



## **Note on Methodology for Fall 2020 Study**

As part of our commitment to providing high quality media and consumer measurement in Canada, Vividata staff along with our research committee, regularly and carefully review our methodology and recommend changes that balance quality, speed and cost effectiveness. At various times in the recent past, changes have been made to Vividata's Survey of the Canadian Consumer (SCC) survey structure, sampling and even questions. One significant change is in the way it recruits sample for the survey. Before 2019 the majority of potential respondents were recruited via telephone, with most of those via landline telephones. Starting in April 2019, recruitment changed so that half of the sample was recruited via telephone, and half was recruited using online panels, and since that time online recruitment has increased while telephone recruitment decreased. The Fall 2020 SCC is the first release providing a full sample with 70% online and 30% telephone recruitment. These sampling changes could affect media usage, product usage, and demographic composition. Changes in any survey methodology can yield changes in results, and we therefore suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.