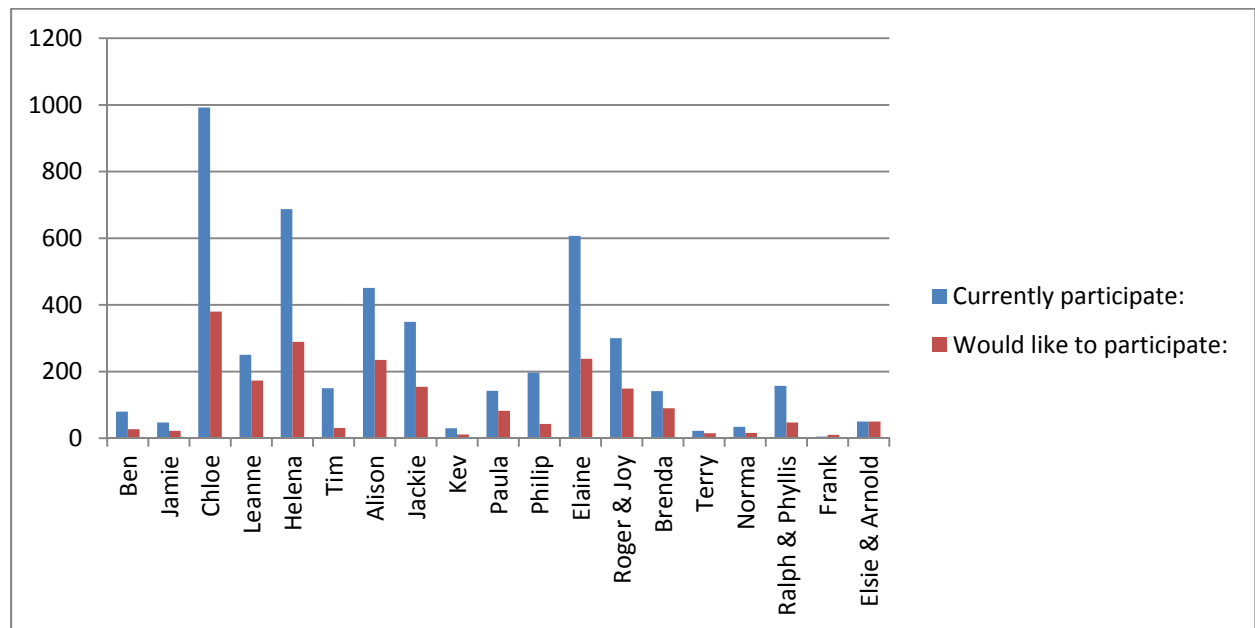


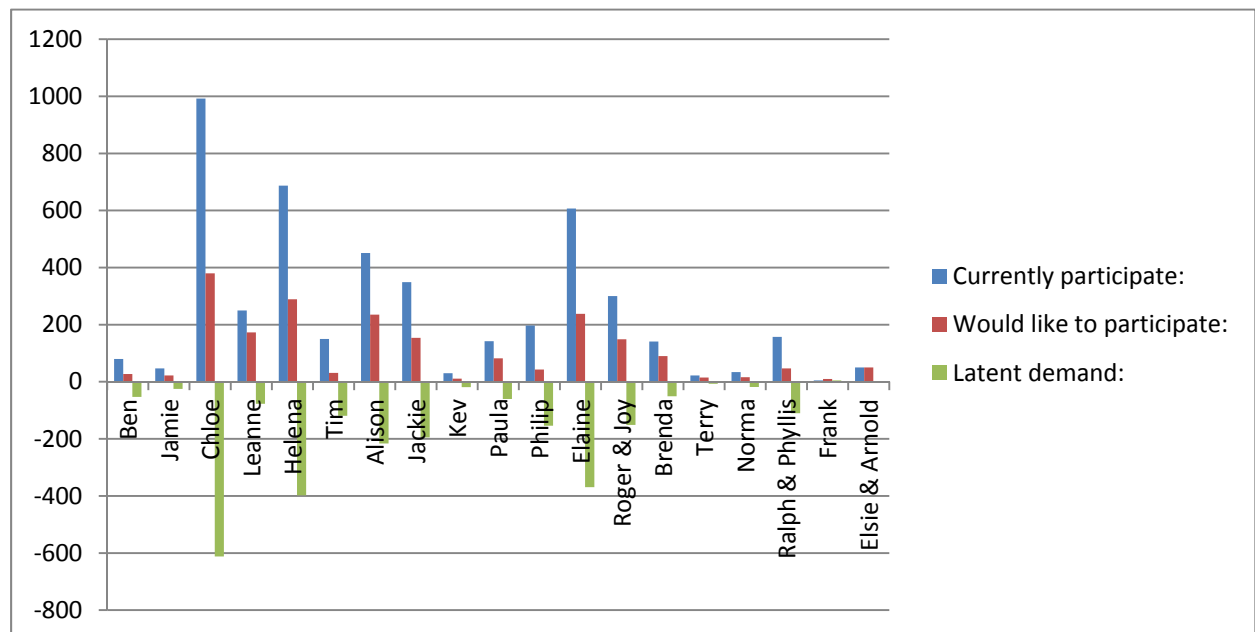
## Market Segmentation and Latent Demand – Equestrian

Currently participate or would like to participate:



Latent

demand:



Participation in equestrian is relatively high. The latent demand is shown above in green. It appears as negatives because the the amount of people that would like to participate does not match current participation levels (except for a very small percentage shown in Frank). The demand is shown for Chloe, Helena, Elaine, Alison and Jackie.

The key target areas for Chloe, Helena, Elaine, Alison and Jackie are: Saltash, Truro, Helston, rural North Cornwall (Bude and surrounding villages), St Agnes and surrounding area and St Blazey.

### **How to communicate to Chloe, Helena, Elaine, Alison and Jackie?**

Chloe, Helena, Elaine. Alison and Jackie cover a wide income and age range from 18 – 55. All would be receptive to discount vouchers or free trials. They can all be communicated to using the internet, but the types of advertisements that they would respond to vary from viral marketing (Chloe) to eye-catching and informative web banners (Alison and Elaine). Jackie can be communicated to through advertisements in local newspapers. All appreciate a simple, straight-forward advertising style.