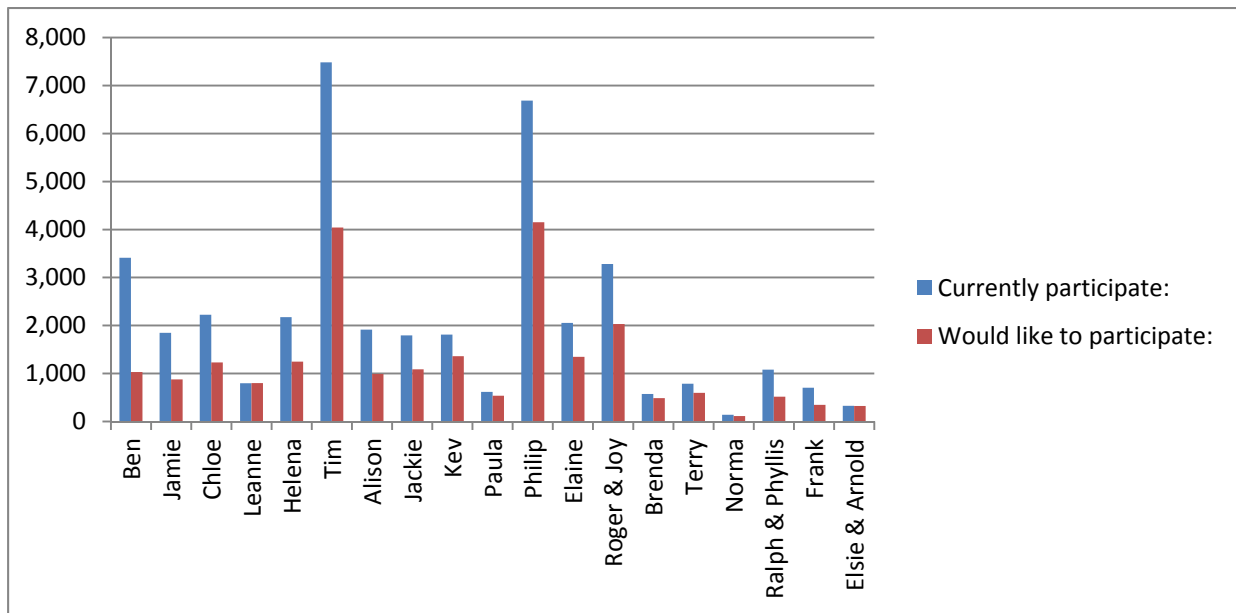


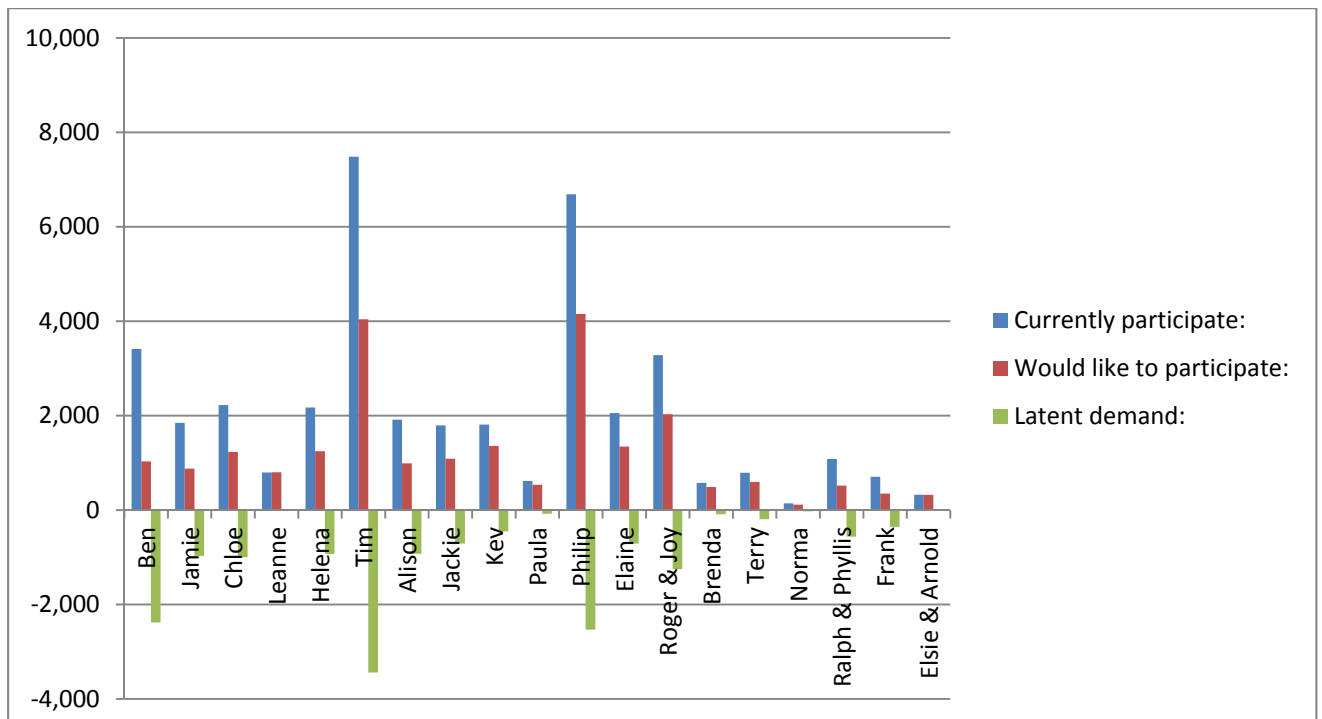
Market Segmentation and Latent Demand – Cycling

Currently play and would like to play:



Current participation in cycling is very high, with well over 20,000 participants.

Latent demand:



The latent demand for cycling looks deceiving in this graph; this is due to participation levels being so high. Latent demand is also high, but appears as a negative in green. The latent demand is shown in Philip, Tim, Ben, Roger & Joy and

Chloe. These groups alone account for over 10,000 people who would like to participate in cycling.

How to communicate with Philip, Ben, Tim, Roger & Joy and Chloe?

Philip, Ben, Tim, Roger & Joy and Chloe cover a huge range of ages, incomes and social groups.

Ben, Chloe and Tim are all under 45; enjoy participating in physical activity to keep fit and to socialise. Ben and Tim are open to coaching and improving their performance and Chloe may be looking to lose weight. The most effective method of communicating with Ben, Chloe and Tim is using the internet, including eye catching web banners. Ben is particularly responsive to viral marketing and You Tube video advertising. Chloe is interested in discount vouchers and free trials.

Philip and Roger & Joy cover the 46-65 age range. They all enjoy participating in sport to keep fit, for enjoyment and social reasons, but may find their health or injury to be a barrier to participation. Philip can be communicated to using the internet – particularly advertisements that are in an informative style. Both groups are responsive to advertisements in local newspapers and on local radio.