

## Executive Reporting - Trade Area - Sports & Leisure Overview - Attend

Provides behavioural data regarding event and activity attendance for the selected Trade Area.

**Note:** *Top Shows & Exhibitions* variables are based on top indices only. The other categories on this page are chosen from the top indices with a minimum threshold of 5% composition.

## Behavioural - Numeris | Sports & Leisure Overview - Attend

**ENVIRONICS**  
ANALYTICS

**Trade Area:** Whitchurch-Stouffville, ON (T)

**Household Population 12+:** 45,270

The Trade Area selected for analysis. The Household Population 12+ within the Trade Area.

### Top Shows & Exhibitions\*

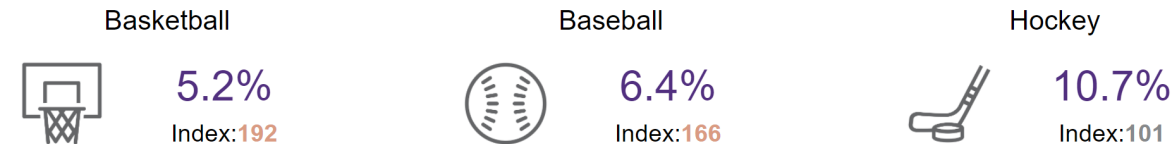
Each category shows the top events or activities attended by the largest proportions of the Trade Area compared to the Benchmark.



### Top Local Attractions & Destinations\*\*



### Top Professional Sports\*\*



In the example, 7.2% of the Trade Area (Whitchurch-Stouffville) household population 12 years and over attended a popular music/rock concert. The Index of **113** suggests that the Trade Area is 13% more likely to attend a popular music/rock concert compared to the Benchmark of Canada.

### Top Concert & Theatre Venues\*\*



**Benchmark:** Canada

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

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Index Colours: <80 80 - 110 110+

## Executive Reporting - Trade Area - Sports & Leisure Overview - Participate

Provides behavioural data regarding event and activity participation for the selected Trade Area.

**Note:** Values are chosen from the top indices with a minimum threshold of 5% composition.

## Behavioural - Numeris | Sports & Leisure Overview - Participate



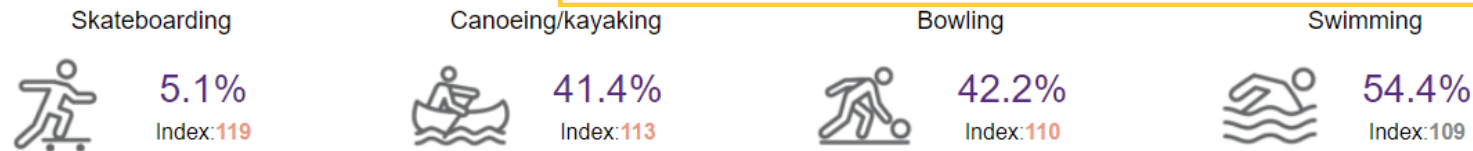
**Trade Area:** Whitchurch-Stouffville, ON (T)

**Household Population 12+:** 45,270

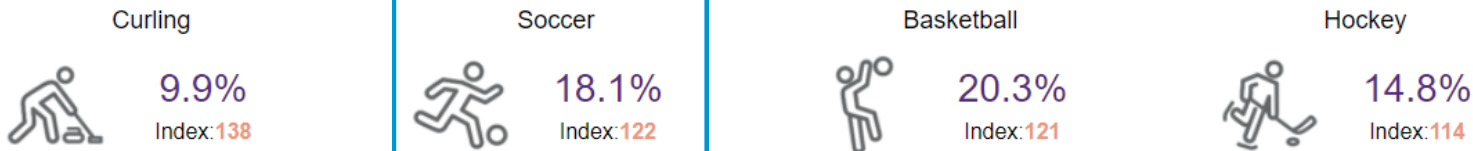
The **Trade Area** selected for analysis. The **Household Population 12+** within the Trade Area.

### Top Individual Sports

Each category shows the top sports or activities participated in by the largest proportions of the Trade Area compared to the Benchmark.



### Top Team Sports

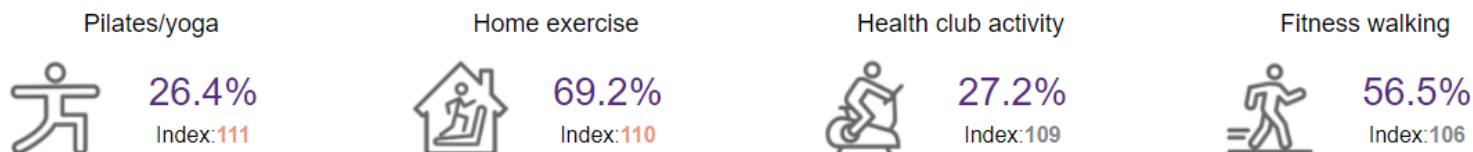


### Top Activities

In the example, **18.1%** of the Trade Area (Whitchurch-Stouffville) participates in Soccer. An Index of **122** suggests that the Trade Area is highly likely, at 22% above average, to participate in Soccer than those in the Benchmark of Canada.



### Top Fitness



**Benchmark:** Canada

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

