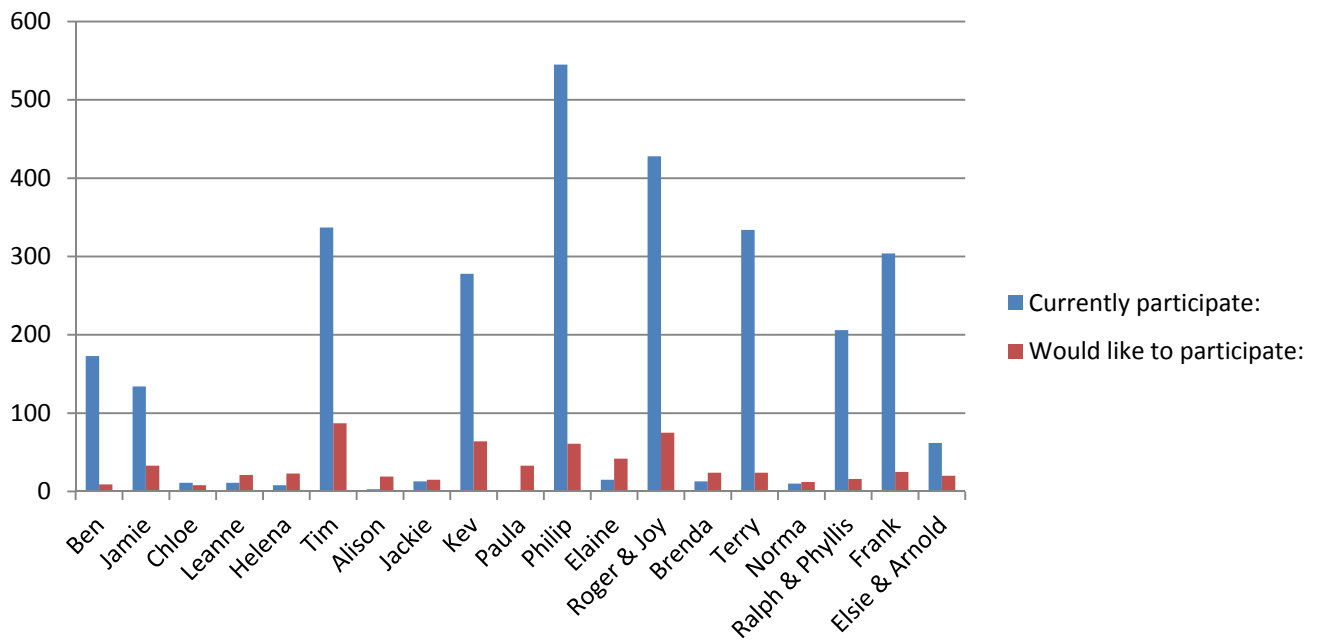
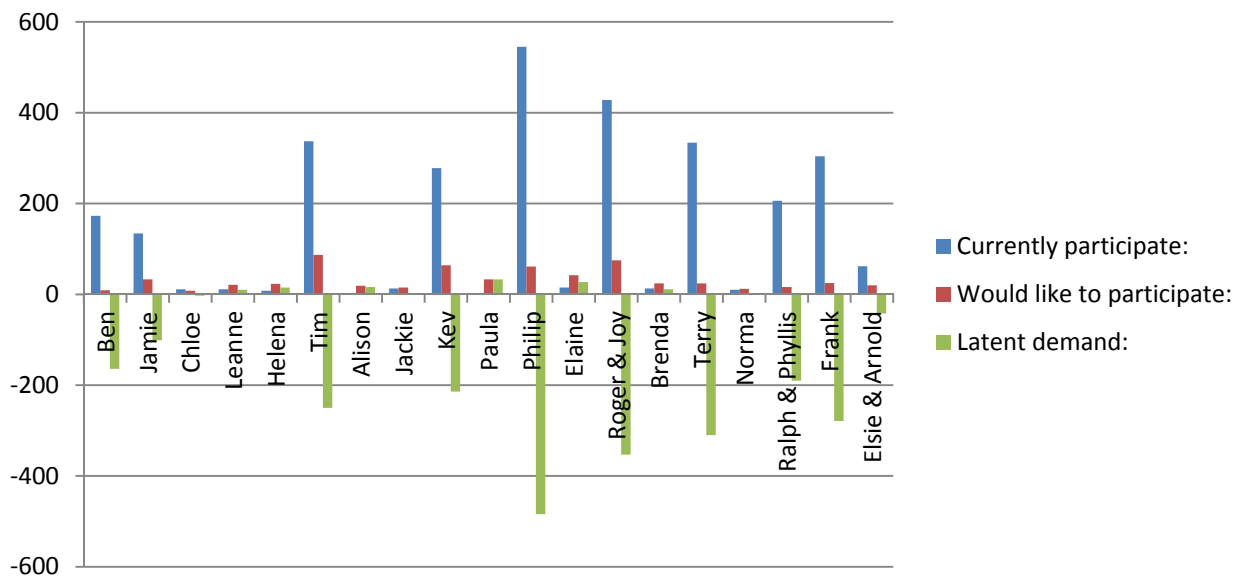


## Market Segmentation and Latent Demand – Archery

Currently participate or would like to participate:



Latent demand:



The latent demand for archery is very low, with fewer than 100 people expressing interest in participating that are not currently. This demand is shown in Paula and Elaine.

The key target areas for Paula and Elaine are: Redruth, Bude and surrounding rural area, Penzance, St Blazey, Bodmin and Launceston and surrounding rural area.

## **How to communicate to Paula and Elaine?**

Paula and Elaine are females in the 26-55 age range. They participate in physical activity for enjoyment, to keep fit and to lose weight. Paula's barriers to participation are childcare and admission being too expensive, therefore she is likely to participate in a free trial or where she can take her children along too. Neither Elaine nor Paula are receptive to coaching and are not interested in improving their performance.

The best methods to communicate to Paula and Elaine are via simple straightforward advertising in shopping centres and on public transport or internet web banners. Paula may also be responsive to direct mail marketing.