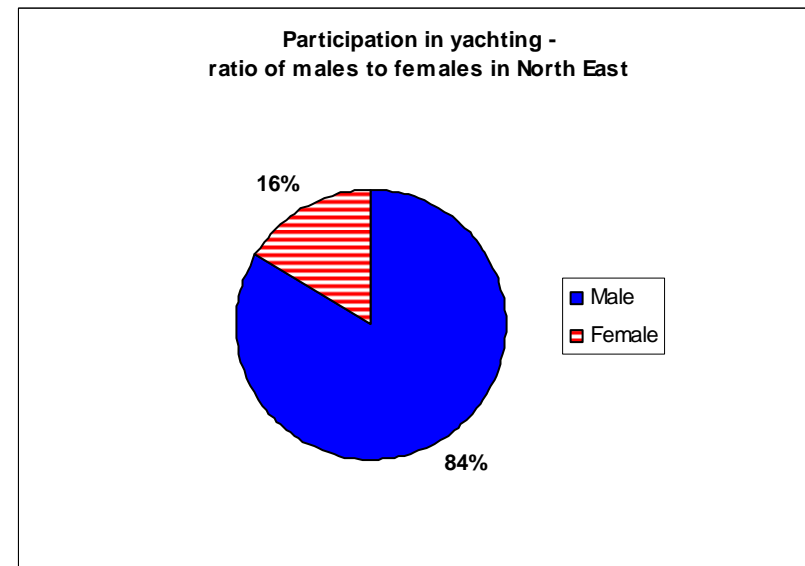
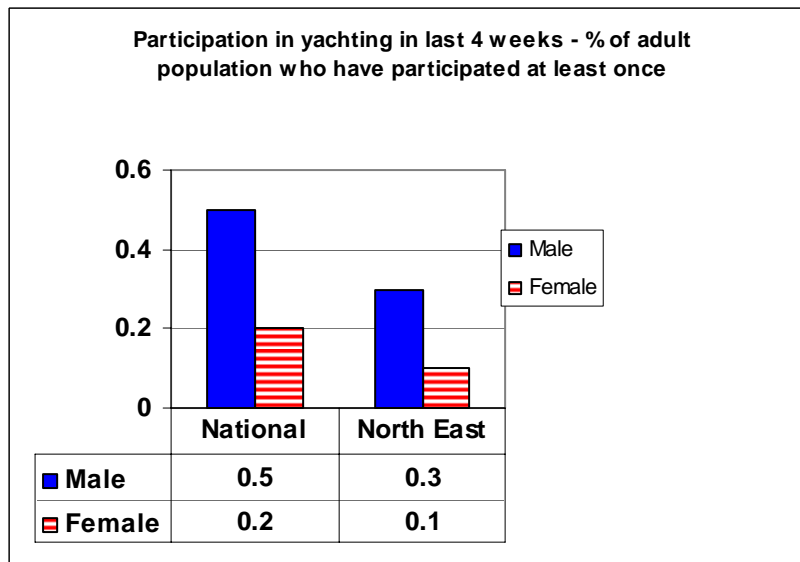


Royal Yachting Association

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

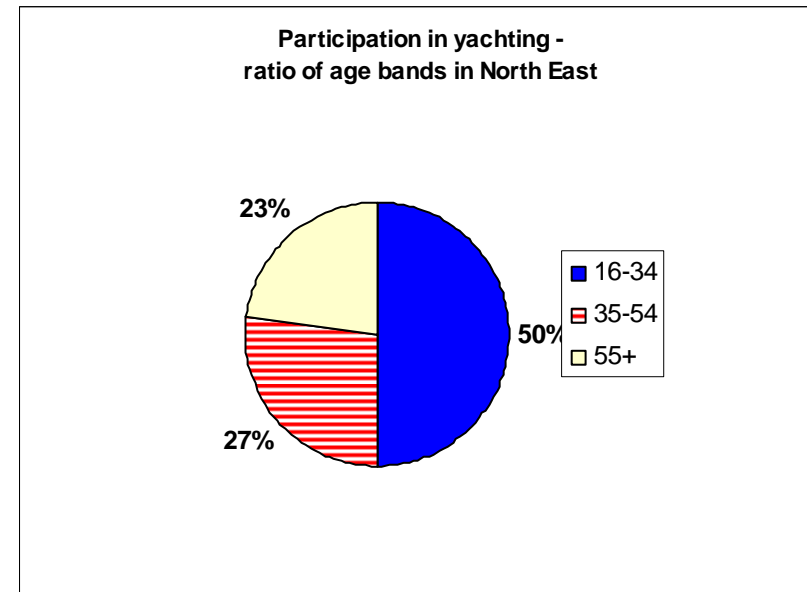
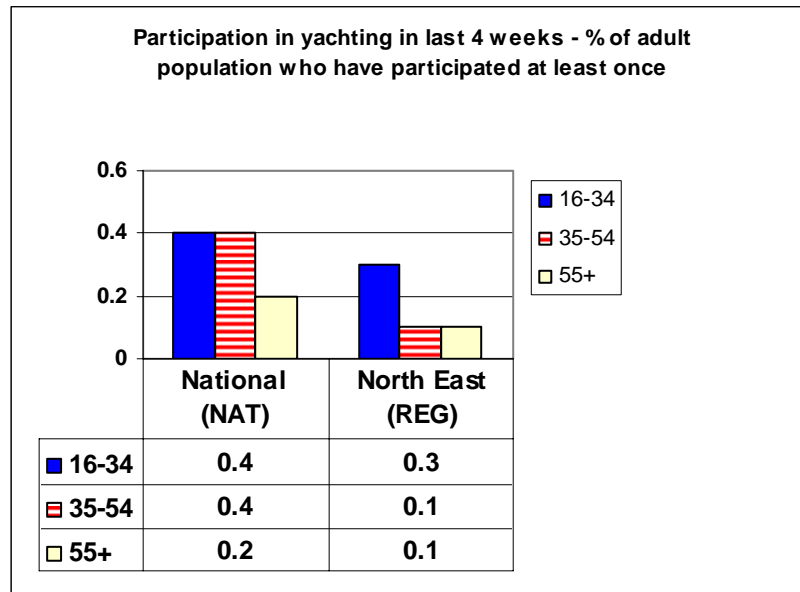
North East Results		National Results		Nat vs. Region
% of Pop	Total Pop	% of Pop	Total Pop	
0.2%	4,167	0.3%	122,133	-0.1

Participation by gender



Royal Yachting Association

Participation by age band



Top Market Segments most likely to participate in yachting

- 6 - Tim - Settling Down Males
- 11 - Philip - Comfortable Mid-Life Males
- 1 - Ben - Professional Male Urbanites
- 3 - Chloe - Fitness Class Friends
- 5 - Helena - Career Focussed Females