

HOW TO READ

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

Provides behavioural data regarding event and activity participation for the selected customer file.

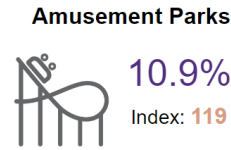
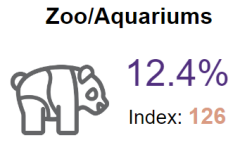
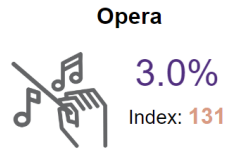
Behavioural - Vividata | Sports & Leisure Overview - Attend

ENVIRONICS ANALYTICS

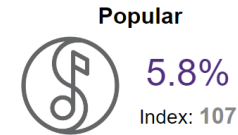
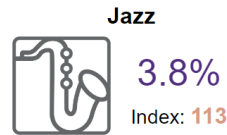
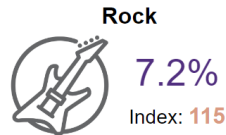
Customer: Member List: Record Count

The **Customer file** selected for analysis.

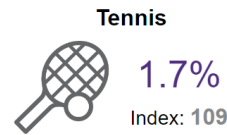
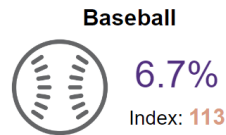
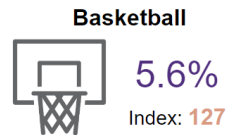
TOP ATTRACTIONS*



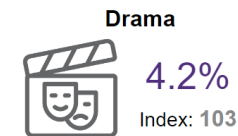
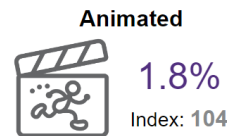
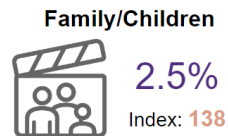
TOP MUSIC CONCERTS*



TOP PROFESSIONAL SPORTS*



TOP FILM & EVENTS*



Benchmark: Ontario

Index Colours: <80 80 - 110 110+

Each category shows the top sports or activities attended by the largest proportions of postal codes within the Customer file compared to the benchmark.

In this example, **12.4%** of the postal codes in the customer file have attended Zoos/ Aquariums. With an index of **126**, Zoo/Aquarium attendance is 26% 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.