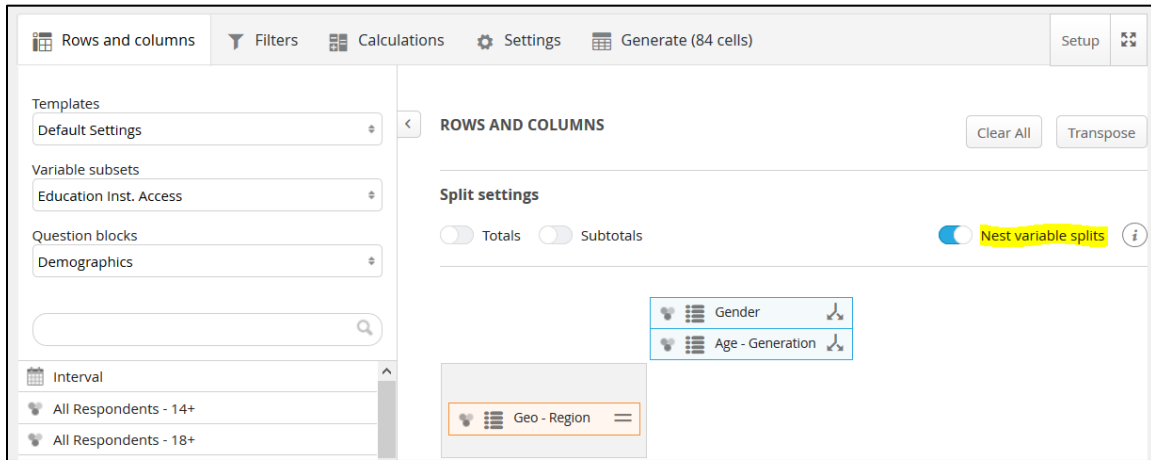
The screenshot shows the 'Split settings' interface. At the top, there are three toggle switches: 'Totals', 'Subtotals', and 'Nest variable splits', all of which are currently turned off. Below the toggles, there are two boxes representing splits: 'Gender' and 'Age - Summary'. Each box contains three icons: a heart, a list, and a person. These boxes are highlighted with a blue border, indicating they are splits. Below these, there is a larger box containing two items: 'Geo - Region' and 'Language - Used Most Often At Home'. Each item also has the heart, list, and person icons, and a double-line icon to its right. These items are highlighted with an orange border, indicating they are questions.



The screenshot shows the main interface. At the top right, there is a box for 'Gender' with three icons (heart, list, person) and a double-line icon to its right. This box is highlighted with a blue border. Below this, there is a larger box containing three items: 'Age - Summary', 'Geo - Region', and 'Language - Used Most Often At Home'. Each item has the heart, list, and person icons, and a double-line icon to its right. The 'Age - Summary' item is highlighted with a blue border, indicating it is a split. The 'Geo - Region' and 'Language - Used Most Often At Home' items are highlighted with an orange border, indicating they are questions.

### Nesting

- A. To create a nested table you can add another split.
- B. By default, the splits will be nested.
- C. Nesting can be toggled on/off in the Rows and columns tab (see below).



- D. Nesting allows you to see variables within another variable, essentially combining them together to create a new target audience. In the example below, we can see the region breakout for each generation for both males and females.

		Gender											
		Male						Female					
		Age - Generation						Age - Generation					
		Millennials (born 1982-2001)		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)		Millennials (born 1982-2001)		GenXers (born 1965-1981)		Baby Boomers (born 1945-1965)	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Geo - Region	Atlantic	275.8	5.6%	279.3	6.5%	379.7	7.8%	269.3	5.6%	285.0	6.6%	409.7	7.8%
	Quebec	1,045.1	21.2%	979.1	22.9%	1,254.2	25.8%	1,056.7	21.9%	1,002.0	23.3%	1,320.6	25.0%
	Ontario	1,937.5	39.3%	1,629.6	38.1%	1,818.3	37.5%	1,945.6	40.4%	1,666.1	38.7%	2,059.7	39.0%
	Prairies	1,031.5	20.9%	811.7	19.0%	774.8	16.0%	915.1	19.0%	789.4	18.3%	778.3	14.7%
	British Columbia	633.8	12.9%	574.3	13.4%	627.0	12.9%	627.4	13.0%	565.4	13.1%	715.7	13.5%

**Generate Report** – when you generate a report, you will see the following (the sub-bullets are examples related to the image/cross table below).

