

# HOW TO READ

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

Provides behavioural data regarding event and activity participation for the selected target group in the Benchmark.

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

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

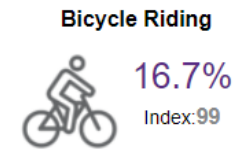
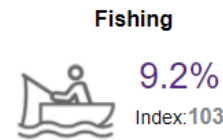
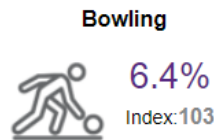
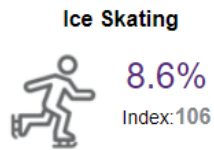


**Target Group:** Middle-Class Suburbia (38, 43)

**Household Population 14+:** 496,906

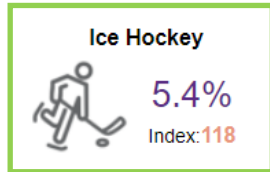
The **target group** selected for analysis and the **total household population** aged 14+ who belong to the target group and reside in the benchmark.

#### TOP RECREATIONAL SPORTS\*



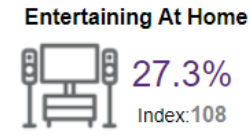
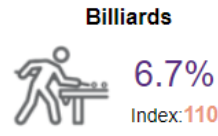
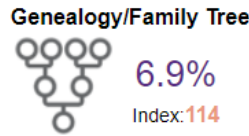
Each category shows the top sports or activities participated in by the largest proportions of the target group compared to the benchmark.

#### TOP TEAM SPORTS



In this example, **5.4%** of the Middle-Class Suburbia target group who reside in the benchmark have participated in ice hockey. With an index of **118**, ice hockey participation for this target group is **18%** higher than the benchmark of Ontario.

#### TOP LEISURE ACTIVITIES\*



#### TOP FITNESS ACTIVITIES\*



The **Benchmark** indicates the geographic extent for the report. 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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Index Colours: <80 80 - 110 110+