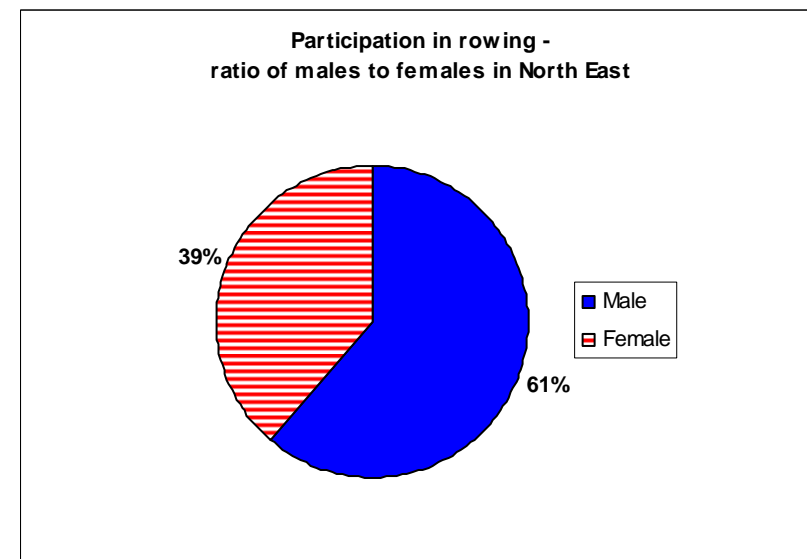
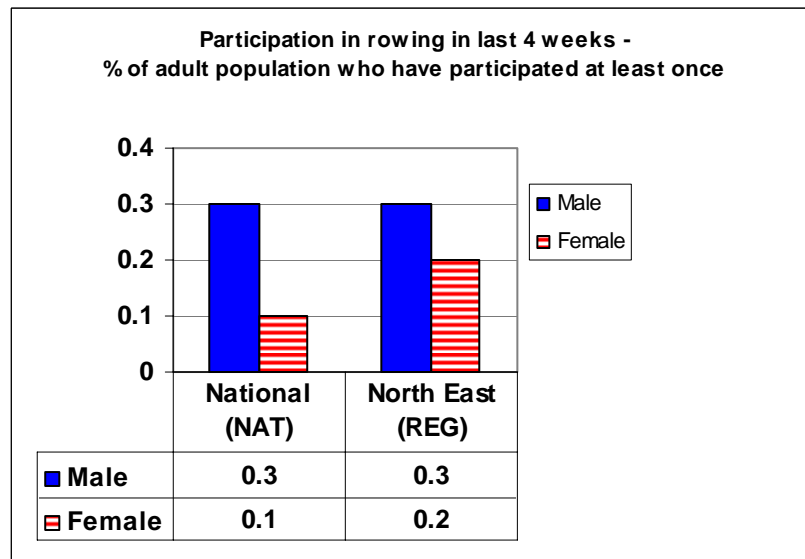


# Amateur Rowing Association

North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.2%	4,167	0.2%	81,422	-

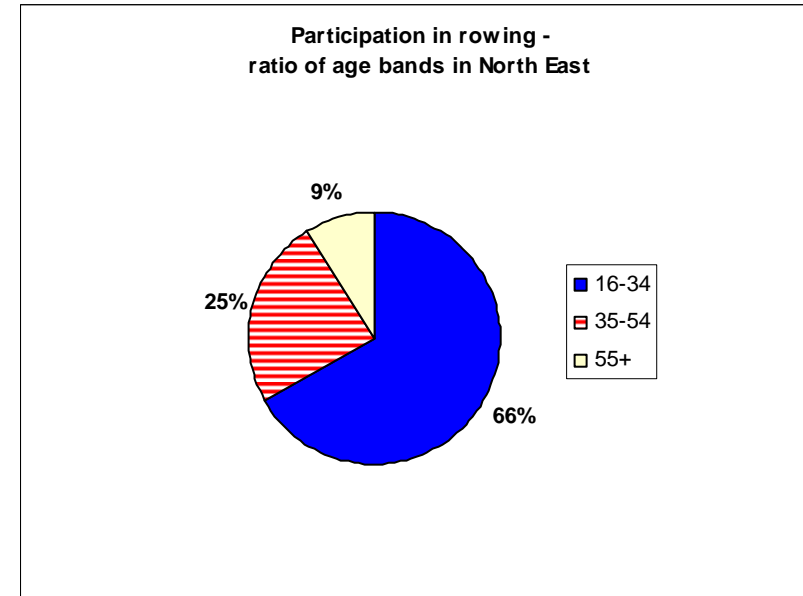
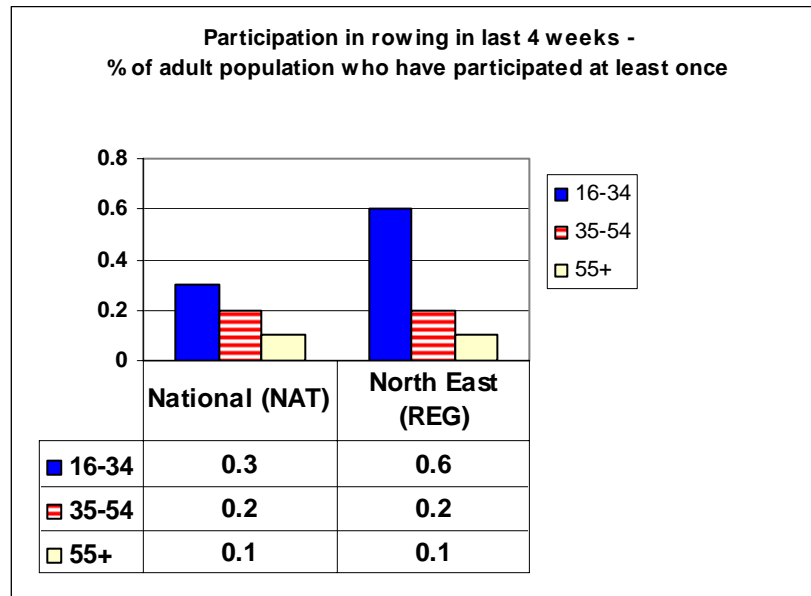
**0.2% of NE adult population participated in rowing in the last 4 weeks**

## Participation by gender



# Amateur Rowing Association

## Participation by age band



## Top Market Segments most likely to participate in rowing

- 1 - Ben - Professional Male Urbanites
- 3 - Chloe - Fitness Class Friends
- 6 - Tim - Settling Down Males
- 2 - Jamie - Sports Team Drinkers
- 11 - Philip - Comfortable Mid-Life Males