

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



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*

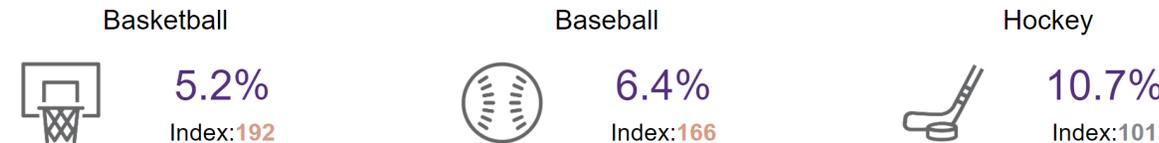
Each category shows the top events or activities attended by the largest proportions of the Trade Area compared to the Benchmark.



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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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

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 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

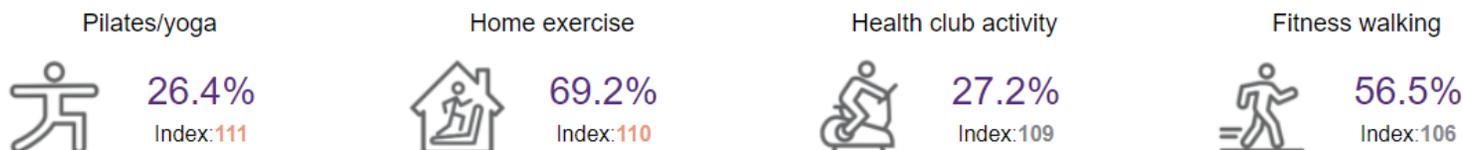


Top Activities

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.

