

HOW TO READ

Executive Dashboards - Behavioural - Vividata - Sports & Leisure - Attend

Provides behavioural data regarding event and activity participation for the selected trade area.

Behavioural - Vividata | Sports & Leisure Overview - Attend

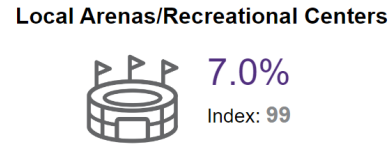
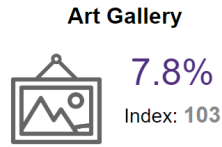
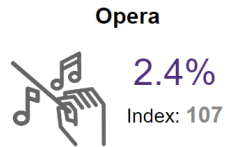
ENVIRONICS
ANALYTICS

Trade Area: Kingston, ON (CY)

Household Population 14+: 116,918

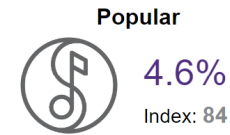
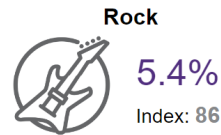
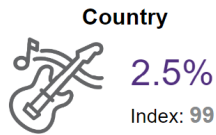
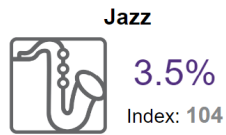
The **trade area** selected for analysis and the total household population aged 14+ within the trade area.

TOP ATTRACTIONS*



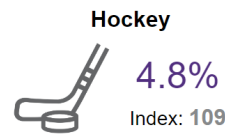
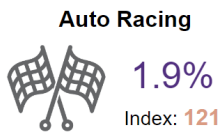
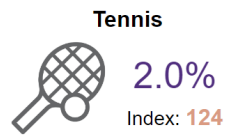
Each category shows the top sports or activities attended by the largest proportions of the trade area compared to the benchmark.

TOP MUSIC CONCERTS*

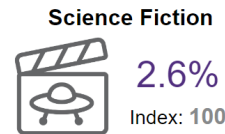
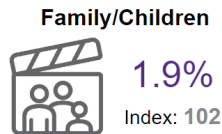


In this example, **2.0%** of the household population 14+ in Kingston have attended a professional Tennis match. With an index of **124**, Tennis match attendance is 24% higher than in the benchmark of Ontario.

TOP PROFESSIONAL SPORTS*



TOP FILM & EVENTS*



The Benchmark—also referred to as the base—indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

Benchmark: Ontario

Index Colours: <80 80 - 110 110+