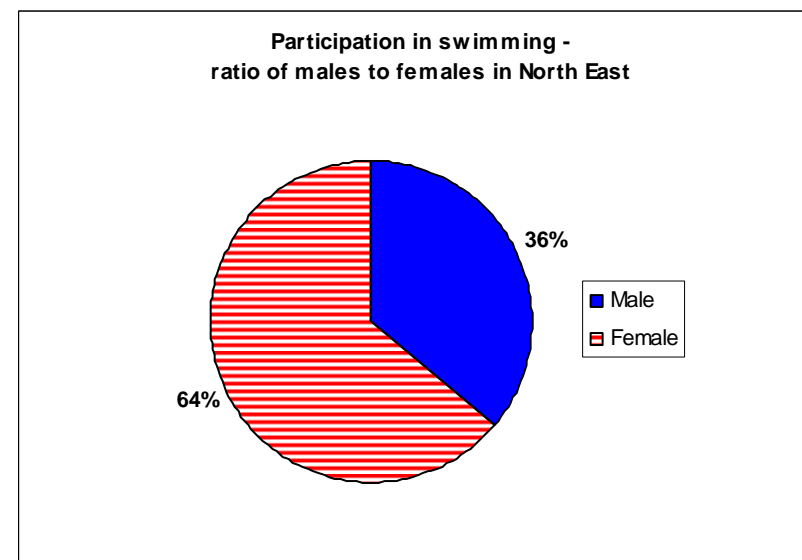
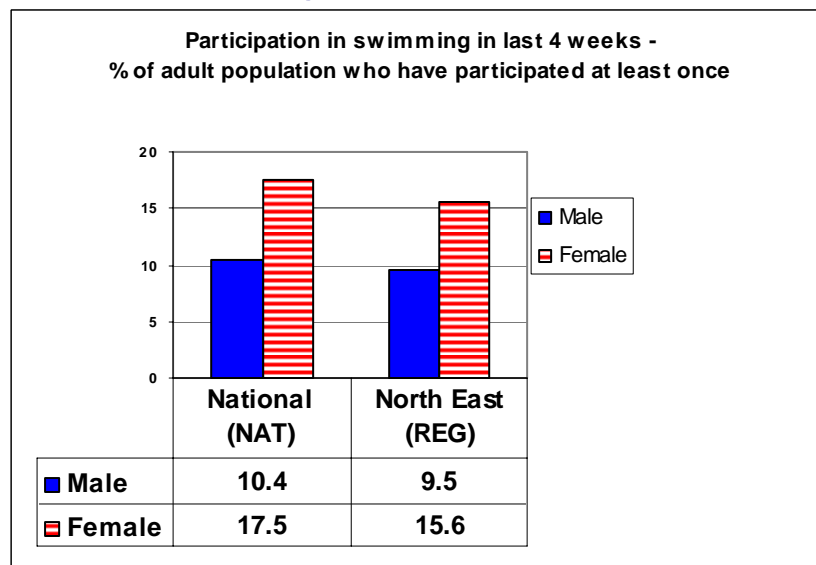


Amateur Swimming Association

12.7%
of NE adult
population
participated in
swimming in the
last 4 weeks

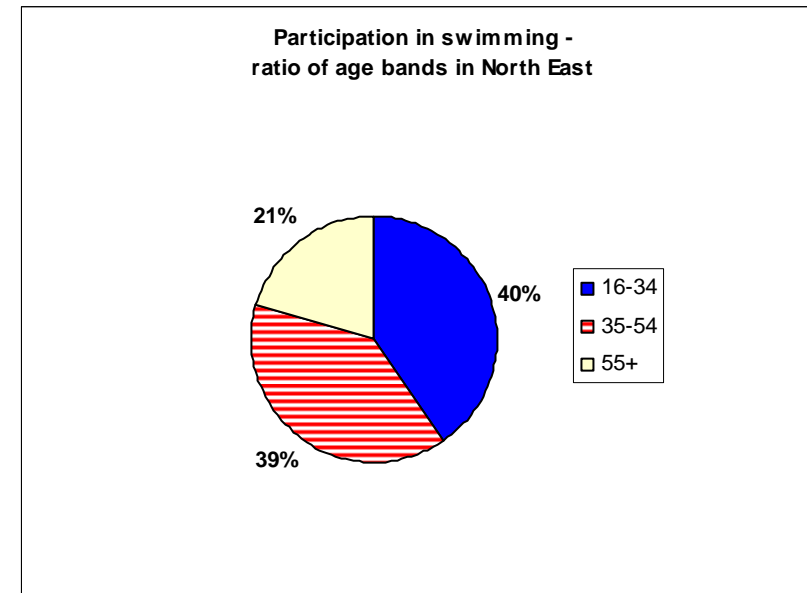
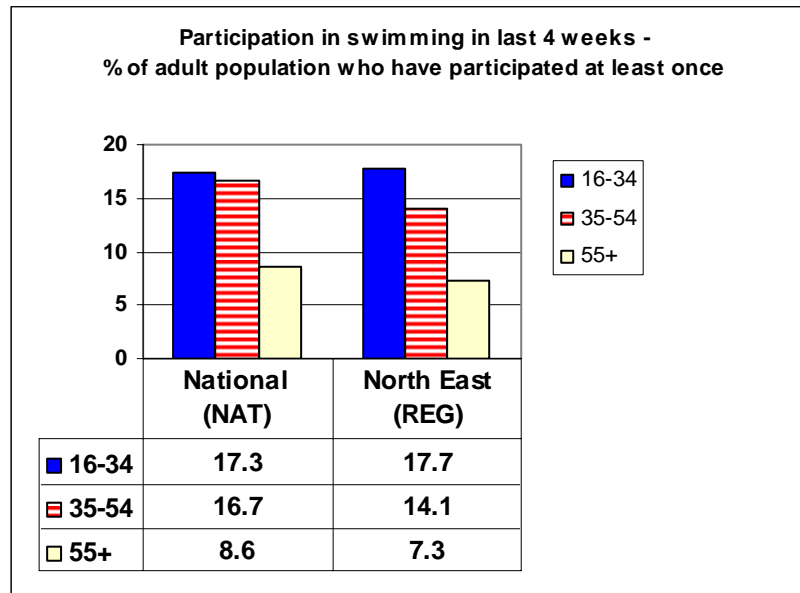
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
12.7%	264,605	14.1%	5,740,237	-1.4%

Participation by gender



Amateur Swimming Association

Participation by age band



Top Market Segments most likely to participate in swimming

- 7 – Alison – Stay at Home Mums
- 3 – Chloe – Fitness Class Friends
- 8 – Jackie – Middle England Mums
- 4 – Leanne – Supportive Singles
- 5 – Helena – Career Focussed Females