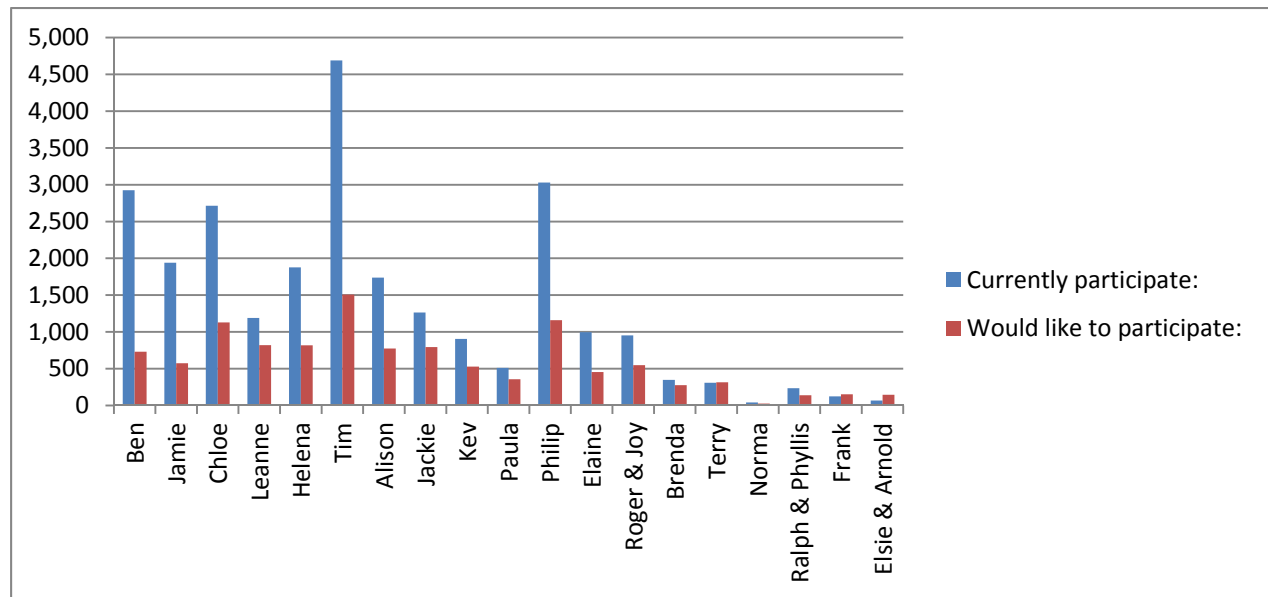
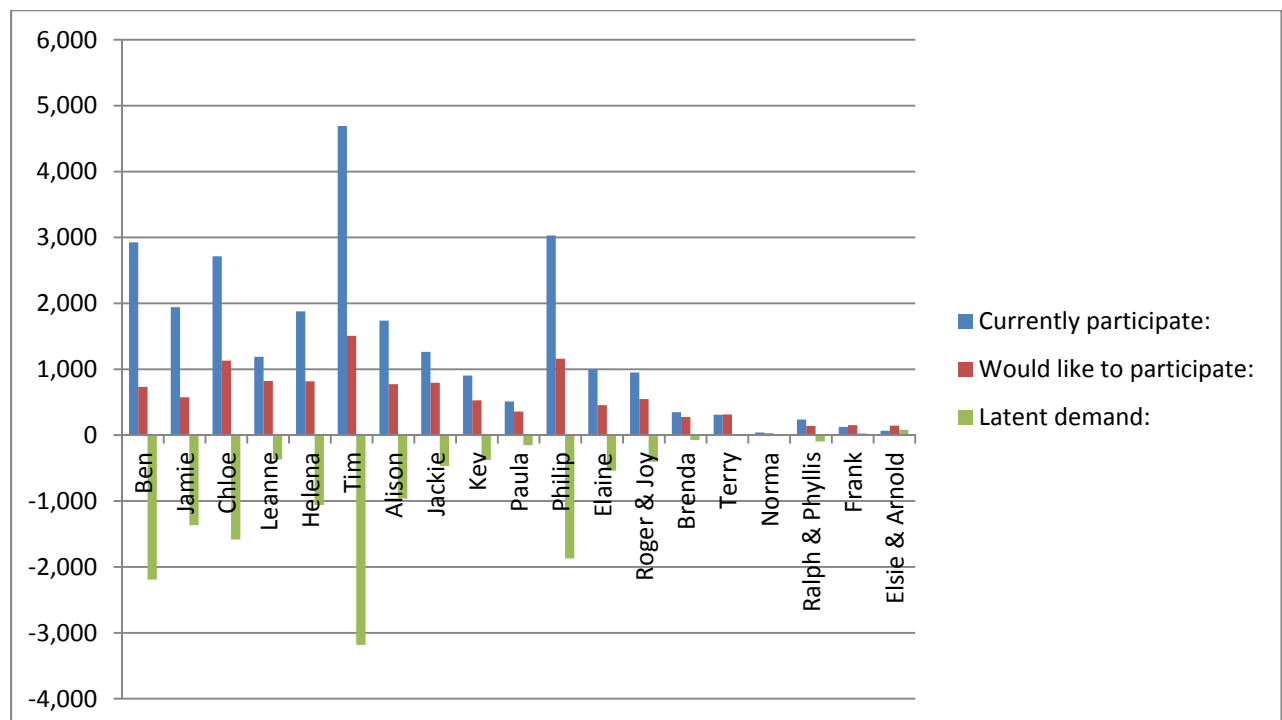


Market Segmentation and Latent Demand – Athletics

Currently participate or would like to participate:



Latent demand:



Participation in athletics is currently very high, therefore the latent demand appears to be low. The latent demand is shown in Tim, Ben, Philip, Chloe, Jamie and Helena.

The key target areas for Tim, Ben, Philip, Chloe, Jamie and Helena are: Saltash, rural North Cornwall (particularly villages surrounding Bude), Bude, Launceston, Wendron, Falmouth and St Agnes (and surrounding villages).

How to communicate to Tim, Ben, Philip, Chloe, Jamie and Helena? The key demand for athletics is in under 45's (with the exception of Philip), who are generally active and enjoy keeping fit. The most effective way to target these groups is via the internet, particularly viral marketing and eye catching web banners. They could also be targeted through advertisements in gyms, sports centres or workplaces and Philip is receptive to radio advertisement. Chloe and Helena can be targeted with discount vouchers and free trials.