



Custom Research Product “DATA-ViU”

Market Research Division



CUSTOM RESEARCH PRODUCT

Custom Product: DATA-ViU

- ◆ 2D or 3D Spatial Visualization
 - ◆ Any Survey Data
 - ◆ Any other Demographic Data available (census, customer database, etc.)
- ◆ Data Requirements
 - ◆ Quantitative data
 - ◆ Interpolation technique preserves data points (no need for aggregation)
 - ◆ Qualitative data
 - ◆ Custom categorization

DATA-ViU Benefits

- ◆ Pattern Exploration
 - ◆ Chronological (e.g., t_1 , t_2 , t_n)
 - ◆ Spatial (e.g., FSAs, Census Tracts)
- ◆ Geographical Display
 - ◆ Situational Snapshot
 - ◆ Time Series Dynamic Visualization
 - ◆ Web Integration/Visualization

DATA-ViU Deliverables & Security

- ◆ Deliverables
 - ◆ Figures and tables sent electronically or downloaded from our secure FTP site
 - ◆ *Google Earth Pro* compatible maps
- ◆ Security
 - ◆ High level of security with regard to access to all systems and survey data

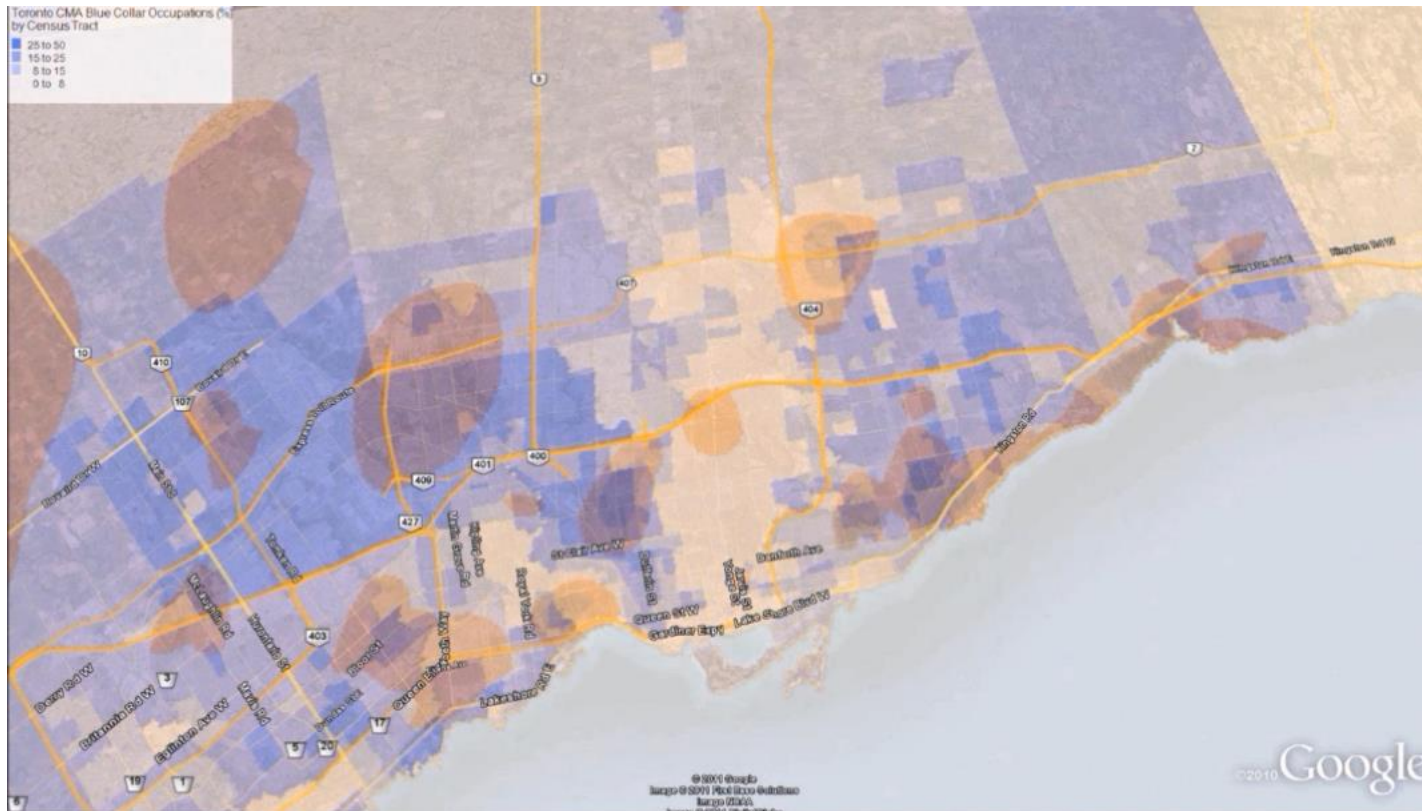
DATA-ViU Audience Profiling

- ◆ Meter or diary audience and Census data can be visualized through *Google Earth Pro*
- ◆ Locational information from *Google Earth Pro* can also be added
- ◆ Example: Radio Format Group (Rock/Classic/Modern/Alternative/Mainstream Rock/etc.)

Example using Radio Format Group Listeners only



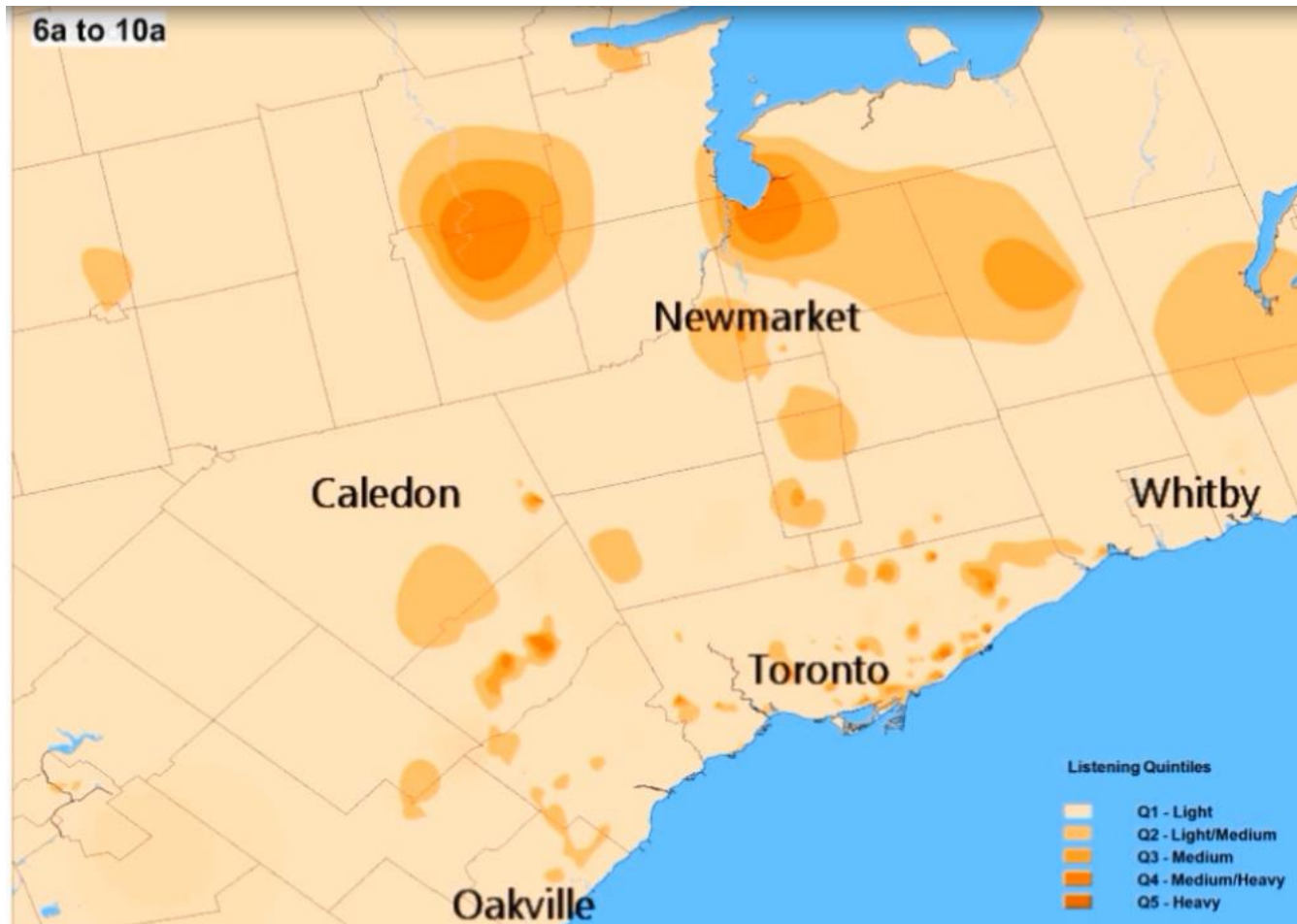
Example using Radio Format Group Listeners in relation to Occupation