- A. **Respondent Count** – this will be the weighted or unweighted count of respondents (weight defined in the Calculation tab). **Note that weighted numbers are displayed in thousands.**
  - 3,631,000 Females are in the Quebec Region.
- B. **Percentage** – this is the percentage of respondents within the question. Also sometimes referred to as the “Effective Percentage.” For a true “Vertical Percent,” see Benchmarking.
  - 13.3% of Males are in the British Columbia Region.
- C. **Weighted base** – this is the weighted base of the split (the weight is Population by default).
  - In this split, the weighted amount of Males is 15,371,000 and Females is 15,701,000.
- D. **Unweighted base** – this is the unweighted base of the split (can also be interpreted as the count in the split).
  - In this split, the unweighted amount of Males is 18,861 and Females is 23,878

		All Respondents - 14+		Gender			
		14+ ⚡		Male ⚡		Female ⚡	
		Count	%	Count	%	Count	%
All Respondents - 14+	14+	31,072	100.0%	15,371	100.0%	15,701	100.0%
	<i>Weighted base</i>	<i>31,072</i>	<i>31,072</i>	<i>15,371</i>	<i>15,371</i>	<i>15,701</i>	<i>15,701</i>
	<i>Unweighted base</i>	<i>42,739</i>	<i>42,739</i>	<i>18,861</i>	<i>18,861</i>	<i>23,878</i>	<i>23,878</i>
Geo - Region	Atlantic	2,071	6.7%	1,008	6.6%	1,063	6.8%
	Quebec	7,187	23.1%	3,556	23.1%	3,631	23.1%
	Ontario	12,058	38.8%	5,871	38.2%	6,188	39.4%
	Prairies	5,613	18.1%	2,892	18.8%	2,720	17.3%
	British Columbia	4,144	13.3%	2,044	13.3%	2,100	13.4%
	<i>Weighted base</i>	<i>31,072</i>	<i>31,072</i>	<i>15,371</i>	<i>15,371</i>	<i>15,701</i>	<i>15,701</i>
	<i>Unweighted base</i>	<i>42,739</i>	<i>42,739</i>	<i>18,861</i>	<i>18,861</i>	<i>23,878</i>	<i>23,878</i>

### Weights

- The default weight is Population
- To change the weight, go to the Standard Calculations section in the Calculations tab.
- Note: when the weight is set to Unweighted the weighted base in a table will be the same value as the unweighted base.

### Benchmarks

- Benchmarks allow you to compare each intersection against a column or row of your choice.
- To enable benchmarks, go to the Benchmarks section in the Calculations tab.
- Calculation Types:**

- **Units:** This will benchmark each intersection on the units of the standard calculations. The benchmark calculated on the Count will compare the count of the intersection to the count of the selected row or column. The benchmark on the % will compare the percentage of the intersection to the percentage of the selected row or column.

**Note: All the following examples have the first column set as the comparison column. See “Selecting a Benchmark” for more details.**

		All Respondents - 14+		Gender			
		14+		Male		Female	
		Count	%	Count	%	Count	%
All Respondents - 14+	14+	31,072.2	100.0	15,370.7 (-15,701.5)	100.0 (+0.0)	15,701.5 (-15,370.7)	100.0 (0.0)
	<i>Weighted base</i>	31,072	31,072	15,371	15,371	15,701	15,701
	<i>Unweighted base</i>	42,739	42,739	18,861	18,861	23,878	23,878
Age - Generation	Millennials (born 1982-2001)	9,737.7	34.2	4,923.7 (-4,814.1)	35.0 (+0.8)	4,814.1 (-4,923.7)	33.4 (-0.8)
	GenXers (born 1965-1981)	8,581.9	30.2	4,274.0 (-4,307.9)	30.4 (+0.3)	4,307.9 (-4,274.0)	29.9 (-0.3)
	Baby Boomers (born 1945-1965)	10,138.1	35.6	4,854.1 (-5,284.0)	34.5 (-1.1)	5,284.0 (-4,854.1)	36.7 (+1.1)
	<i>Weighted base</i>	28,458	28,458	14,052	14,052	14,406	14,406
	<i>Unweighted base</i>	38,310	38,310	16,610	16,610	21,700	21,700

- **Percentage Share:** This will benchmark each intersection against the selected row or column as a percent change. The benchmark calculated on the Count will provide the percent change from the count of selected row or column to the count of the intersection. The benchmark calculated on the % will provide the percent change from the percentage of the selected row or column to the percentage of the intersection.

