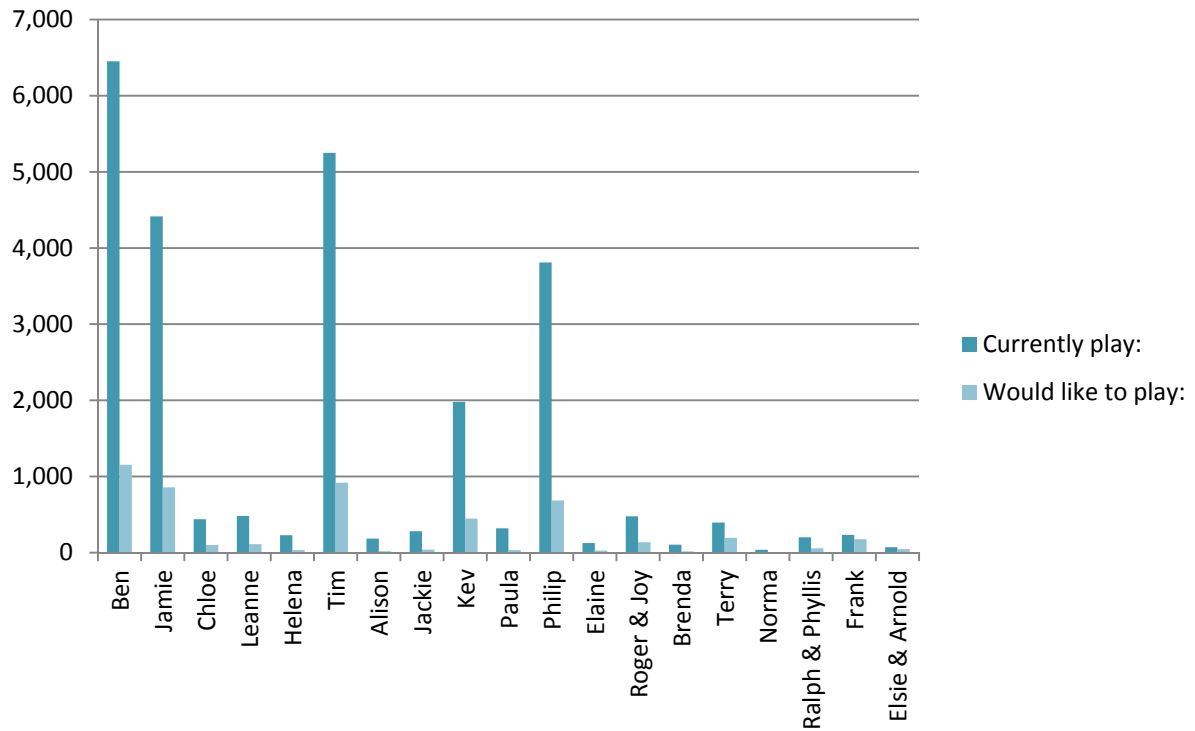
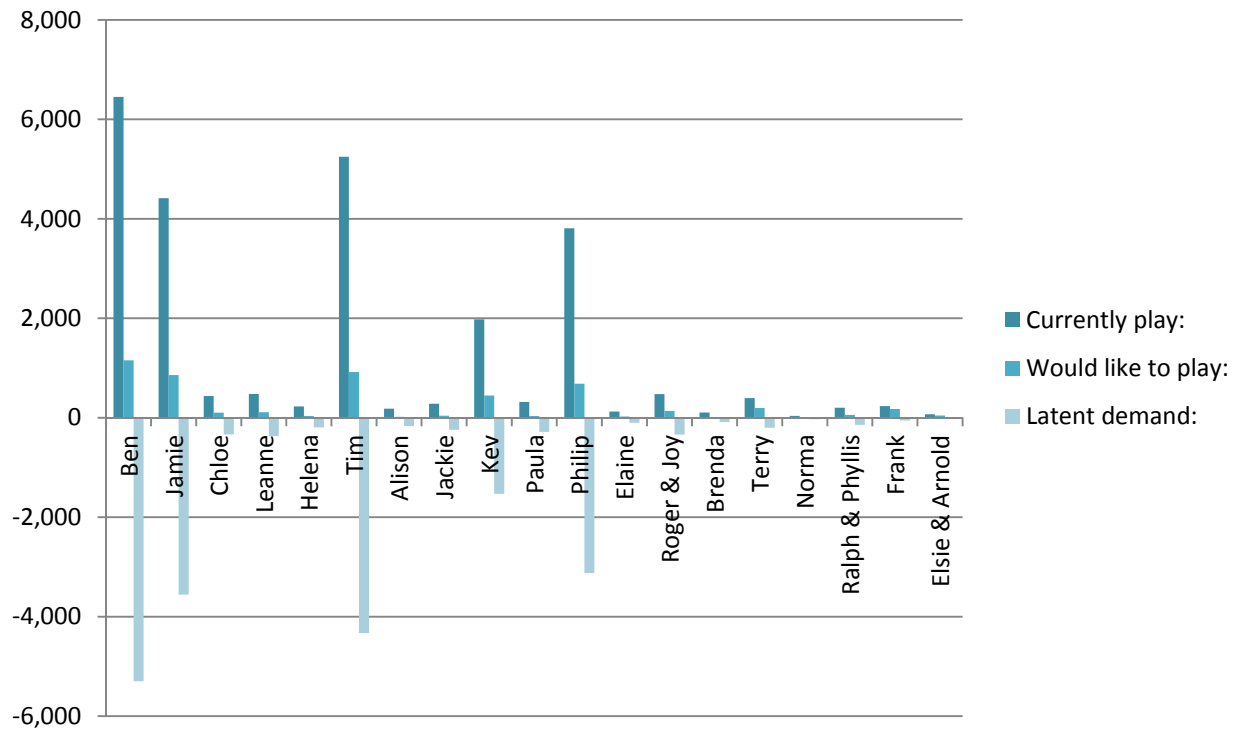


## Market Segmentation and Latent Demand - Football

Currently play or would like to play:



Latent demand:



The latent demand for football looks deceiving. The demand looks negative because football currently has an extremely high participation level among men under 45.

The latent demand does not look particularly high but the numbers are over 1000 and are demonstrated in Ben, Jamie, Tim and Philip.

The key target areas for Ben, Jamie, Tim and Philip would be: Rural North Cornwall (Bude/Tintagel and surrounding areas), rural Helston (including Wendron, Culdrose, Constantine and Gweek), Saltash, Falmouth, Newquay, St Ives (including Carbis Bay and St Erth), rural Liskeard & Looe (including Dobwalls, Lanivet, Lanhydrock) and Truro.

### **How to communicate to Ben, Jamie, Tim and Philip?**

Ben, Jamie, Tim and Philip are all regular participants in physical activity and likely to be club members. They respond well to coaching and are generally competitive. They all participate in order to keep fit, enjoy their sport and the social aspect of participating. Barriers to their participation are work commitments and for Philip, health and injuries.

They are best communicated to using the internet, with the exception of Jamie who is particularly hard to advertise to. A poster at a sports club or word of mouth is likely to be a more effective way of communicating with Jamie. Ben is responsive to viral marketing campaigns and You Tube video advertising. Philip would likely notice adverts in local newspapers.