

HOW TO READ

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

Provides behavioural data regarding event and activity participation for the selected Target Group.

Behavioural - Vividata | Sports & Leisure Overview - Attend

ENVIRONICS
ANALYTICS

Target Group: Group 1 (01, 02, 03, 04, 05, 06, 07)

Household Population 14+: 1,652,012

TOP ATTRACTIONS*

Amusement Parks



Zoo/Aquariums



Museum



Art Gallery



TOP MUSIC CONCERTS*

Popular



Classical



Country



Jazz



TOP PROFESSIONAL SPORTS*

Basketball



Horse Racing



Tennis



Baseball



TOP FILM & EVENTS*

Drama



Action/Adventure



Animated



Science Fiction



Benchmark: Ontario

Index Colours: <80 80 - 110 110+

The **Target Group** selected for analysis, including PRIZM segment code, and the total household population aged 14+ within the group.

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

In this example, **5.4%** of the household population 14+ in the Target Group have attended a basketball game. With an index of **122**, basketball attendance is 22% higher than in the benchmark of Ontario.

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.