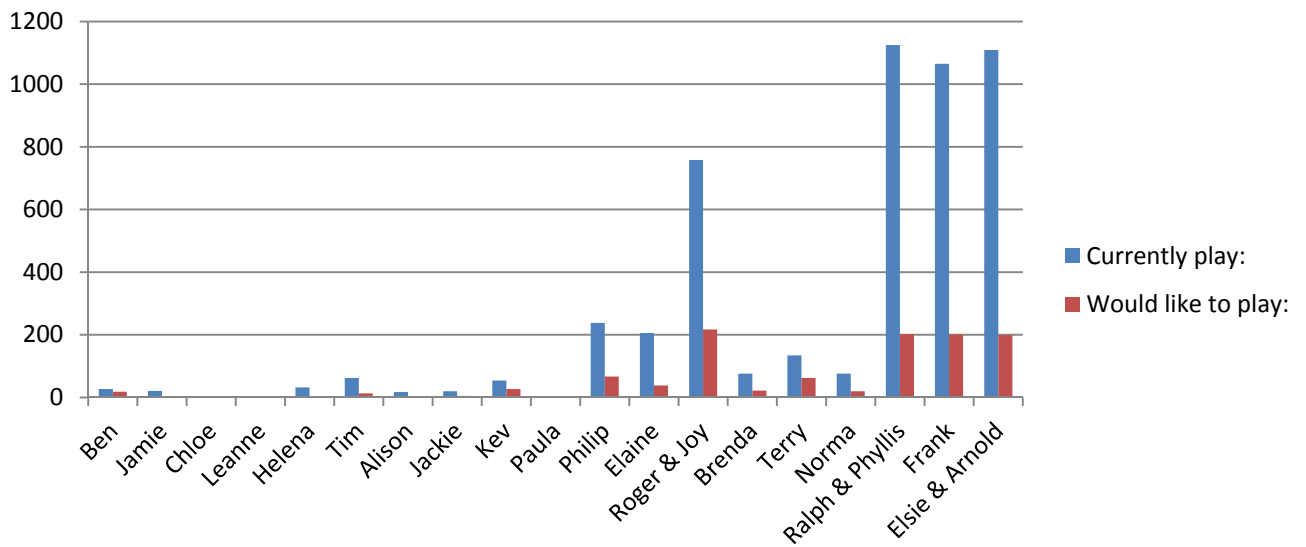
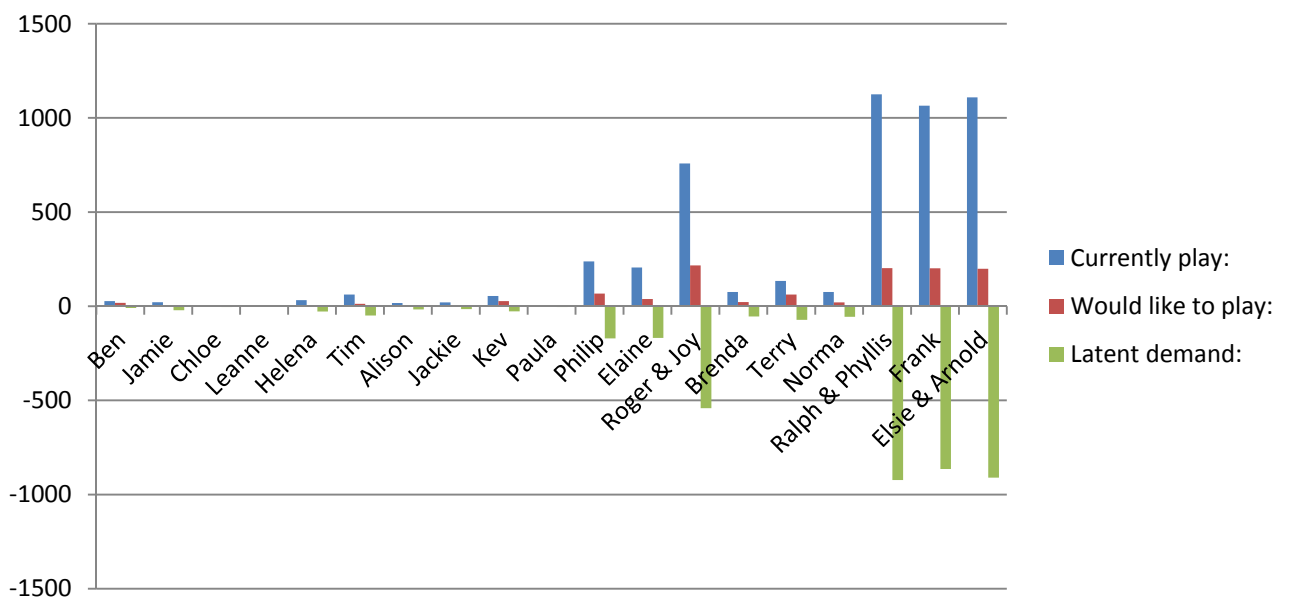


Market Segmentation and Latent Demand – Bowls

Currently play or would like to play:



Latent demand:



The latent demand for bowls is very low. It appears deceptive in this graph because it is negative due to the much higher amount of people that currently play versus the amount of people that are would like to play. Currently bowls is played by predominantly retirees and people over 55. The latent demand is demonstrated in Roger & Joy, Ralph & Phyllis, Frank and Elsie & Arnold.

The key target areas for Roger & Joy, Ralph & Phyllis, Frank and Elsie & Arnold are: Rame Peninsula, Saltash, Carnon Downs (and surrounding villages), Budock, St Austell, Truro, Helston, Hayle, Falmouth and Penzance.

How to communicate to Roger & Joy, Ralph & Phyllis, Frank and Elsie & Arnold?

Roger & Joy, Ralph & Phyllis, Frank and Elsie & Arnold are all retirees, or close to retirement. They partake in sport to keep fit, for enjoyment and to socialise. It is likely that they are members of a club or would be open to joining a club. Their main barrier to participating is health and injury. The most effective methods of communication would be post or advertisements in local newspapers or retirement homes. They generally are not internet users and are not receptive to telephone marketing.