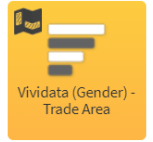


HOW TO READ

Vividata (Gender) - Trade Area

Uses a gender-based behavioural database that identifies males and females across population-based variables. The report ranks these variables on the presence within a trade area.

Note: Vividata is based on survey data with respondents aged 14 or older.



Opticks Powered by Vividata (Gender) | Trade Area



Trade Area: Georgian Bay, ON (TP)

The Trade Area selected for analysis.

	Count	% (Total)	% (Gender)	Base Count	Base % (Total)	Base % (Gender)	Index (Total)	Index (Gender)
Basics								
Total Household Population 14 Years Or Over	2,804	100.00	100.00	12,664,808	100.00	100.00	100	100
Male Population 14 Years Or Over	1,492	53.21	100.00	6,236,222	49.24	100.00	108	100
Female Population 14 Years Or Over	1,312	46.79	100.00	6,428,586	50.76	100.00	92	100
Electronics								
Male - Mobile Phone - \$ Spent [Per Mth] - Less Than \$25 (P)	195	6.94	13.05	636,082	5.02	10.20	138	128
Female - Mobile Phone - \$ Spent [Per Mth] - Less Than \$25 (P)	64	2.27	4.85	521,461	4.12	8.11	55	60
Male - Mobile Phone - \$ Spent [Per Mth] - \$26-\$50 (P)	190	6.79	12.75	1,279,050	10.10	20.51	67	62
Female - Mobile Phone - \$ Spent [Per Mth] - \$26-\$50 (P)	333	11.89	25.42	1,621,437	12.80	25.22	93	101
Male - Mobile Phone - \$ Spent [Per Mth] - \$51-\$75 (P)	344	12.28	23.08	1,654,361	13.06	26.53	94	87
Female - Mobile Phone - \$ Spent [Per Mth] - \$51-\$75 (P)	448	15.96	34.11	1,581,172	12.48	24.60	128	139
Male - Mobile Phone - \$ Spent [Per Mth] - \$76-\$100 (P)	205	7.32	13.75	870,947	6.88	13.97	106	98
Female - Mobile Phone - \$ Spent [Per Mth] - \$76-\$100 (P)	148	5.29	11.30	970,154	7.66	15.09	69	75
Male - Mobile Phone - \$ Spent [Per Mth] - More Than \$100 (P)	379	13.50	25.38	827,142	6.53	13.26	207	191
Female - Mobile Phone - \$ Spent [Per Mth] - More Than \$100 (P)	247	8.79	18.79	907,914	7.17	14.12	123	133

Benchmark: Ontario

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

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Index Colours:	<80	80 - 110	110+
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For example, in the Georgian Bay trade area, males and females who spent between \$51-\$75 per month on a mobile phone account for **12.28%** and **15.96%**, respectively.

Within their gender cohorts, nearly a quarter (**23.08%**) of males and over a third of females (**34.11%**) spent this amount on their mobile phones per month.

Compared to the benchmark of Ontario, whether looking at the total population or the gender totals, the females are significantly more likely to spend between \$51-\$75 per month on a mobile phone (total index = **128**, gender index = **139**). The males, however, show below average rates at this price point, with a total index of **94** and a gender index of **87**.

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

% (Total): The proportion of Total Household Population 14 years or over in the trade area that exhibits that behaviour.

% (Gender): The proportion of the Male or Female Household Population 14 years or over that exhibits that behaviour.

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

Base % (Total): The proportion of Total Household Population 14 years or over in the benchmark that exhibits that behaviour.

Base % (Gender): The proportion of the Male or Female Household Population 14 years or over 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 Trade Area 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.

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 Trade Area versus the same behavior in the benchmark. This Index can be used to understand which male or female segments are more likely to engage in a certain behaviour and which scores highest.