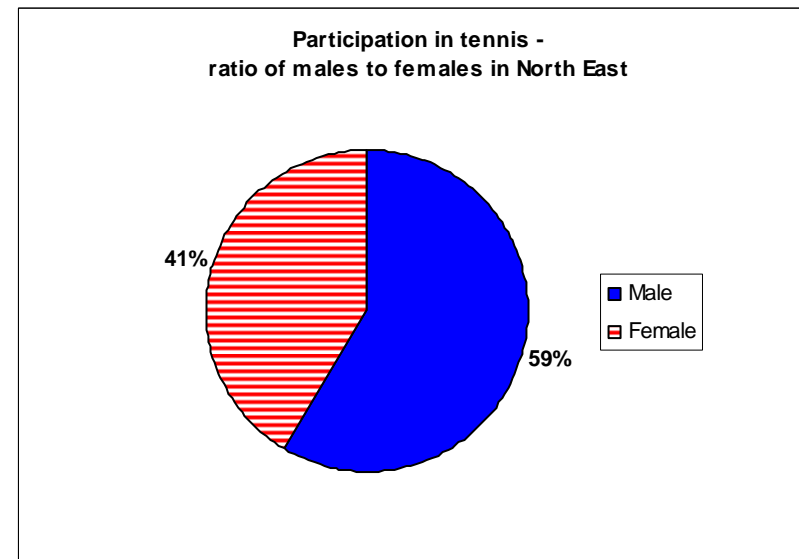
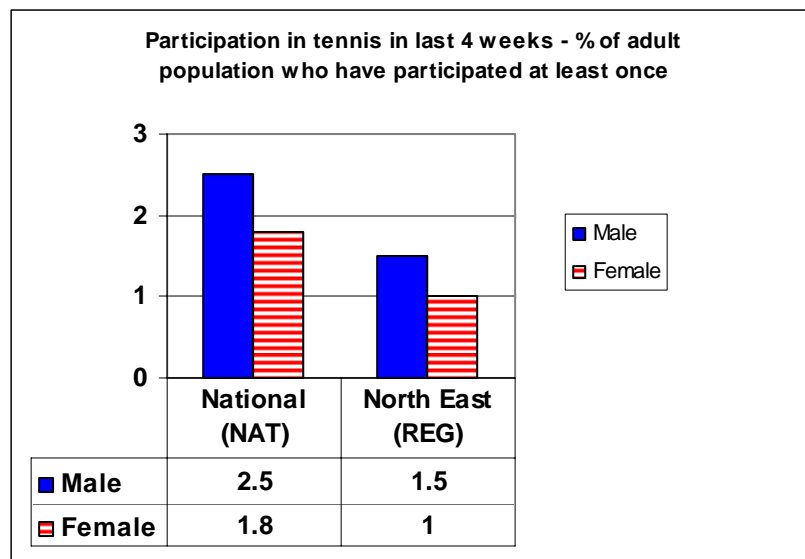


# Lawn Tennis Association

1.2%  
of NE adult  
population  
participated in  
tennis in the last  
4 weeks

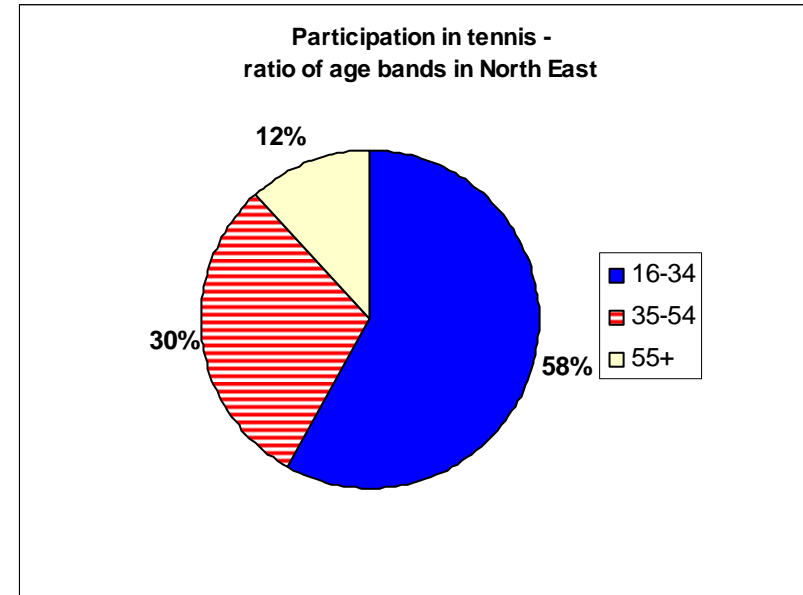
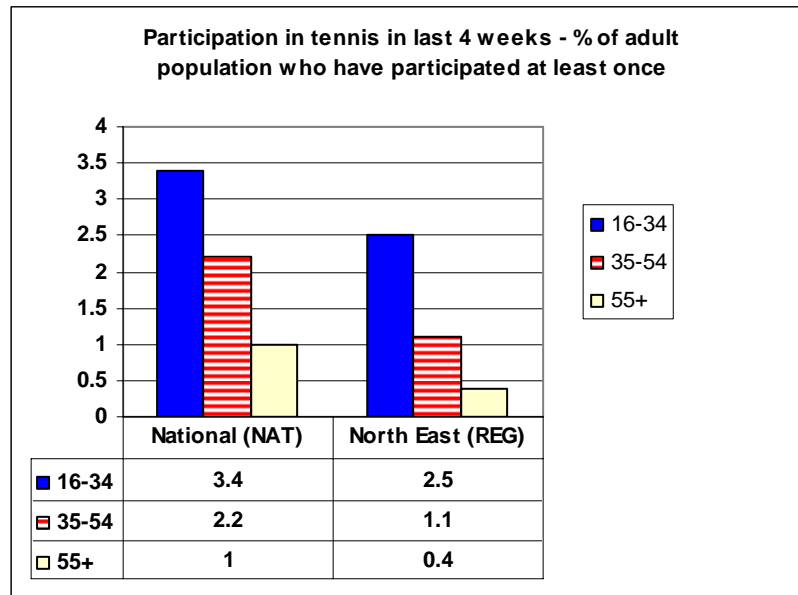
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.2%	4,167	0.4%	162,844	-0.2

## Participation by gender



# Lawn Tennis Association

## Participation by age band



## Top Market Segments most likely to participate in tennis

- 1 - Ben - Professional Male Urbanites
- 3 - Chloe - Fitness Class Friends
- 7 - Alison - Stay at Home Mums
- 6 - Tim - Settling Down Males
- 5 - Helena - Career Focussed Females

