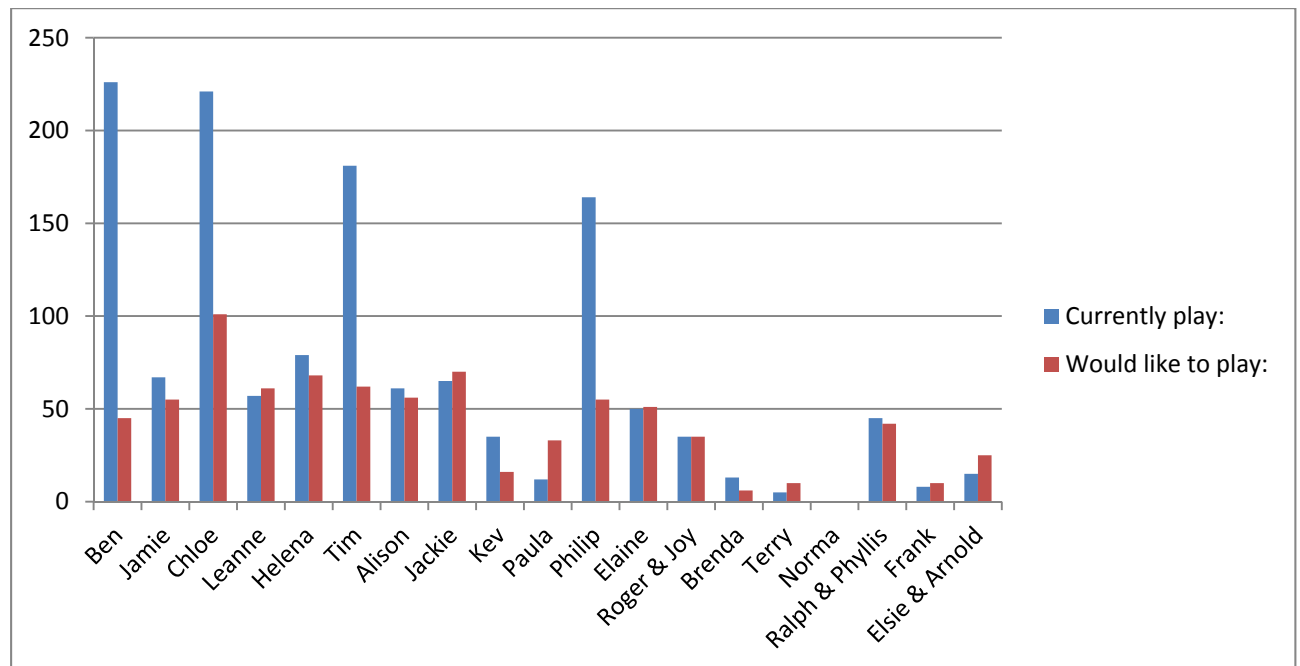
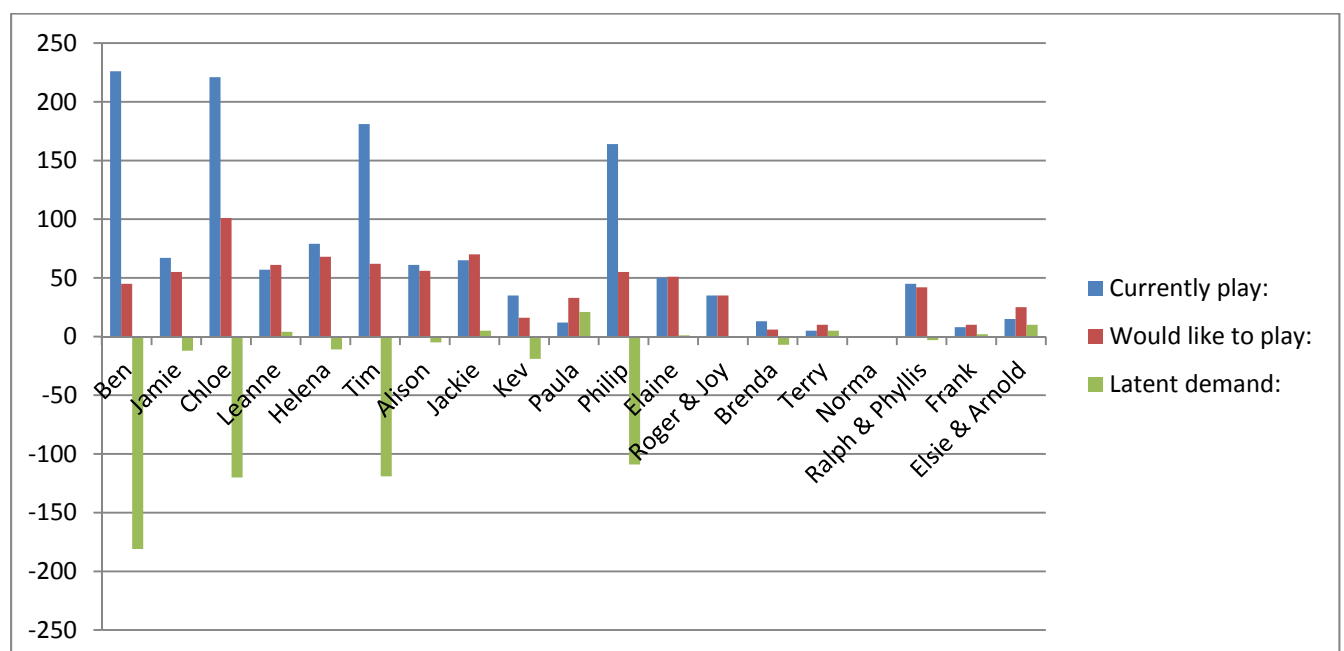


Market Segmentation and Latent Demand – Hockey

Currently play or would like to play:



Latent demand:



Current participation in hockey is not particularly high; the latent demand is shown as positives in green and is demonstrated in Paula and Elsie & Arnold. Other groups to target that have a high interest in hockey are Chloe, Helena and Jackie.

They key target areas for Paula, Elsie & Arnold, Chloe, Helena and Jackie are: Redruth, Bude, Truro, Helston, Bude and surrounding area, Chacewater, St Agnes, St Blazey and Penzance.

How to communicate to Paula, Elsie & Arnold, Chloe, Helena and Jackie?

Chloe and Helena are both groups that are open to participating in competition and to coaching. All groups partake in physical activity to keep fit, for enjoyment and they all enjoy the social aspect of participation. Elsie & Arnold's barrier to participation is likely to be their health or injury, while for Paula and Jackie childcare may be a barrier.

All groups other than Elsie & Arnold can be effectively communicated to using the internet. Eye-catching web banners, viral marketing and targeted emails with discount vouchers or free trials may all be effective. Paula, Jackie and Elsie & Arnold respond to direct mail, advertisements in shopping centres and in local newspapers.