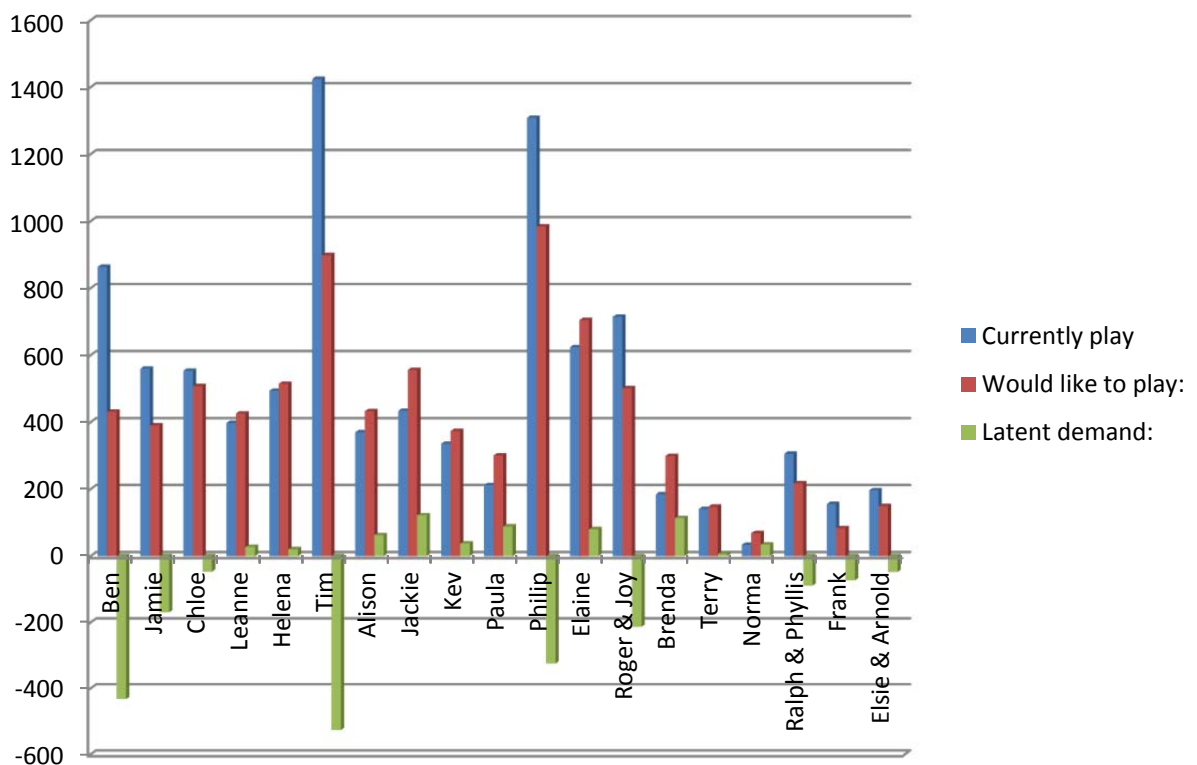
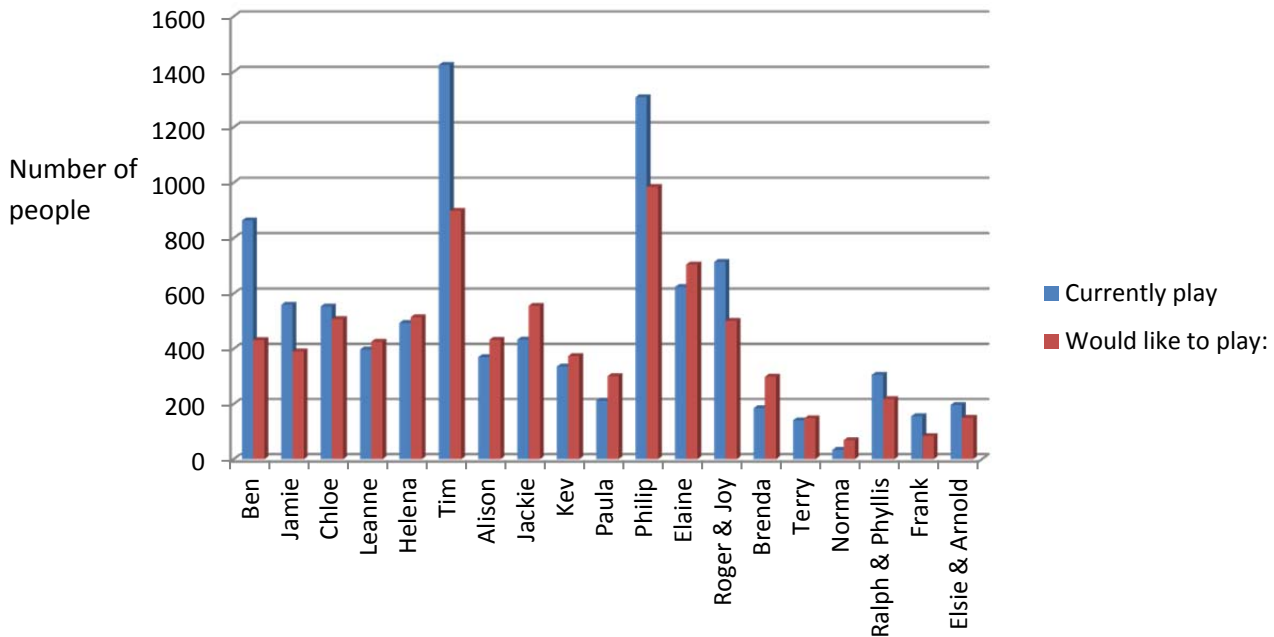


Market Segmentation and Latent Demand - Badminton

Currently play and would like to play:



The amount of people who currently play badminton is high. Latent demand is shown in green and are positive numbers.

Participation in badminton is currently high, the latent demand is also reasonably high and is demonstrated in Jackie, Brenda and Paula.

The key target areas for Jackie, Brenda and Paula are: St Blazey, Redruth, Helston, Bude, Penzance and Falmouth.

How to communicate to Jackie, Brenda and Paula?

Jackie, Brenda and Leanne cover a large age range (26-65), but are generally a similar low income category. It is likely that family commitments prevent them from taking part in physical activity.

In order to attract them to badminton it would need to be focused on keeping fit, losing weight and having fun rather than competition and improving performance. Jackie may be interested in joining a club, but Brenda and Paula are unlikely to do this. Ideally they would prefer a low cost activity, where children can be taken along if necessary.

The optimum way of communicating with them would be via adverts in shopping centres and local media. Jackie may be a light internet user, so a small internet campaign could target her, but generally not Brenda and Paula.