Demographic Research

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Course Guide

https://www.mcgill.ca/library/find/courses/guides
Using Vividata

1. From the **Course Guide**, click **Vividata**.
2. Log in with your McGill username and password.
Using Vividata

3. Open the Vividata link in a new tab.

Link (opens in new tab): https://vividata.dapresy.com/
Using Vividata

4. Enter the username and password found on the McGill website and click Login.
Using Vividata

5. Before you begin, ensure ‘Cross Table’ is selected, and ‘Nested variable splits’ is not selected.
Using Vividata

6. Enter your search term like ‘snacks’ or ‘popcorn’.
Using Vividata

7. Hover over a variable and select **Add as question**.
Using Vividata

8. Erase your search term.

9. Select a Demographic, for example **All Respondents – 14+** or **Age – Detailed**. Hover over a variable and select **Add as split**.
Using Vividata

10. Click the **Generate** tab to see your results.

<table>
<thead>
<tr>
<th></th>
<th>14 Years</th>
<th>15-17</th>
<th>18</th>
<th>19</th>
<th>20-21</th>
<th>22-24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Count</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>158.8</td>
<td>448.6</td>
<td>31.8</td>
<td>318.8</td>
<td>302.9</td>
<td>399.7</td>
</tr>
<tr>
<td>No</td>
<td>130.6</td>
<td>924.9</td>
<td>65.6</td>
<td>476.8</td>
<td>344.8</td>
<td>608.1</td>
</tr>
<tr>
<td>Not Stated</td>
<td>22.1</td>
<td>36.5</td>
<td>2.6</td>
<td>13.0</td>
<td>3.9</td>
<td>9.0</td>
</tr>
<tr>
<td><strong>Weighted base</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>312</td>
<td>1,410</td>
<td>1,410</td>
<td>809</td>
<td>652</td>
<td>1,017</td>
</tr>
<tr>
<td>No</td>
<td>102</td>
<td>417</td>
<td>417</td>
<td>921</td>
<td>885</td>
<td>1,102</td>
</tr>
<tr>
<td>Not Stated</td>
<td>102</td>
<td>417</td>
<td>417</td>
<td>921</td>
<td>885</td>
<td>1,102</td>
</tr>
<tr>
<td><strong>Unweighted base</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>102</td>
<td>417</td>
<td>417</td>
<td>921</td>
<td>885</td>
<td>1,102</td>
</tr>
<tr>
<td>No</td>
<td>102</td>
<td>417</td>
<td>417</td>
<td>921</td>
<td>885</td>
<td>1,102</td>
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<tr>
<td>Not Stated</td>
<td>102</td>
<td>417</td>
<td>417</td>
<td>921</td>
<td>885</td>
<td>1,102</td>
</tr>
</tbody>
</table>
Using Vividata

Add more!

• Add additional demographic variables (such as geography), by hovering over a variable and selecting Add as split.

• Add additional snacks (such as pretzels), by hovering over a variable and selecting Add as question.
Using Vividata

Tips:

• Every time the selection in the **Rows and columns** tab changes, click **Generate** again to see updated data.

• From the **Generate** tab, click **Export to Excel** to open the data in Excel.
Get in touch

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