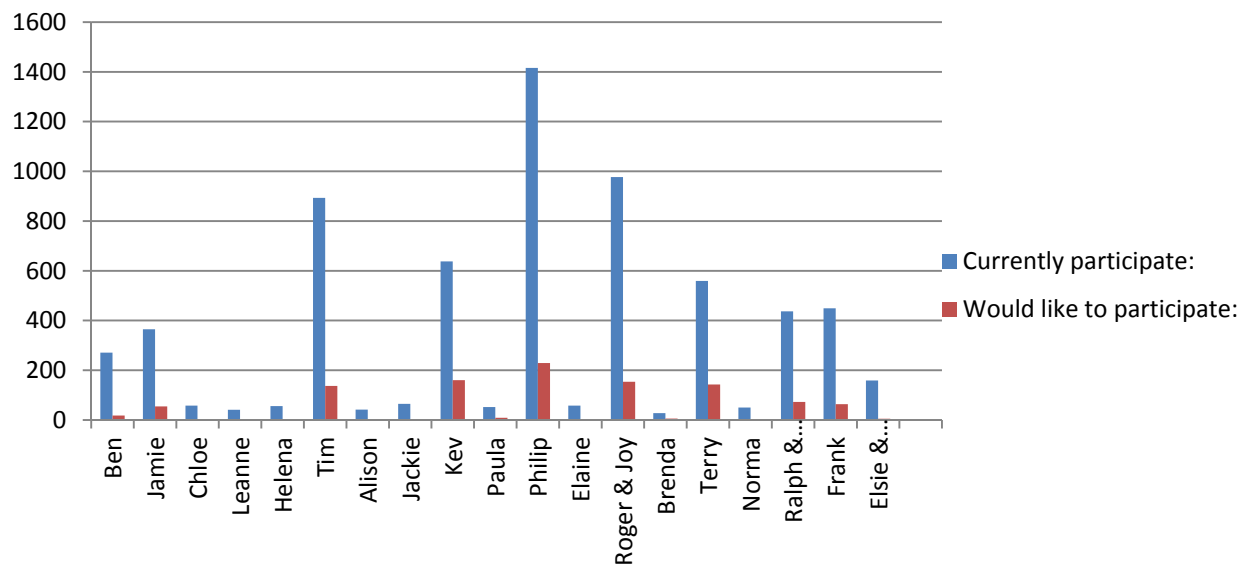
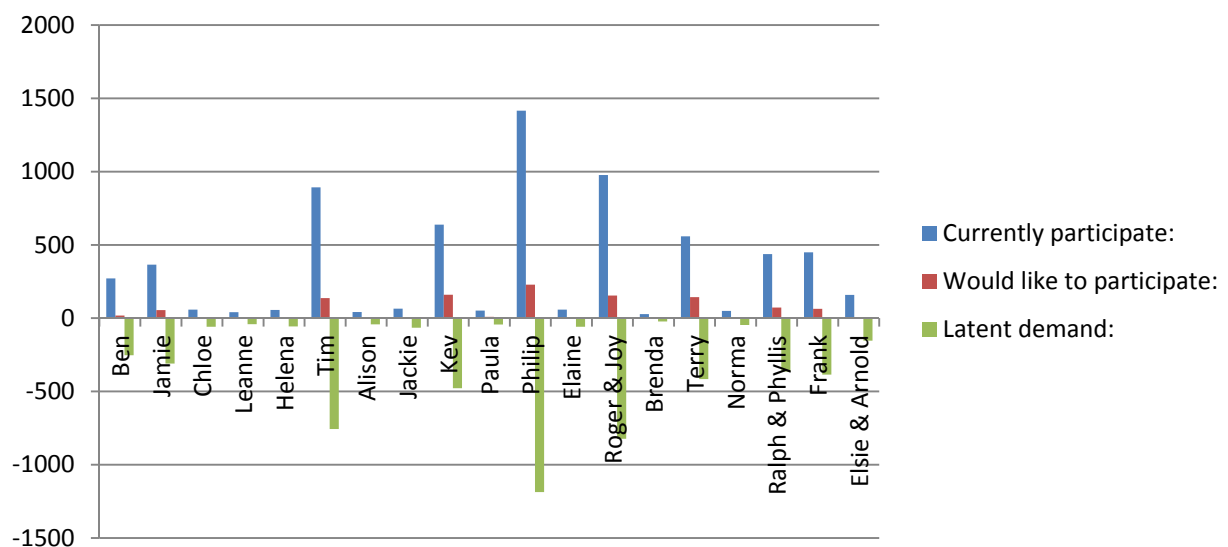


## Market Segmentation and Latent Demand- Angling

Currently participate or would like to participate:



Latent demand:



The latent demand for angling is shown in green and is very low. The amount of people that currently participate far outweighs those that would like to. The latent demand is demonstrated in Philip, Roger & Joy and Kev.

The key target areas for Philip, Roger & Joy and Kev are: Rame Peninsula and surrounding area, Saltash, Newlyn, Launceston, St Ives, Penzance, rural West Penwith, Hayle, St Austell and Redruth.

### **How to communicate to Philip, Roger & Joy and Kev?**

Philip, Roger & Joy and Kev all participate in physical activity for enjoyment and keeping fit. The best methods of communication would be adverts in local papers,

or mail shots included in the papers; Philip and Kev may be responsive to web banners, for Philip these would need to be in an informative style rather than direct advertising. Advertisements on local radio stations may also be an effective way of communicating with these groups.