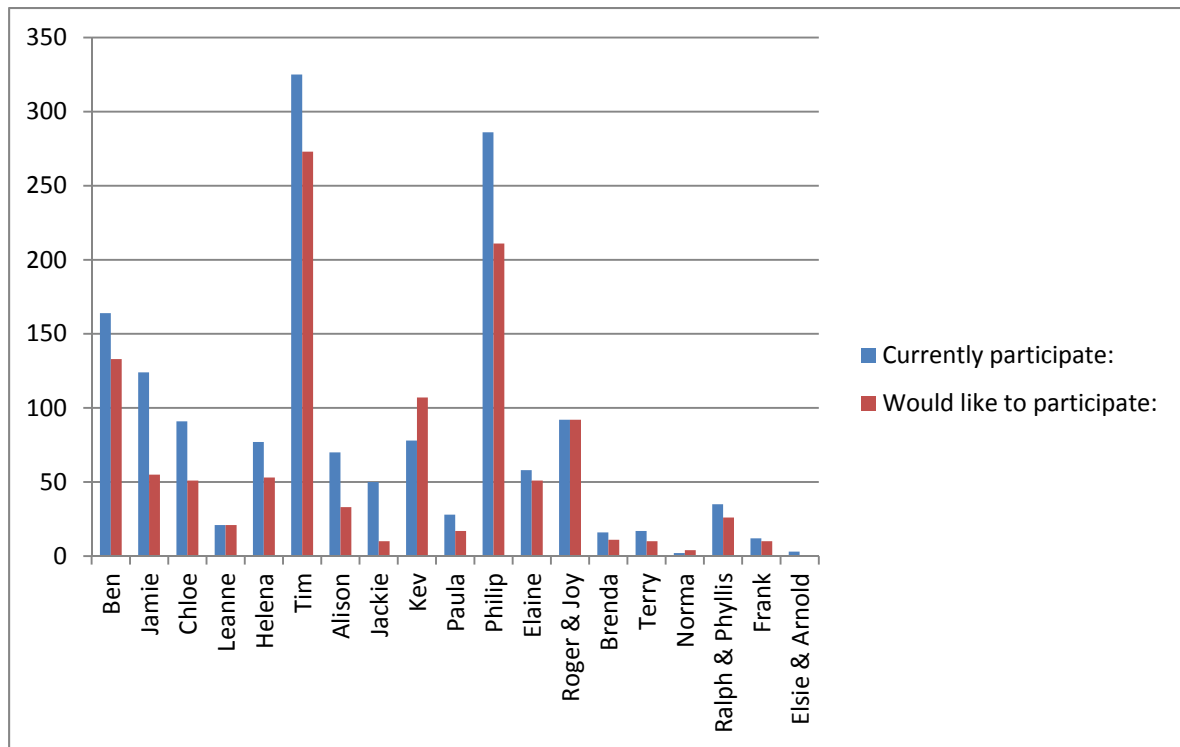
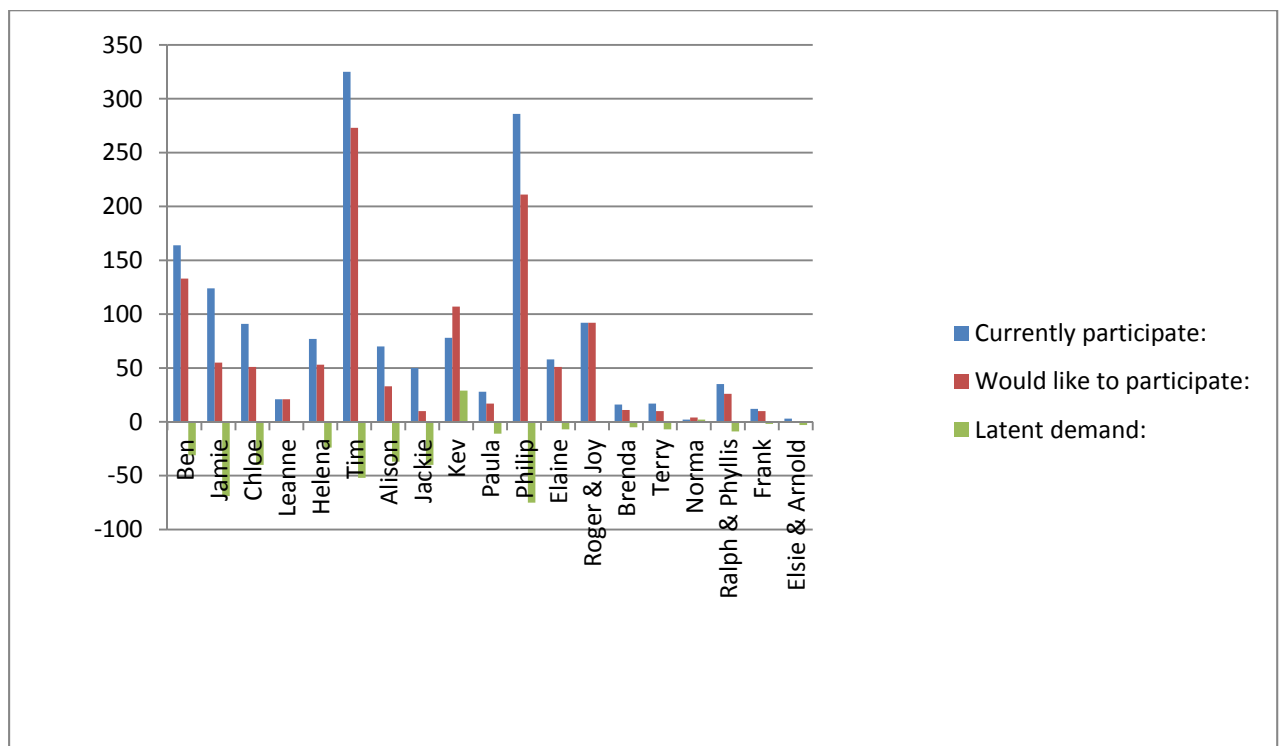


Market Segmentation and Latent Demand - Canoeing and Kayaking

Currently participate or would like to participate:



Latent demand:



Canoeing and kayaking have low participation numbers. The latent demand is very small. It is only a minor number of Kev's who would like to participate.

The key target areas for Kev would be: Redruth, Falmouth, Hayle, St Blazey, Pool/Carn Brea and Launceston

How to communicate to Kev?

Kev is 36-45, likely to have a vocational job and enjoy socialising in the pub. He participates in physical activity to keep fit, because he enjoys it and for the social aspect. He is generally not interested in improving performance, competition or coaching.

The best ways to communicate with Kev are through local media advertising (particularly local radio), mail shots in local newspapers and possibly web banners, as Kev is a medium level internet user.