

What you should know before using these data:

- Opticks Powered by Vividata (Gender) was derived from all population-based variables from our Opticks Powered by Vividata product and modelled by gender.
- Each Variable ID is appended with either “_M” or “_F” to denote male or female based variables respectively.

Answer two important questions by using two different bases. Which gender is most likely to display a certain behaviour and what female or male segments score highest.

By changing the base variable the same data can be used to answer two different questions. Total Household Population 14+ should be used as a base when trying to understand which male or female gender is most likely to score highest for a certain behaviour. On the other hand if analysis and marketing campaigns are gender specific, Total Household Population Male 14+ or Total Household Population Female 14+ should be used as the base. For instance, Packaged Good companies can use Opticks Powered by Vividata (Gender) to understand which female or male segments are more likely to purchase certain personal care products.

How to use the 2 bases within ENVISION

ENVISION uses Total Household Population 14+ as a default base for Opticks Powered by Vividata (Gender). To access the Total Household Population Male 14+ or the Total Household Population Female 14+ bases within ENVISION, we created custom tools and provided various options. These include:

- **Profile Variable vs Variable** feature found within the **Profiles – Variable** tool. This feature allows users to select custom variable benchmarks. This can also be used for consumption profiles, where the users can select the appropriate male or female incidence variable as the base
- **Variable Rankings Tools** have been created for Trade Area, Target Group and Customer Weighted reports
- **Mapping** with custom benchmarks can be done by creating **User Defined Variables**.
- **Executive Dashboards** will be made available for our next release of Opticks Powered by Vividata (Gender).

Sample size considerations:

- a) Vividata Powered by Vividata Gender product splits population variables by male and female so, it is possible to have variables with low responder samples. To reflect this low sample reality a new classification schema was developed.
- (!) is used for survey responder sample sizes that are between 250-499
 - (^) is used for sample sizes that are less than 250

VARID	Variable Description
V0567_F	Stocks/Bonds - Transactions [Pst Yr] - 11+ (P) (^)
V0567_M	Stocks/Bonds - Transactions [Pst Yr] - 11+ (P)
V0027_F	Coolers - Type Drink [Mst Oft] - Wine (P)
V0027_M	Coolers - Type Drink [Mst Oft] - Wine (P) (^)
V0048_F	Wine - Country/Region Drink [Mst Oft] - Italy (P)
V0048_M	Wine - Country/Region Drink [Mst Oft] - Italy (P)
V4868_F	Wine - Country/Region Drink [Mst Oft] - Spain (P) (!)
V4868_M	Wine - Country/Region Drink [Mst Oft] - Spain (P) (!)

Users should always use low sample variables with caution.

- b) Opticks Powered by Vividata (Gender) is weighted to Male and Female Population 14+. ENVISION reports provide this count in addition to the % Penetration and Index fields. As data users, it is important to consider all metrics as a whole instead of focusing in on variables with high Index scores. Segments with small counts should not be used unless they are used for niche products or used on a case-by-case basis.