

Executive Reporting - Trade Area - Sports & Leisure Overview - Attend/Participate

Provides an overview of event behaviors for the selected Trade Area.

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

Consumer Profiles | Sports & Leisure Overview - Attend/Participate

ENVIRONICS ANALYTICS

Trade Area: San Francisco

Households: 383,927

The **Trade Area** selected for the analysis and the number of **Households** within the Trade Area is indicated at the top of the report.

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

Top Events & Local Attractions - Attended*

Times Square (New York City)



Index: **168**
% Comp: **40.2**

Art Museum



Index: **159**
% Comp: **57.5**

Comedy club



Index: **151**
% Comp: **31.4**

Symphony concert, opera, etc.



Index: **149**
% Comp: **25.6**

Top Sports Events - Attended*

Any marathon/road race



Index: **191**
% Comp: **8.2**

Nat'l Hockey League (NHL)



Index: **160**
% Comp: **16.7**

Major League Soccer (MLS)



Index: **151**
% Comp: **8.7**

Nat'l Basketball Assoc. (NBA)



Index: **150**
% Comp: **19.0**

Top Leisure Activities - Participated*

Skiing/snowboarding



Index: **166**
% Comp: **19.6**

Tennis



Index: **156**
% Comp: **17.7**

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



Index: **151**
% Comp: **15.8**

Yoga



Index: **150**
% Comp: **45.6**

In the example, **16.7%** of households in the San Francisco Trade Area attended the National Hockey League. An Index of **160** suggests that a household in the San Francisco Trade Area is 60% more likely to attend a marathon or road race than households in the Benchmark of California.

Benchmark: California

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

Index Colours: <80 80 - 110 110+