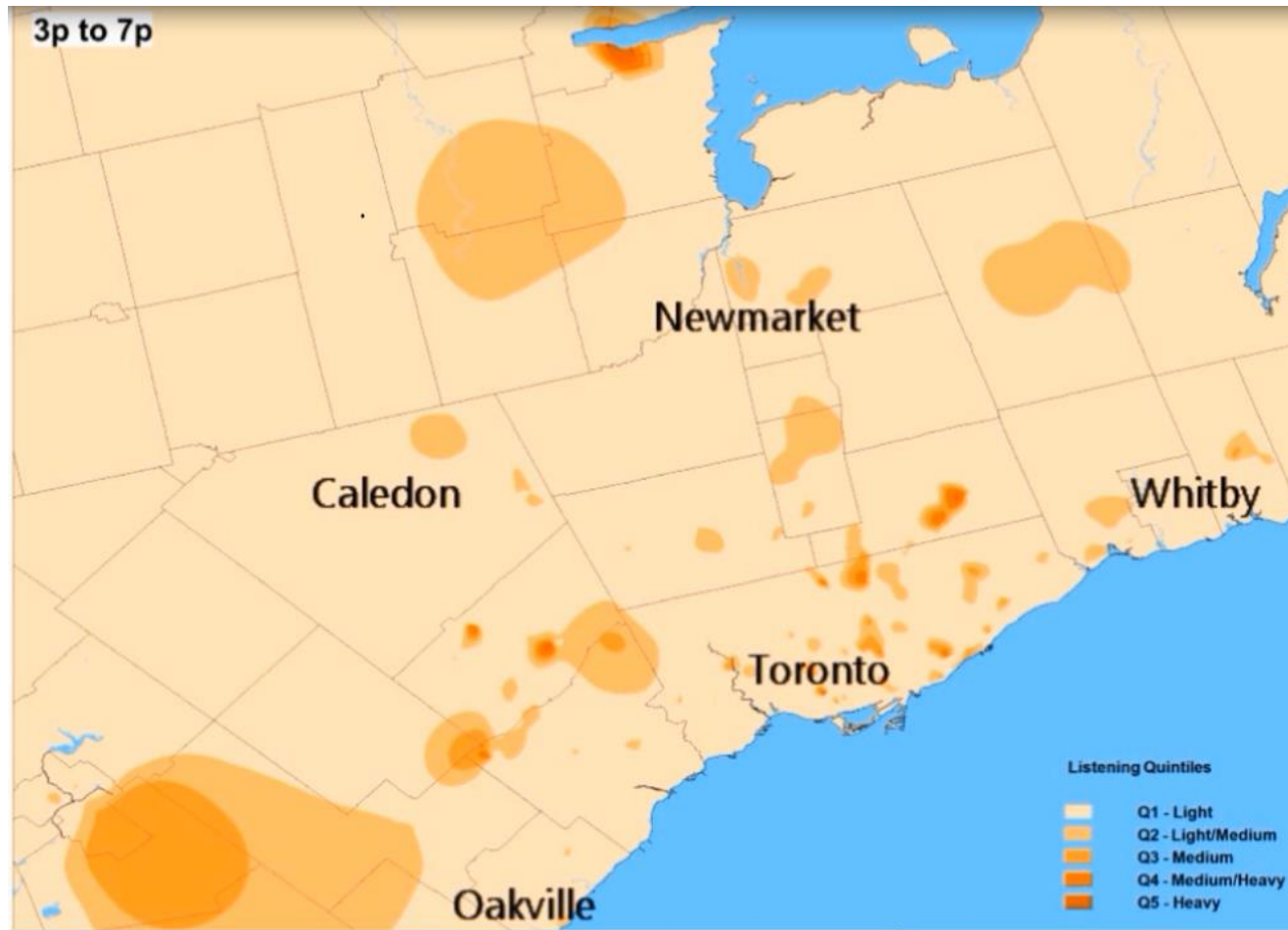
DATA-ViU Audience Daypart Dynamics

- ◆ Audience temporal-spatial trends by market
- ◆ Meter or diary audience estimates and quantitative consumer data visualized through spatial interpolation technique
- ◆ Example: Dynamic visualization of radio dayparts

Example of Radio Listening Daypart 6am to 10am



Example of Radio Listening Daypart 3pm to 7pm



For Further Information

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