

# HOW TO READ

## Executive Dashboards - Behavioural - Vividata - Sports & Leisure - 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 - Vividata | Sports & Leisure Overview - Participate

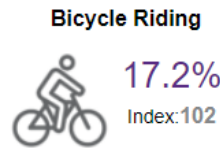
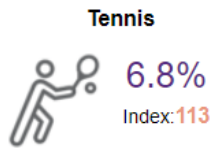


**Trade Area:** Toronto, ON

**Household Population 14+:** 5,667,852

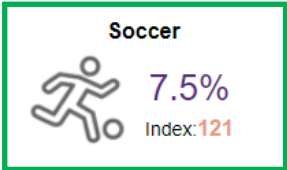
The **trade area** selected for analysis and the total household population aged 14+ within the trade area.

#### TOP RECREATIONAL SPORTS\*



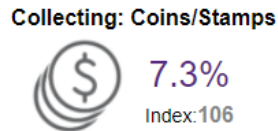
Each category shows the top sports or activities participated in by the largest proportions of the trade area compared to the benchmark.

#### TOP TEAM SPORTS\*



In this example, **7.5%** of the household population 14+ in the Toronto trade area have participated in Soccer. With an index of **121**, Soccer participation is significantly higher, at **21%**, than the benchmark of Ontario.

#### TOP LEISURE ACTIVITIES\*



#### TOP FITNESS ACTIVITIES\*



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.

Benchmark: Ontario

\* Chosen from index ranking with minimum 5% composition.

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