

# OPTICKS POWERED BY VIVIDATA (GENDER) RELEASE NOTES

## DATA VINTAGE

2023

## SURVEY COLLECTION

2022 Q3

## SURVEY SAMPLE SIZE

40,987

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

13,529 Variables

6,763 Female & 6,763 Male

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

Opticks Powered by Vividata (Gender) is Canada's premier gender-based behavioural database available at the neighbourhood level. Male and female responders from Vividata's syndicated study are used to generate the lifestyle and media profiles that pertain to each group. By separating the male and female behaviours the data can be used to answer two important questions; which gender is most likely to purchase or partake in an activity, and which female or male group is likely to do it more.

Opticks Powered by Vividata (Gender) includes 6,763 variables for each gender across 52 population-based categories.

With extensive and robust data available at the postal code (FSALDU) level, Opticks Powered by Vividata (Gender) helps companies, government agencies and not-for-profits better understand their customers for a range of media and marketing applications.

Opticks Powered by Vividata (Gender) is offered as an add-on option to our Opticks Powered by Vividata product, and users must be Vividata members.

While EA as a company respects all gender identities, the current version of Vividata (Gender) currently only includes male and female genders. Limitations in reporting of other gender identities are primarily related to low sample sizes.

## WHAT'S NEW

This release of Opticks Powered by Vividata (Gender) introduces over 2,400 new variables for each gender. These new variables speak to themes such as advertising sentiment, travel attractions and travel events, as well as nearly 600 new psychographics including themes such as cannabis, sports better and home décor/improvement.

## HOW IT'S USED



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. This allows retailers and manufacturers to adopt better target market campaigns to help boost revenues and market share from the most responsive gender-based groups.



Auto makers and dealers can use Opticks Powered by Vividata (Gender) to personify their segments to understand behavioural differences between males and females, so they can adjust their strategies to better appeal to the untapped female market.



Government agencies can use Opticks Powered by Vividata (Gender) to determine which gender is more likely to respond to traditional media campaigns and can adjust the messaging based on their psychographics attitudes.

## SAMPLE QUESTIONS IT CAN ANSWER

- What are the media preferences of males and females?
- Which female segment is more likely to purchase hair products?
- What are the alcohol preferences of my segment and which gender group does it appeal to most?
- Which psychographic attitudes appeal to my female segments so I can appeal to them in my next election?
- What sports & leisure activities appeal most with my male segments?