

pdGender – Getting Started Guide

pdGender is a unique and comprehensive 18,000+ record gender coding database designed to identify males and females based on first names.

Gender identification is essential for many businesses and organizations. It allows you to send mail with a personal touch. For example, instead of Mary Jones you can use Ms. Mary Jones or Ms. Jones. This is helpful because personalized mailings typically benefits from an increased response rate.

Genderizing also allows you to filter and analyze your data based on gender, often an important demographic.

This one-of-a-kind package is particularly suited for gender coding American and Americanized first names, nicknames, diminutives, pet names and variants as well as ethnic first names and variations common in the United States.

Included Database Files

Four different file formats are included to insure compatibility with any database system. Each of the files contains the same data.

- pdGender.xls (MS Excel)
- pdGender.csv (comma-delimited ASCII text—CSV)
- pdGender.txt (fixed length ASCII text)
- pdGender.dbf (dBase/FoxPro—easily imports into MS Access)

Included User Documentation

- README.txt (general information)
- This Getting Started Guide
- pdGender-Layout.pdf (layout & data definitions)
- Site License (see Licensing below)

Version Number

The version number of each copy of *pdGender* is written in the first or second row of the first column of the database files in **X.X.X** format. The first numbers is the version of the release. The number after the first dot is the update for the version indicated. The number after the second dot references a minor revision.

Layout & Data Definitions

File specifications can be found in the included *pdGender-Layout.pdf* file. This gives the name of each field, the character type (character/alphanumeric or numeric), the width (including any decimal points, the starting point and the ending point) and the definition of the field contents.

Instructions

Users can match the **NAME** field against their lists to append the gender of individuals. In about five percent of cases, names cannot be identified as either male or female, and are labeled as unisex names.

Because *pdGender* includes not only given names, but also nicknames, diminutives, pet names, variants and ethnic names, the match rate is generally very high and quite accurate.

Matching is against the names in the list being processed. This is relatively straightforward if the first names are parsed from remainder of the name and in a separate field—which is the recommended technique for gender coding. Nevertheless, matching can often be achieved even when the names are unparsed. In these cases list names should be compared to trimmed versions of the names in the *pdGender* database (i.e., with trailing blank spaces removed). This will not work, however, if the name is preceded with a title, such as Mr., Mrs., Ms, Rev. or Dr.

The names in the *pdGender* database are in UPPER CASE. Therefore, it is important that the list names matched against are converted to UPPER CASE as well. Normally such conversions are performed in the matching program and do not affect the formatting in the actual list.

Licensing

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pdSuite Master Collection, it can be found in the included *pdSuiteMC-Site-License.pdf* file. Users are allowed to install *pdGender* on all computers within a single company or organization (see the license for details). A Developer License is also available for separate purchase granting users the right to incorporate the information in for-profit services and products.