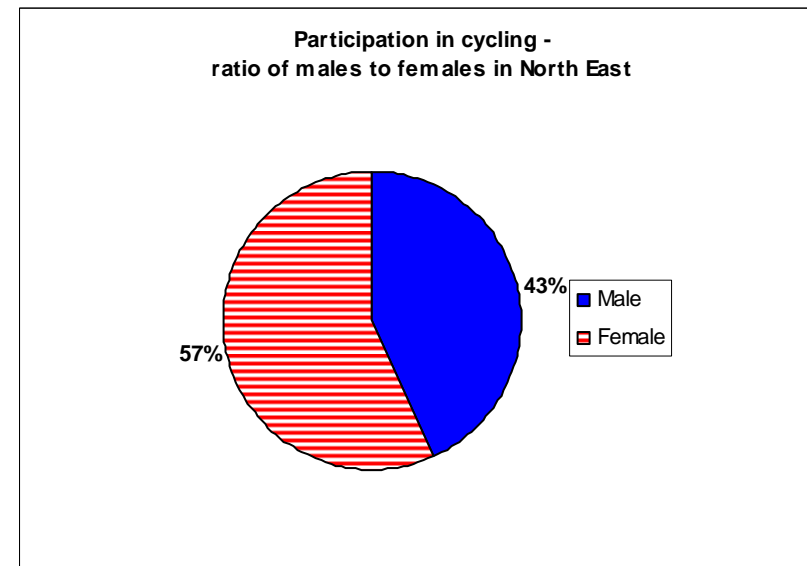
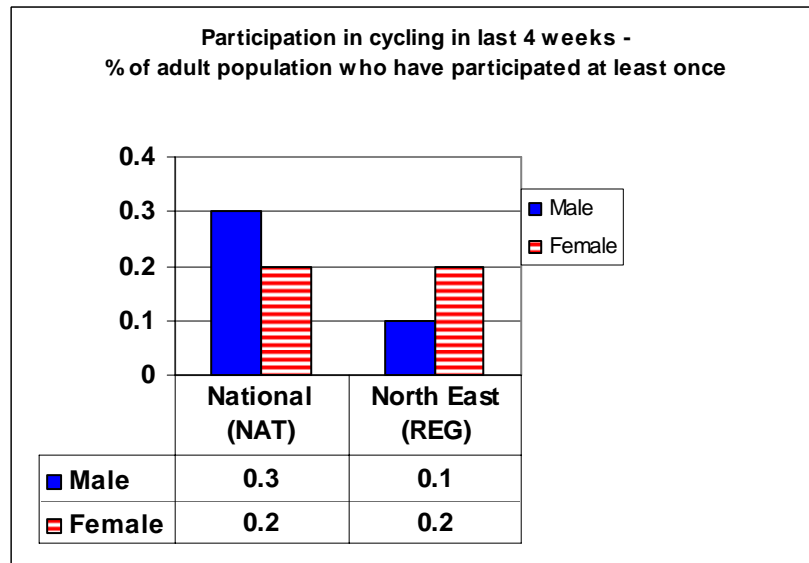


# British Cycling

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

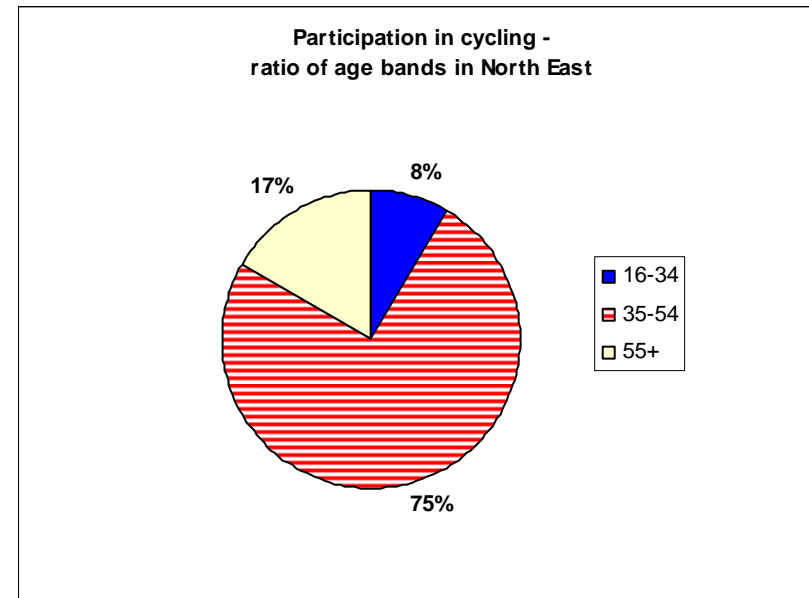
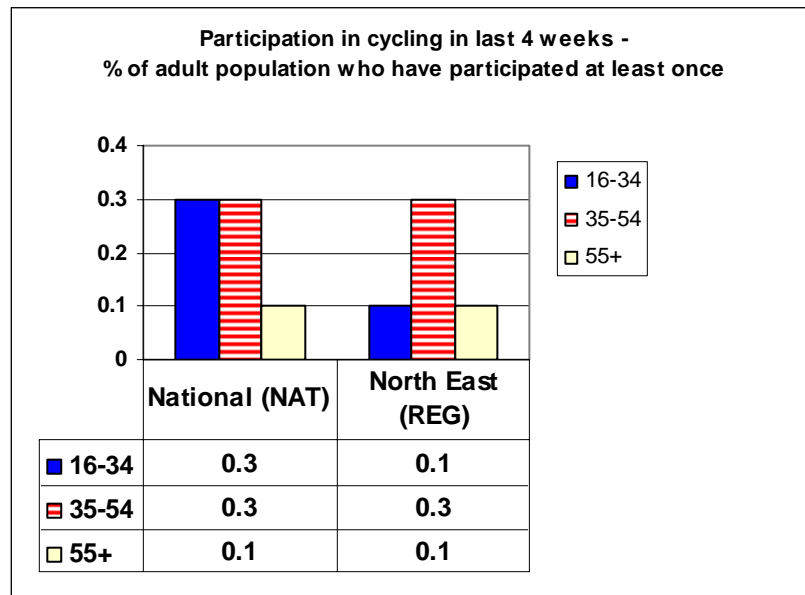
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.2%	4,167	0.2%	81,422	-

## Participation by gender



# British Cycling

## Participation by age band



## Top Market Segments most likely to participate in cycling

- 11 - Philip - Comfortable Mid-Life Males
- 1 - Ben - Professional Male Urbanites
- 7 - Alison - Stay at Home Mums
- 6 - Tim - Settling Down Males
- 3 - Chloe - Fitness Class Friends