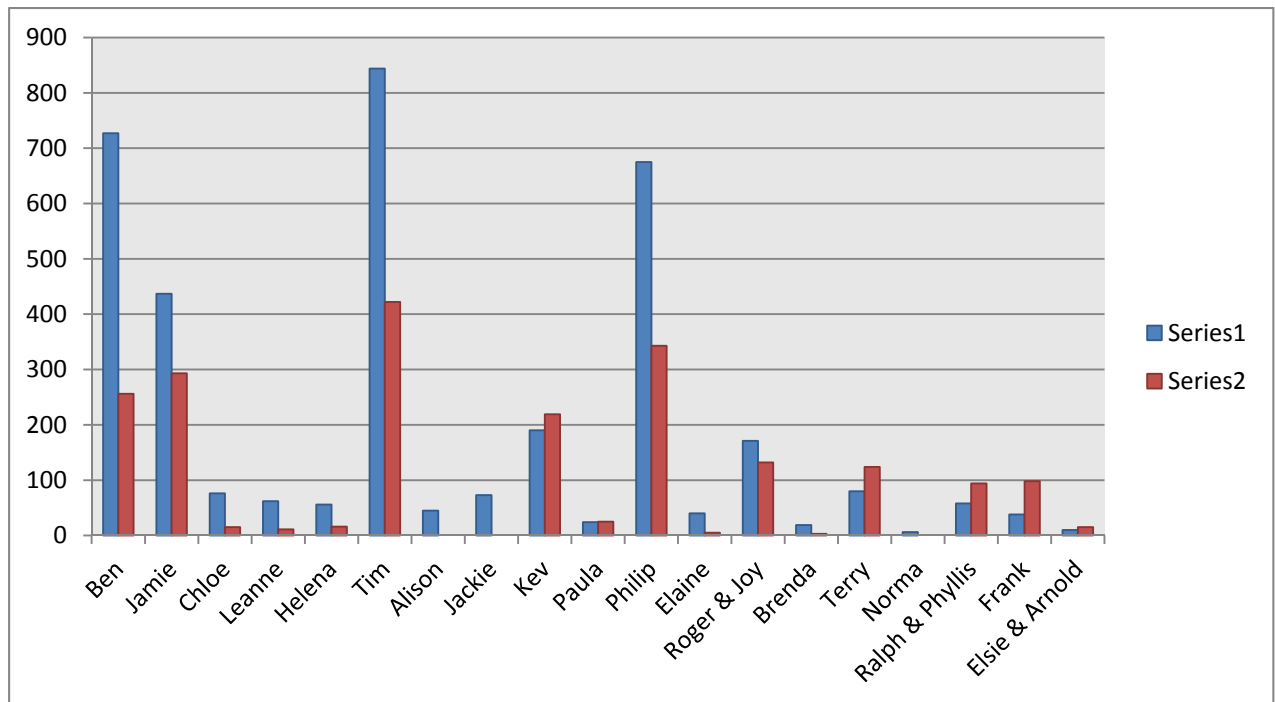
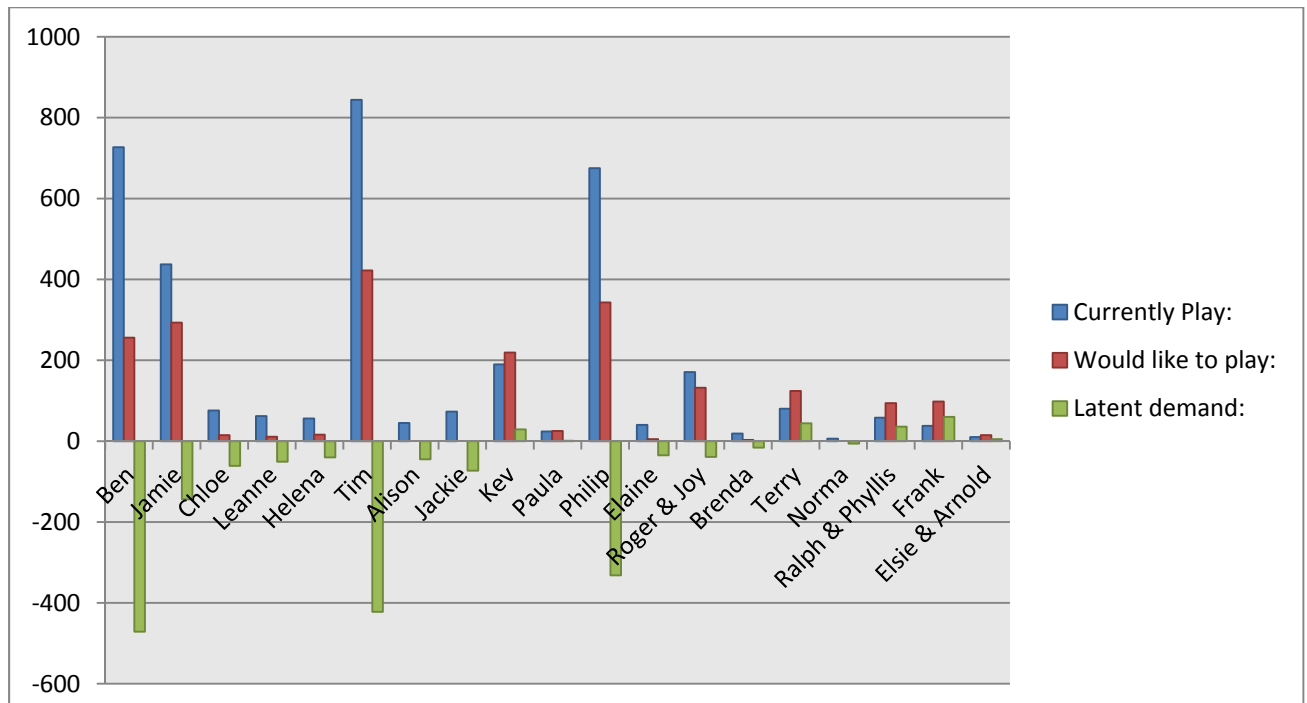


Market Segmentation and Latent Demand – Cricket

Currently play or would like to play:



Latent demand:



The latent demand is shown as positives in green, although it is deceptive on this graph as where numbers of participants are particularly high the latent demand is shown as a negative. The latent demand is shown in Tim, Ben, Philip and also a small amount in Frank, Terry and Ralph & Phyllis.

Tim, Ben and Philip are all generally very active and enjoy participating in physical activity; they like to try and improve their performance and are generally competitive. Their main barrier to participation is work commitments. In contrast Frank, Terry and Ralph & Phyllis are all in or close to retirement and generally inactive. Their main barrier to participation is their health and injury. Frank and Ralph & Phyllis are likely to join a club and all enjoy the social aspect of participating in sport.

How to communicate to Tim, Ben, Philip, Frank, Terry and Ralph & Phyllis?

Tim, Ben and Philip are best communicated to using the internet, including targeted emails and viral marketing for Ben and informative style advertisements for Philip.

Frank, Terry and Ralph & Phyllis are extremely unlikely to use the internet so it is best to communicate to them via direct mail, advertisements in local newspapers (including mail shots) and on local radio.