

## Executive Reporting - Target Group - Sports & Leisure Overview - Interest

Provides an overview of sports behaviors for the selected Target Group.

**Note:** Values are chosen from Index ranking with the minimum threshold of 5% composition.

### Consumer Profiles | Sports & Leisure Overview - Level of Interest



#### Target Group: Young & Affluent (3 Groups)

The Target Group selected for the analysis.

#### Very Interested\*

Each category shows the top events or activities for each level of interest held by the largest proportions of households in the Target Group

Men's tennis (ATP)



Index: **141**  
% Comp: **7.8**

Major League Soccer (MLS)



Index: **135**  
% Comp: **7.4**

European soccer



Index: **132**  
% Comp: **9.3**

UFC (Ultimate Fighting)



Index: **131**  
% Comp: **9.0**

#### Somewhat Interested\*

Men's tennis (ATP)



Index: **146**  
% Comp: **12.4**

National Hockey League (NHL)



Index: **145**  
% Comp: **24.9**

Women's tennis (WTA)



Index: **136**  
% Comp: **12.6**

European soccer



Index: **135**  
% Comp: **11.3**

In the example, **24.9%** of households in the Young & Affluent Target Group are Somewhat Interested in the National Hockey League. An Index of **145** suggests that a household in the Young & Affluent Target Group is 45% more likely to be Somewhat Interested in the National Hockey League than households in the Benchmark of California.

#### A Little Bit Interested\*

Extreme/action sports



Index: **154**  
% Comp: **21.2**

European soccer



Index: **146**  
% Comp: **19.6**

Olympics



Index: **140**  
% Comp: **35.8**

PGA TOUR (men's golf)



Index: **140**  
% Comp: **23.4**

#### Benchmark: California

The Benchmark-also referred to as the base-indicates the geographic extent for the report.

