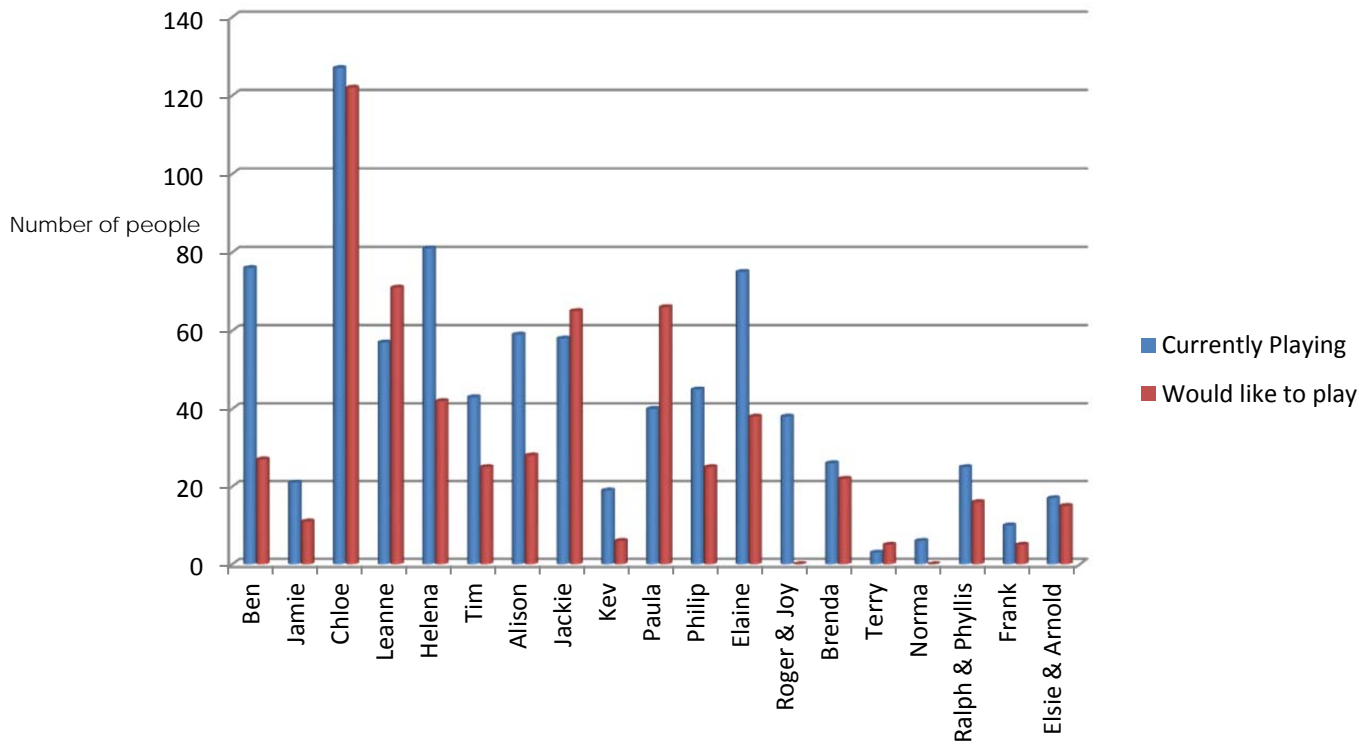
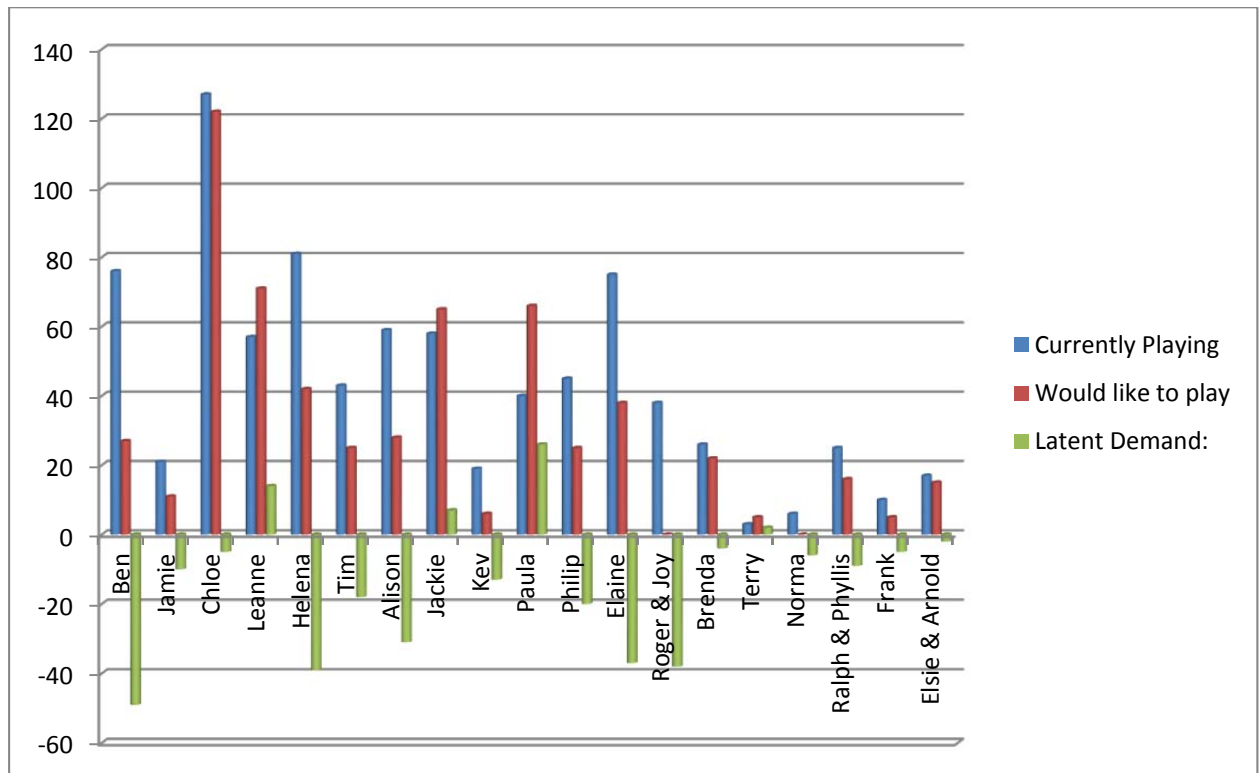


Market Segmentation Latent Demand - Gymnastics

Currently play and would like to play:



Latent demand:



Positives are where there is demand for people that would like to take part in gymnastics and is demonstrated in only Paula and Leanne.

Gymnastics participation is generally low. The latent demand is a small section of people (under 50 people).

Key target areas for Paula and Leanne are: Falmouth, Redruth, Bude, Penzance, Newquay and Camborne

How to communicate to Paula and Leanne?

Paula and Leanne are likely to be single mums on a stretched income. It is likely they work part time or not at all and Leanne could be a student.

They are likely to participate when the focus is on keeping fit, enjoying the activity and losing weight rather than if the activity focuses on competition, joining a club or coaching. For them to take part the activity would need to be low cost or free (possibly a free trial) and it is likely they would need assistance with childcare in order to attend. They are more likely to attend if they have people to go with and the activity is social.

Paula and Leanne are unlikely to often use the internet; they are best communicated to through adverts on public transport and in local shopping centres.