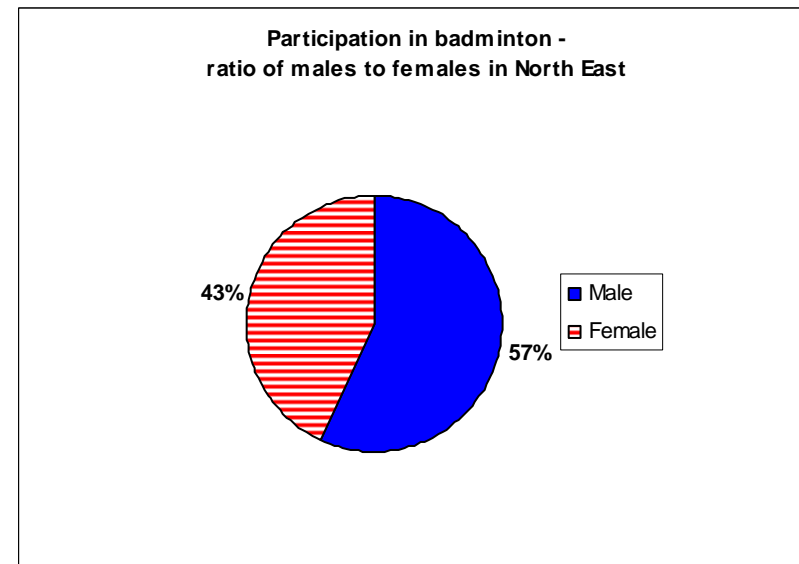
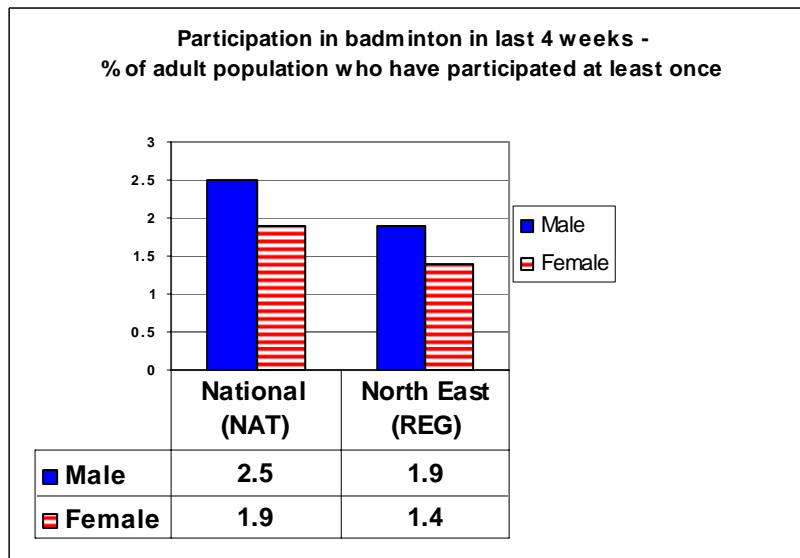


Badminton England

1.6%
of NE adult
population
participated in
badminton in
the last 4 weeks

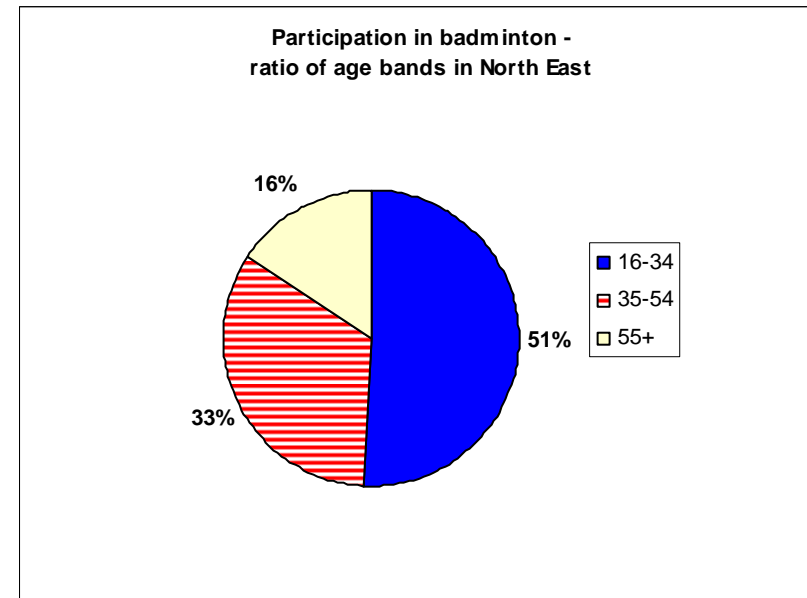
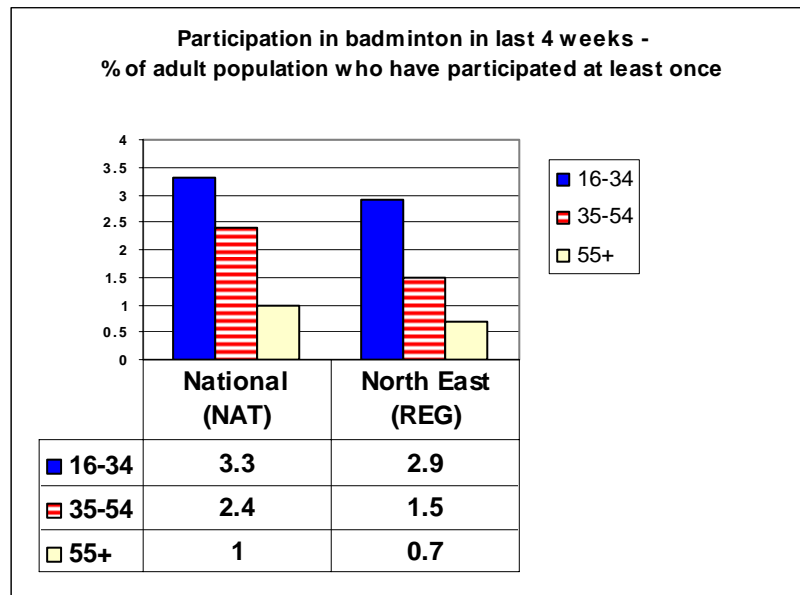
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
1.6%	33,336	2.2%	895,640	-0.6%

Participation by gender



Badminton England

Participation by age band



Top Market Segments most likely to participate in badminton

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