

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

Provides behavioural data regarding event and activity attendance for the selected Target Group in the Benchmark.

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



Target Group: Middle-Aged Families (03, 05, 15, 19, 30, 33)

Household Population 12+: 3,435,381

The **Target Group** selected for analysis and the **Household Population 12+** who belong to the target group and reside in the Benchmark.

Top Shows & Exhibitions*

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

Garden shows



0.9%
Index: 111

Auto shows



2.3%
Index: 104

Fan shows



1.3%
Index: 100

RV shows



0.8%
Index: 94

Top Local Attractions & Destinations**

Carnivals/fairs



15.2%
Index: 115

Popular music/rock concerts



6.8%
Index: 108

Bars/restaurant bars



23.6%
Index: 106

Movies at a theatre/drive-in



15.4%
Index: 106

Top Professional Sports**

Hockey



11.7%
Index: 110

In the example, **15.2%** of the Middle-Aged Families Target Group attended a carnival or fair. An Index of **115** suggests that those within the Middle-Aged Families Target Group are 15% more likely to attend a carnival or fair when compared to those in the Benchmark of Canada.

Top Concert & Theatre Venues**

Concerts - Arenas



14.1%
Index: 107

Concerts - Night clubs/bars



6.9%
Index: 104

Theatre - Major theatres



10.2%
Index: 97

Concerts - Theatres/halls



7.7%
Index: 85

Benchmark: Canada

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.



HOW TO READ

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

Provides behavioral data regarding event and activity participation for the selected Target Group.

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

Behavioural - Numeris | Sports & Leisure Overview - Participate

ENVIRONICS ANALYTICS

Target Group: Middle-Aged Families (03, 05, 15, 19, 30, 33)

Household Population 12+: 3,435,381

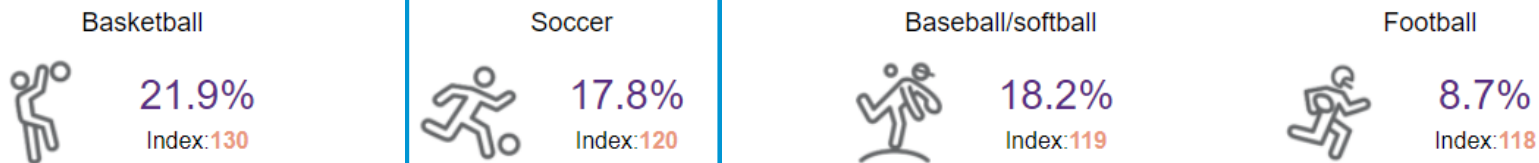
The **Target Group** selected for analysis and the **Household Population 12+** is indicated at the top of the report.

Top Individual Sports

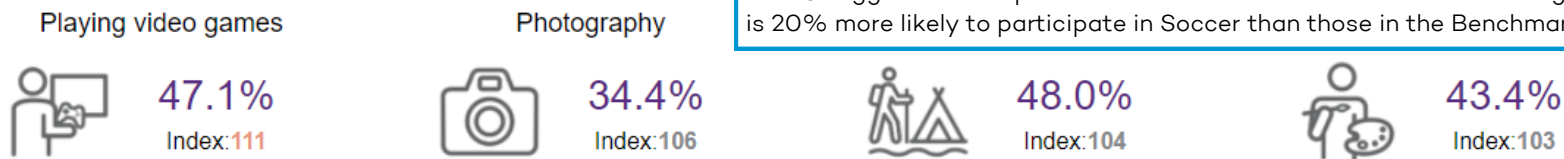
Each category shows the top sports or activities participated in by the largest proportions of the Target Group



Top Team Sports

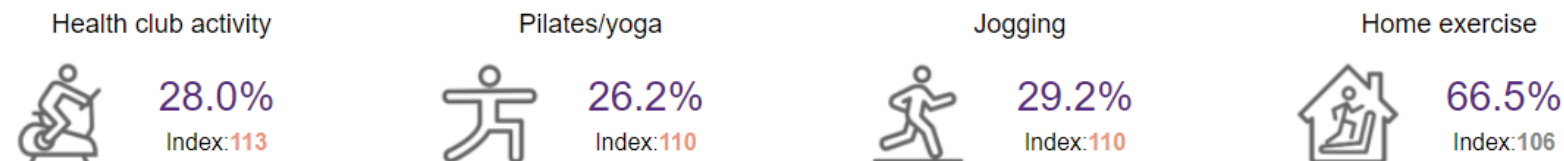


Top Activities



In the example, **17.8%** of the Middle-Aged Families Target Group participate in Soccer. An Index of **120** suggests that a person 12+ within a household in the Middle-Aged Families Target Group is 20% more likely to participate in Soccer than those in the Benchmark of Canada.

Top Fitness



Benchmark: California

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

