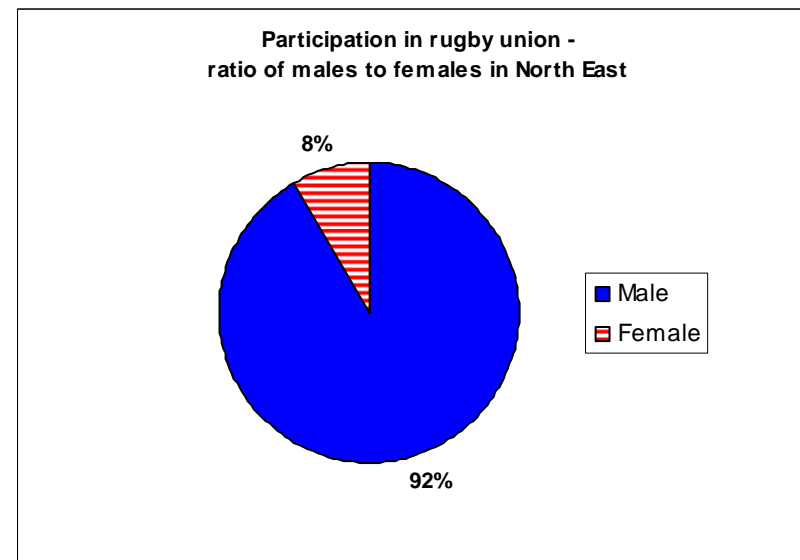
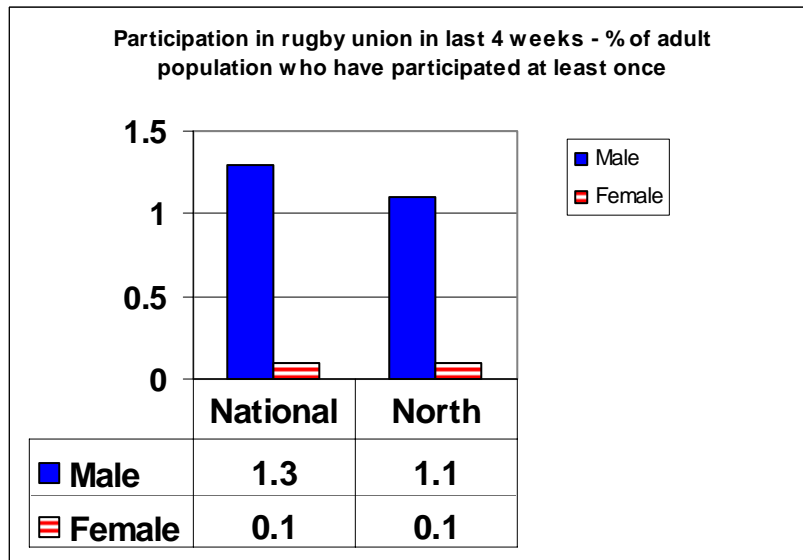


RFU and RFU for Women

North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.6%	12,501	0.7%	284,976	-0.1

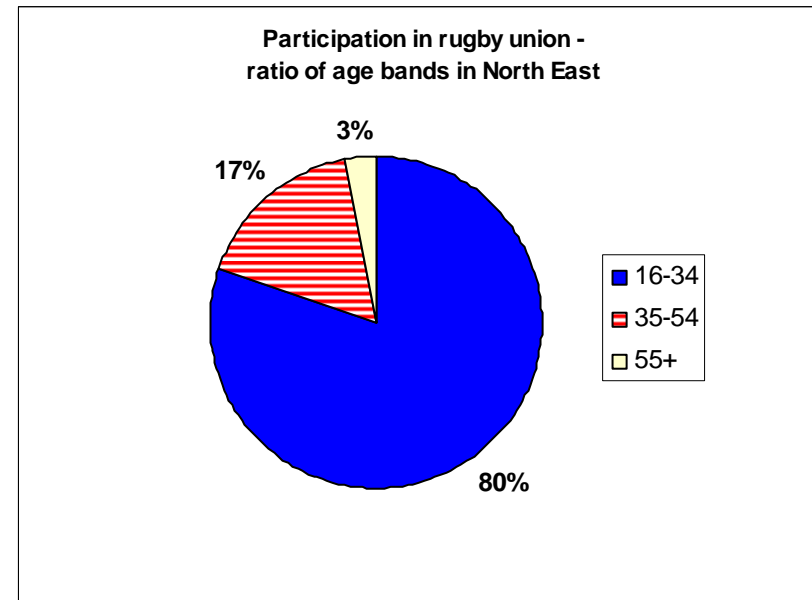
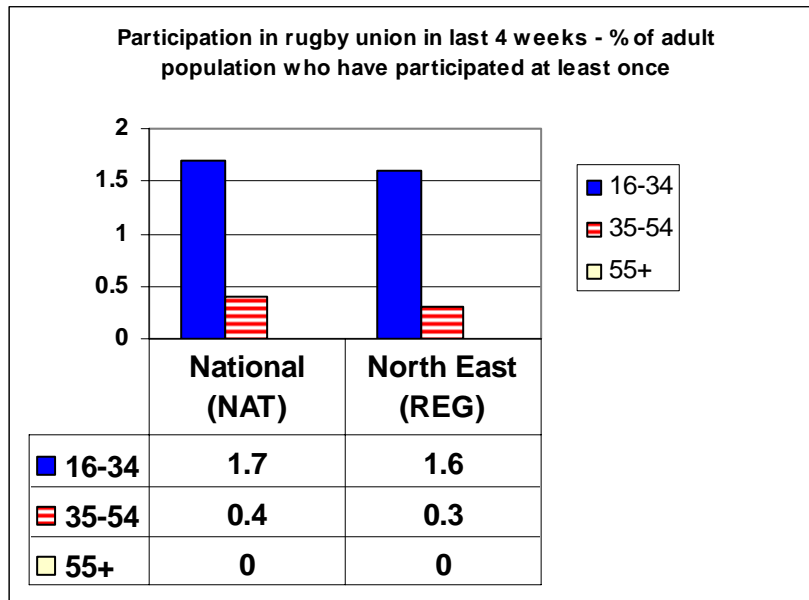
0.6% of NE adult population participated in rugby union in the last 4 weeks

Participation by gender



RFU and RFU for Women

Participation by age band



Top Market Segments most likely to participate in rugby union

- 1 - Ben - Professional Male Urbanites
- 2 - Jamie - Sports Team Drinkers
- 6 - Tim - Settling Down Males
- 11 - Philip - Comfortable Mid-Life Males
- 9 - Kev - Pub League Team Mates

