

Executive Reporting - Trade Area - Sports & Leisure Overview - Interest

Provides an overview of sports 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 - Level of Interest

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.

Very Interested*

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

Men's tennis (ATP)



Index: **134**
% Comp: **8.0**

European soccer



Index: **130**
% Comp: **10.0**

Women's tennis (WTA)



Index: **118**
% Comp: **7.0**

Nat'l Hockey League (NHL)



Index: **115**
% Comp: **13.8**

A Little Bit Interested*

European soccer



Index: **135**
% Comp: **18.2**

Men's tennis (ATP)



Index: **132**
% Comp: **20.9**

Major League Soccer (MLS)



Index: **129**
% Comp: **22.9**

Women's tennis (WTA)



Index: **126**
% Comp: **20.7**

In the example, **20.9%** of households in the San Francisco Trade Area are Somewhat Interested in Men's Tennis. An Index of **132** suggests that a household in the San Francisco Trade Area is 32% more likely to be Somewhat Interested in Men's Tennis than households in the Benchmark of California.

Somewhat Interested*

Men's tennis (ATP)



Index: **143**
% Comp: **12.6**

Women's tennis (WTA)



Index: **127**
% Comp: **12.0**

European soccer



Index: **125**
% Comp: **11.2**

Nat'l Hockey League (NHL)



Index: **124**
% Comp: **19.9**

Benchmark: California

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

Index Colours: <80 80 - 110 110+