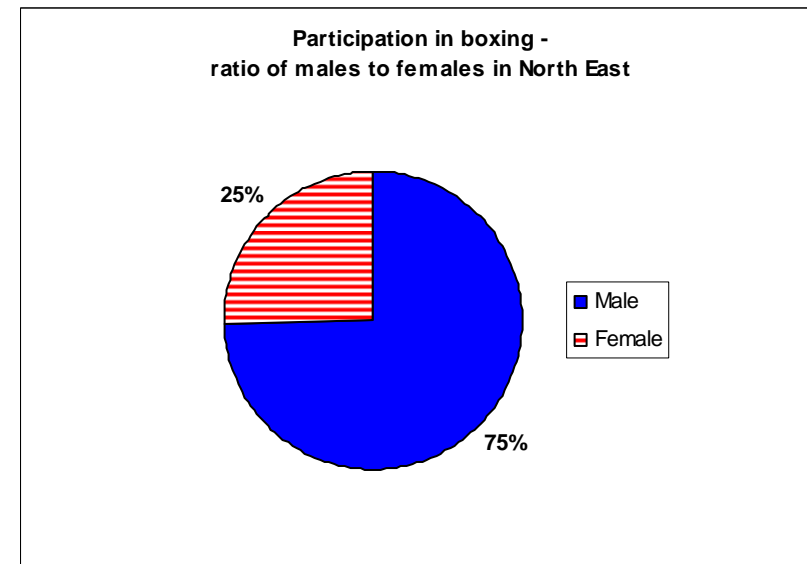
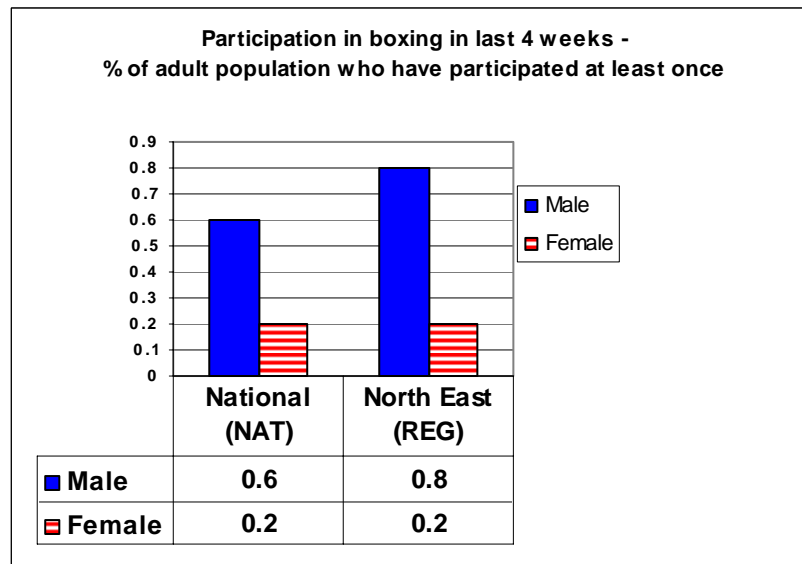


Amateur Boxing Association of England

0.5%
of NE adult
population
participated in
boxing in the
last 4 weeks

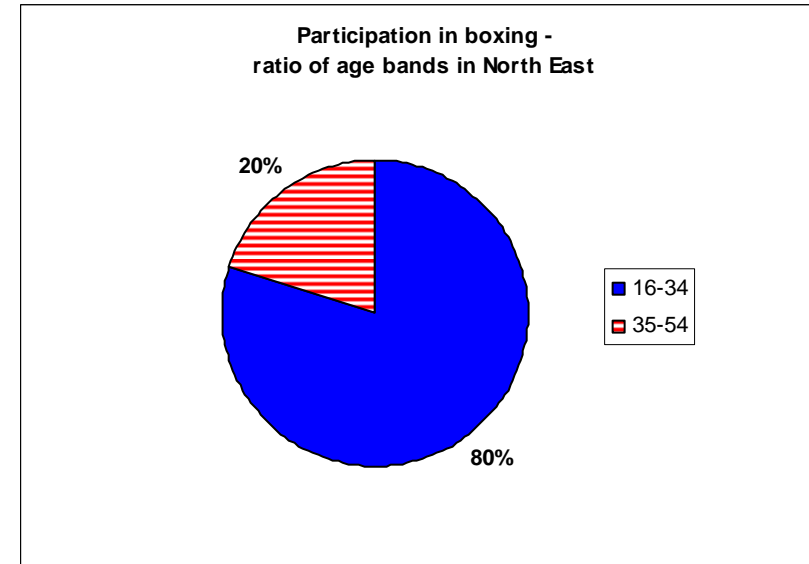
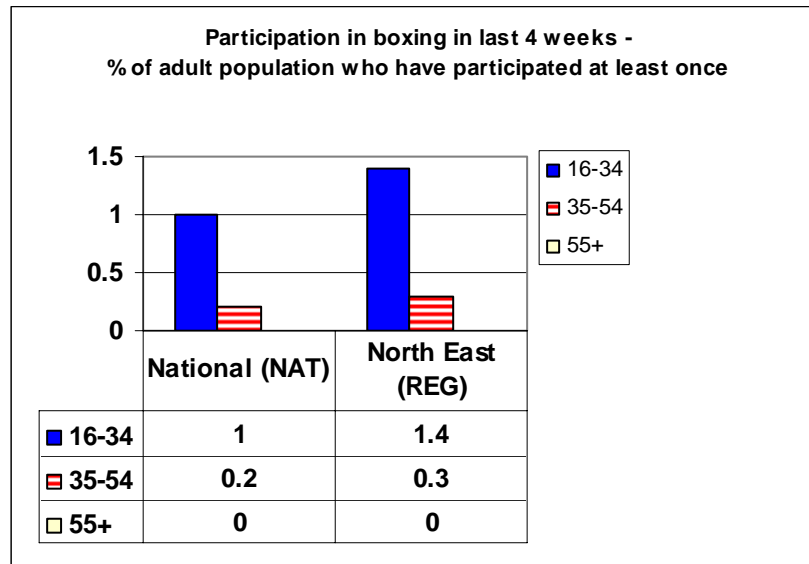
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.5%	10,418	0.4%	162,844	0.1%

Participation by gender



Amateur Boxing Association of England

Participation by age band



Top Market Segments most likely to participate in boxing

- 1 - Ben - Professional Male Urbanites
- 2 - Jamie - Sports Team Drinkers
- 4 - Leanne - Supportive Singles
- 3 - Chloe - Fitness Class Friends
- 9 - Kev - Pub League Team Mates