

Executive Reporting - Target Group - Sports & Leisure Overview - Attend/Participate

Provides an overview of event 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 - Attend/Participate

ENVIRONICS ANALYTICS

Target Group: Young & Affluent (3 Groups)

The Target Group selected for the analysis.

Top Events & Local Attractions - Attended*

Each category shows the top events or activities attended or participated in by the largest proportions of households in the Target Group

Comedy club



Index: **172**
% Comp: **35.4**

Times Square



Index: **162**
% Comp: **32.7**

Rock concert



Index: **154**
% Comp: **58.9**

Symphony concert, opera, etc.



Index: **153**
% Comp: **25.4**

Top Sports Events - Attended*

Any marathon/road race



Index: **200**
% Comp: **7.3**

Major League Soccer (MLS)



Index: **195**
% Comp: **9.9**

National Hockey League (NHL)



Index: **187**
% Comp: **20.3**

Nat'l Basketball Assoc (NBA)



Index: **174**
% Comp: **20.6**

In the example, **9.9%** of households in the Young & Affluent Target Group attended a Major League Soccer game. An Index of **195** suggests that a household in the Young & Affluent Target Group is 95% more likely to attend a Major League Soccer game than households in the Benchmark of California.

Top Leisure Activities - Participated*

Snow skiing - snowboarding



Index: **185**
% Comp: **19.1**

Running, Organized race (5k, marathon, etc.)



Index: **177**
% Comp: **19.3**

Yoga - pilates



Index: **153**
% Comp: **43.9**

Boating



Index: **152**
% Comp: **56.7**

Benchmark: California

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

Index Colours: <80 80 - 110 110+