

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

Provides behavioural data regarding sports and leisure activities for the selected Target Group. Vividata is based on survey data with respondents aged 12 or older.

Behavioural | Sports & Leisure Overview - Attend

ENVIRONICS ANALYTICS

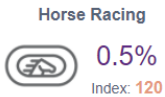
Target Group: Diverse Families (05, 14, 25, 42)

Household Population 12+: 638,501

TOP LOCAL VENUES*



TOP PROFESSIONAL SPORTS*



TOP MUSIC CONCERTS*



TOP FILM & EVENTS*



Benchmark: British Columbia

*Top 4 activities ranked by index. Exercise caution when
NOTE: Percentages based on attendance frequency of

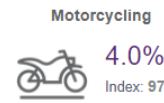
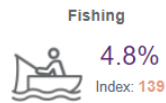
Behavioural | Sports & Leisure Overview - Participate

ENVIRONICS ANALYTICS

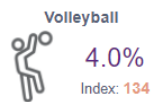
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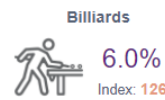
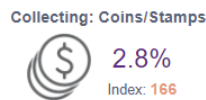
TOP RECREATIONAL SPORTS*



TOP TEAM SPORTS*



TOP LEISURE ACTIVITIES*



TOP FITNESS ACTIVITIES*



Benchmark: British Columbia

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*Top 4 activities ranked by index. Exercise caution when analyzing activities with low percentages.
NOTE: Percentages based on participation frequencies of 3+ or 3-9 times per activity

Index Colours: <80 80 - 110 110+

Four categories of activities are listed. For each category, four individual activities are listed. The top four are chosen based on the Index ranking.

Focusing on the activity of Baseball/Softball, 1.9% of the Diverse Families Target Group are likely to participate in it. This activity also has an index of 93, which indicates that the participation rate in ice hockey is 7% lower than the benchmark.

NOTE: The percentages listed here are based on participation frequencies of 3+ or 3-9 times per activity.