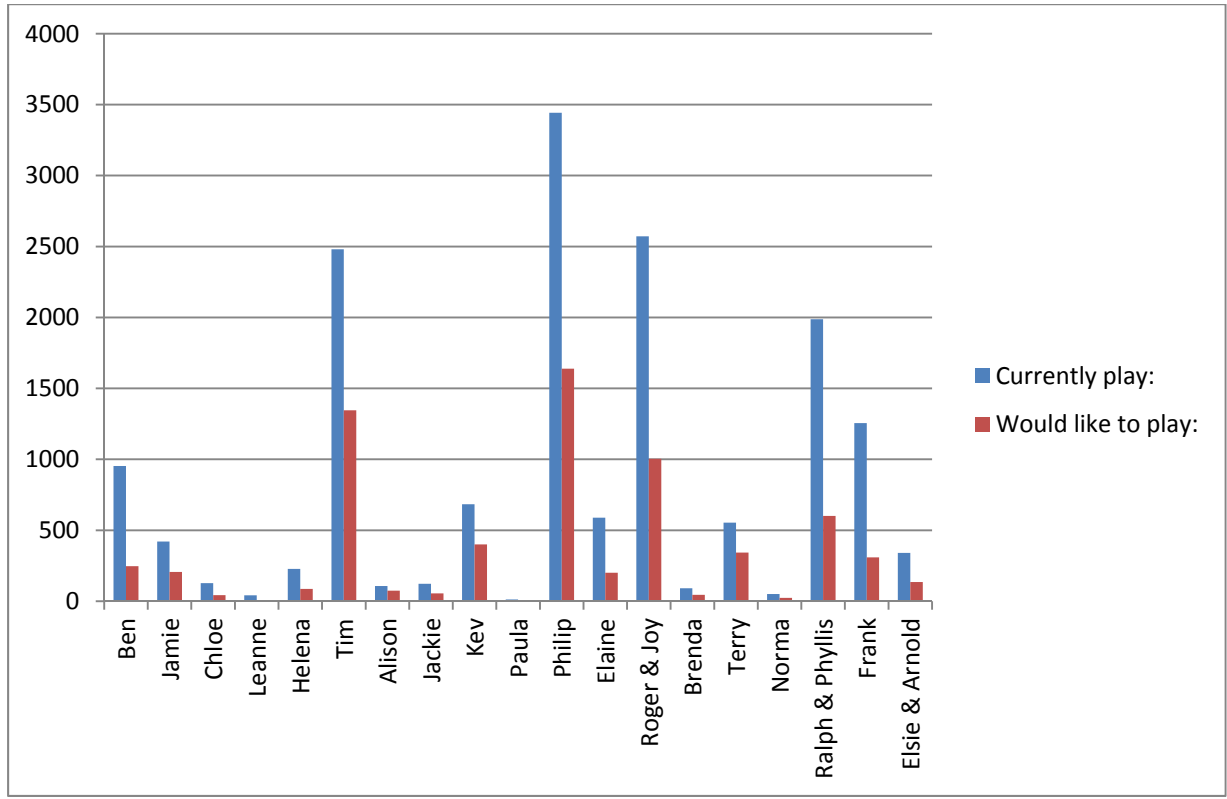
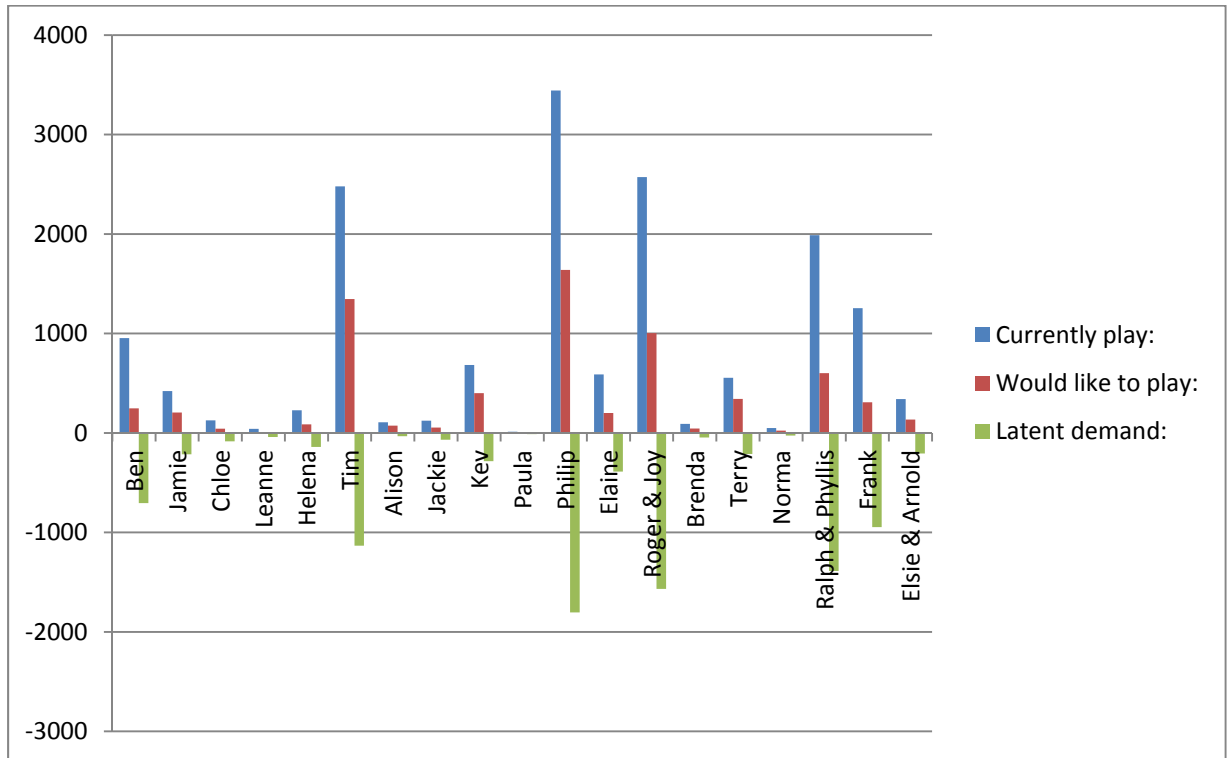


Market Segmentation and Latent Demand - Golf

Currently playing or would like to play:



Latent demand:



The participation for golf is high; therefore the latent demand appears to be low. There is a reasonably high demand, particularly by people aged 45+, those close to retirement or in retirement. This is demonstrated in Philip, Roger & Jay and Ralph & Phyllis.

The key areas to target for Philip, Roger & Jay and Ralph & Phyllis would be: Villages between Truro & Falmouth (including: Carnon Downs, Devoran, Feock, Playing Place and Kea), Budock, St Austell, Chacewater, Tregony, The Lizard, Tintagel and surrounding area, West Penwith, Flushing, Mylor Bridge, Rame Peninsula, Saltash and Widemouth Bay and surrounding area.

How to communicate with Philip, Roger & Joy and Ralph & Phyllis?

Philip, Roger & Joy and Ralph & Phyllis are all 45+ and either close to or in retirement. They are likely to have a disposable income and leisure time to participate in new activities. They are generally looking for a social environment to enjoy the sport and keep fit.

The most effective ways to target them is through local media including newspapers and radio. Philip may be receptive to internet communication, particularly if it is presented in an informative style.