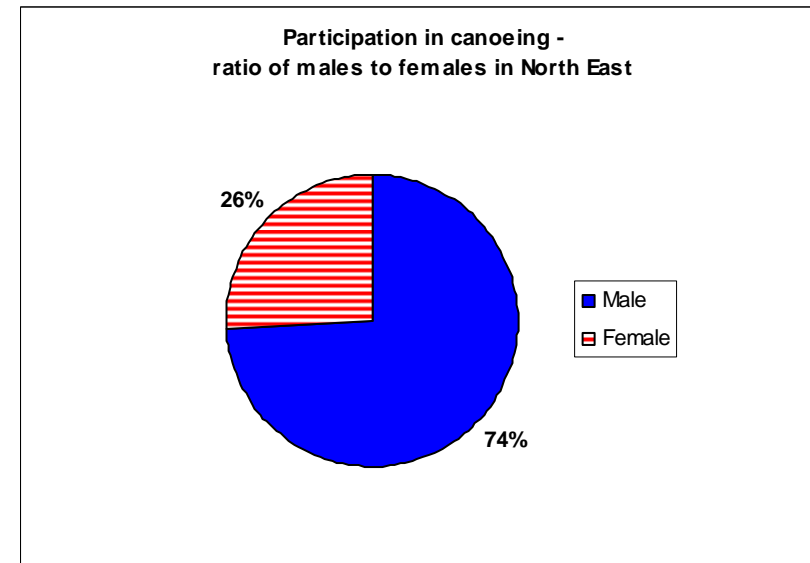
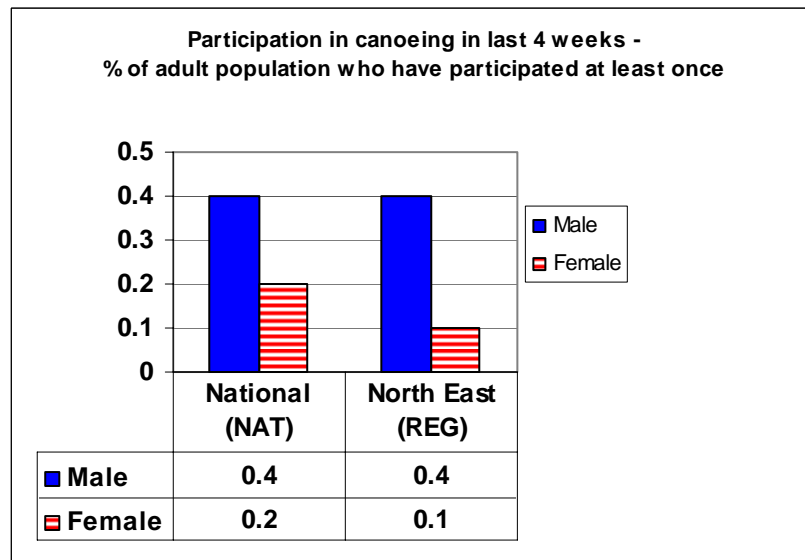


British Canoe Union

North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.3%	6,251	0.3%	122,133	-

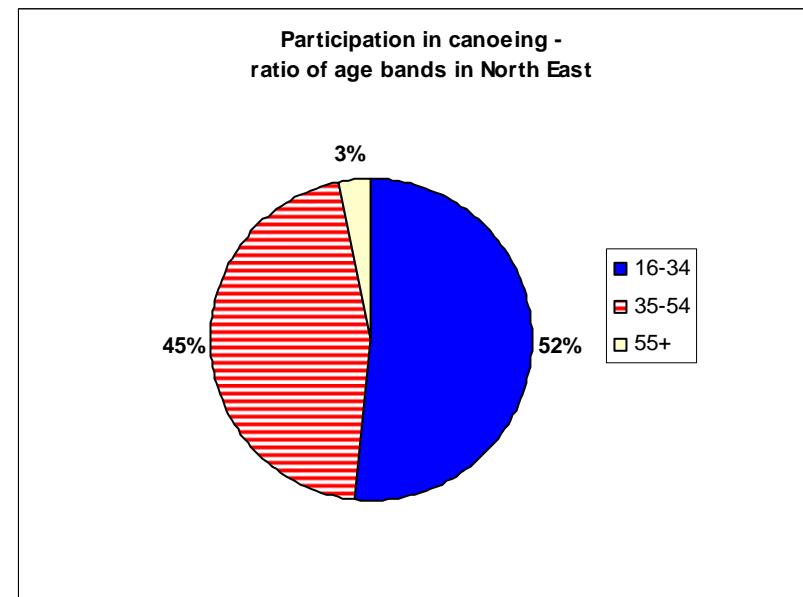
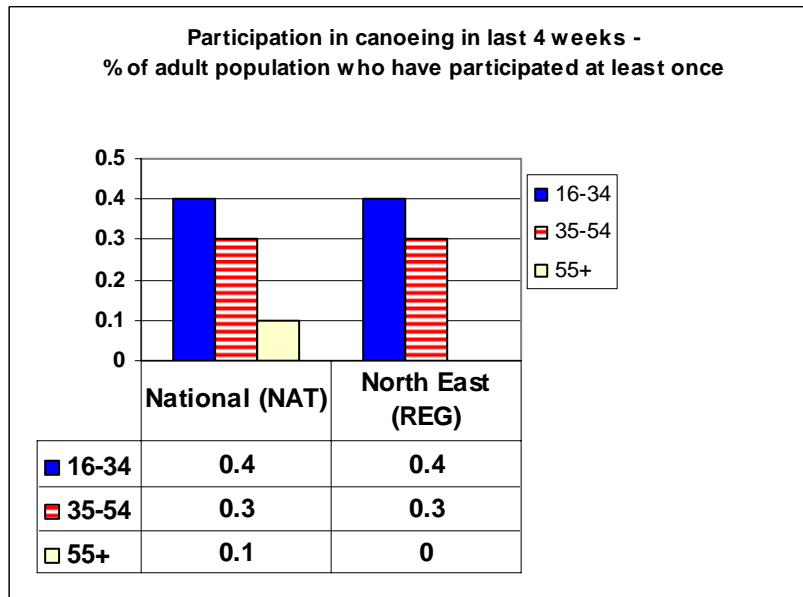
**0.3%
of NE adult
population
participated in
canoeing in the
last 4 weeks**

Participation by gender



British Canoe Union

Participation by age band



Top Market Segments most likely to participate in canoeing

- 6 - Tim - Settling Down Males
- 1 - Ben - Professional Male Urbanites
- 11 - Philip - Comfortable Mid-Life Males
- 9 - Kev - Pub League Team Mates
- 5 - Helena - Career Focussed Females