HOW TO READ

Vividata (Gender) - Target Group

Uses a gender-based behavioural database that identifies males and females across population-based variables. The report ranks these variables by target group in a benchmark.

Vividata (Gender) - Target Group

Opticks Powered by Vividata (Gender) | Target Group

ENVIRONICS ANALYTICS

Target Group: Francophone (08, 13, 27, 29, 34, 35, 39, 40, 42, 44, 46, 54, 55, 56, 59, 65)

> The PRIZM segments selected for analysis.

	Count	% (Total)	% (Gender)	Base Count	Base % (Total)	Base % (Gender)	Index (Total)	Index (Gender)
Basics								
Total Household Population 14 Years Or Over	116,307	100.00	100.00	3,640,339	100.00	100.00	100	100
Male Population 14 Years Or Over	57,212	49.19	100.00	1,825,951	50.16	100.00	98	100
Female Population 14 Years Or Over	59,094	50.81	100.00	1,814,387	49.84	100.00	102	100
Electronics								
Male - Mobile Phone - $ Spent [Per Mth] - Less Than $25 (P)	4,988	4.29	8.72	160,160	4.40	8.77	97	99
Female - Mobile Phone - $ Spent [Per Mth] - Less Than $25 (P)	4,161	3.58	7.04	120,164	3.30	6.62	108	106
Male - Mobile Phone - $ Spent [Per Mth] - $26-$50 (P)	15,112	12.99	26.41	329,906	9.06	18.07	143	146
Female - Mobile Phone - $ Spent [Per Mth] - $26-$50 (P)	14,520	12.48	24.57	372,285	10.23	20.52	122	120
Male - Mobile Phone - $ Spent [Per Mth] - $51-$75 (P)	12,032	10.35	21.03	352,183	9.67	19.29	107	109
Female - Mobile Phone - $ Spent [Per Mth] - $51-$75 (P)	15,790	13.58	26.72	479,817	13.18	26.45	103	101

Benchmark: Alberta

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Index Colours:	<80	80 - 110	110+

> The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

For example, **12.99%** represents the estimated proportion of the Francophone target group in the benchmark who are males and who spent between $26 and $50 per month on a mobile phone. Comparatively, the proportion of Francophone target group females who spent the same amount per month on a mobile phone is similar at **12.48%**.

Within their gender cohorts, the story is the same, with similar proportions of males and females spending this much on their mobile phones (**26.41%** and **24.57%**, respectively).

Compared to the benchmark of Alberta, this price point is the sweet spot for both males and females, exhibiting above average rates compared to the total population (indices: **143** and **122**, respectively). And above-average rates compared to Alberta's male or female populations (indices: **146** and **120**, respectively).

Count: The number of Household Population 14 years or over in the target group who exhibits that behaviour.

% (Total): The proportion of Total Household Population of the target group that exhibits that behaviour.

% (Gender): The proportion of the Male or Female Household Population of the target group that exhibits that behaviour.

Base Count: The number of Household Population in the benchmark who exhibits that behaviour.

Base % (Total): The proportion of Total Household Population of the target group in the benchmark that exhibits that behaviour.

Base % (Gender): The proportion of the Male or Female Household Population of the target group in the benchmark that exhibits that behaviour.

Index (Total): Provides a measure for comparing the proportions of Total Household Population 14 years or over for the behaviour in the target group versus for the same behaviour in the benchmark. This Index can be used when trying to understand which male or female gender is most likely to score highest for a certain behaviour in the Target Group.

Index (Gender): Provides a gender-based measure for comparing the proportions of Total Male or Female Household Population 14 years or over for the behavior in the target group versus the same behavior in the benchmark. This index can be used to understand which female or male segments are more likely to engage in a certain behaviour and which scores highest in the Target Group.