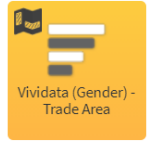


HOW TO READ

Vividata (Gender) - Customers

Provides a list of gender-based variables ranked based on the presence within a Customer File. Vividata (Gender) - Customers reports reflect the distribution of customers across behavioural variables.



Opticks Powered by Vividata (Gender) | Customers



Customers: Sample Customer File: Record Count

The Customer File selected for analysis.

	% (Total)	% (Gender)	Base % (Total)	Base % (Gender)	Index (Total)	Index (Gender)
Basics						
Total Household Population 14 Years Or Over	100.00	100.00	100.00	100.00	100	100
Male Population 14 Years Or Over	48.81	100.00	48.88	100.00	100	100
Female Population 14 Years Or Over	51.19	100.00	51.12	100.00	100	100
Electronics						
Male - Mobile Phone - \$ Spent [Per Mth] - Less Than \$25 (P)	3.93	8.05	4.46	9.12	88	88
Female - Mobile Phone - \$ Spent [Per Mth] - Less Than \$25 (P)	3.81	7.44	3.44	6.73	111	111
Male - Mobile Phone - \$ Spent [Per Mth] - \$26-\$50 (P)	9.43	19.32	9.90	20.26	95	95
Female - Mobile Phone - \$ Spent [Per Mth] - \$26-\$50 (P)	13.68	26.72	13.84	27.07	99	99
Male - Mobile Phone - \$ Spent [Per Mth] - \$51-\$75 (P)	14.49	29.68	13.29	27.20	109	109
Female - Mobile Phone - \$ Spent [Per Mth] - \$51-\$75 (P)	11.61	22.69	12.41	24.27	94	93
Male - Mobile Phone - \$ Spent [Per Mth] - \$76-\$100 (P)	6.89	14.12	6.48	13.26	106	106
Female - Mobile Phone - \$ Spent [Per Mth] - \$76-\$100 (P)	8.45	16.50	8.16	15.96	104	103
Male - Mobile Phone - \$ Spent [Per Mth] - More Than \$100 (P)	5.39	11.05	6.18	12.65	87	87
Female - Mobile Phone - \$ Spent [Per Mth] - More Than \$100 (P)	7.36	14.37	6.65	13.01	111	110

Benchmark: Toronto, ON

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Vividata.

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

For example, **14.49%** represents the weighted proportion of the customer file who are males who spent between \$51-\$75 per month on a mobile phone. Comparatively, **11.61%** represents the weighted proportion of the customer file who are female and spent the same amount per month on a mobile phone.

Compared to the total male population of the benchmark, an estimated **29.68%** (% Gender) of males and **22.41%** (% Gender) of females in the customer file spent \$51-\$75 per month on a mobile phone.

With an Index (Total) value of **109**, males within the customer file are **9%** more likely to spend \$51-\$75 per month on a mobile phone when compared to the Total Household Population within the benchmark of Toronto. Males in this Customer File are also **9%** (Index (Gender) = **109**) more likely to do this activity when compared to the Total Male Household Population 14+ in the benchmark of Toronto.

% (Total): The weighted proportion of customers who exhibit the behaviour.

% (Gender): The weighted proportion of the male or female customers who exhibit the behaviour.

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

Base % (Total): The proportion of Total Household Population 14 years or over in the benchmark that exhibits the 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 weighted proportions of customers for the behaviour 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 weighted proportions of male or female customers for the behavior in the customer file 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.