		All Respondents - 14+		Gender			
		14+ †		Male †		Female †	
		Count	%	Count	%	Count	%
All Respondents - 14+	14+	31,072.2	100.0	15,370.7 (-50.5%)	100.0 (+0.0%)	15,701.5 (-49.5%)	100.0 (0.0%)
	<i>Weighted base</i>	<i>31,072</i>	<i>31,072</i>	<i>15,371</i>	<i>15,371</i>	<i>15,701</i>	<i>15,701</i>
	<i>Unweighted base</i>	<i>42,739</i>	<i>42,739</i>	<i>18,861</i>	<i>18,861</i>	<i>23,878</i>	<i>23,878</i>
Age - Generation	Millennials (born 1982-2001)	9,737.7	34.2	4,923.7 (-49.4%)	35.0 (+2.4%)	4,814.1 (-50.6%)	33.4 (-2.3%)
	GenXers (born 1965-1981)	8,581.9	30.2	4,274.0 (-50.2%)	30.4 (+0.9%)	4,307.9 (-49.8%)	29.9 (-0.8%)
	Baby Boomers (born 1945-1965)	10,138.1	35.6	4,854.1 (-52.1%)	34.5 (-3.0%)	5,284.0 (-47.9%)	36.7 (+3.0%)
	<i>Weighted base</i>	<i>28,458</i>	<i>28,458</i>	<i>14,052</i>	<i>14,052</i>	<i>14,406</i>	<i>14,406</i>
	<i>Unweighted base</i>	<i>38,310</i>	<i>38,310</i>	<i>16,610</i>	<i>16,610</i>	<i>21,700</i>	<i>21,700</i>

- **Index/Conversion Rate:** This will benchmark each intersection based on likeliness of occurrence.

The benchmark calculated on the % is called an index. The index is essentially a percentage, with 100 reflecting the average. Scores above 100 represent intersections that are more likely to occur, while index scores below 100 represent intersections that are less likely to occur. This is calculated by dividing the percentage of the intersection by the percentage of the selected row or column, then multiplying the result by 100.

The benchmark calculated on the count is a percentage. This is calculated by dividing the count of the intersection by the count of the selected row or column, then multiplying the result by 100. This is also known as the “Horizontal” or “Vertical” percentage respectively.

		All Respondents - 14+		Gender			
		14+ ↕		Male ↕		Female ↕	
		Count	%	Count	%	Count	%
All Respondents - 14+	14+	31,072.2	100.0	15,370.7 (49.5)	100.0 (100.0)	15,701.5 (50.5)	100.0 (100.0)
	<i>Weighted base</i>	<i>31,072</i>	<i>31,072</i>	<i>15,371</i>	<i>15,371</i>	<i>15,701</i>	<i>15,701</i>
	<i>Unweighted base</i>	<i>42,739</i>	<i>42,739</i>	<i>18,861</i>	<i>18,861</i>	<i>23,878</i>	<i>23,878</i>
Age - Generation	Millennials (born 1982-2001)	9,737.7	34.2	4,923.7 (50.6)	35.0 (102.4)	4,814.1 (49.4)	33.4 (97.7)
	GenXers (born 1965-1981)	8,581.9	30.2	4,274.0 (49.8)	30.4 (100.9)	4,307.9 (50.2)	29.9 (99.2)
	Baby Boomers (born 1945-1965)	10,138.1	35.6	4,854.1 (47.9)	34.5 (97.0)	5,284.0 (52.1)	36.7 (103.0)
	<i>Weighted base</i>	<i>28,458</i>	<i>28,458</i>	<i>14,052</i>	<i>14,052</i>	<i>14,406</i>	<i>14,406</i>
	<i>Unweighted base</i>	<i>38,310</i>	<i>38,310</i>	<i>16,610</i>	<i>16,610</i>	<i>21,700</i>	<i>21,700</i>

**D. Selecting a Benchmark:**

- **Benchmark Between:** Here you will choose whether you want to benchmark your intersections against a variable in either a row or column.
- **Comparison Rows/Columns:** Here you will choose which specific row/column you want to compare your intersections against. Ex. If selecting “First Column,” each intersection will be compared to the appropriate row within the first column of your crosstab.