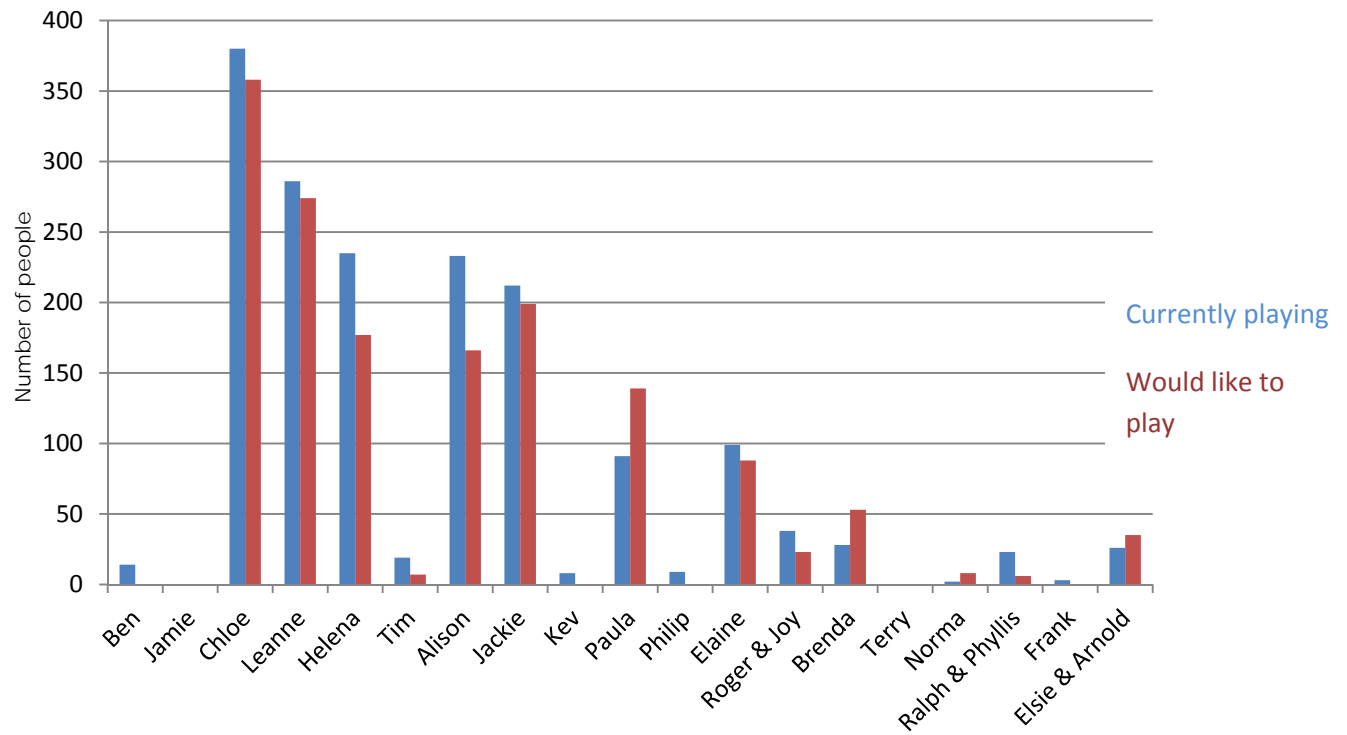
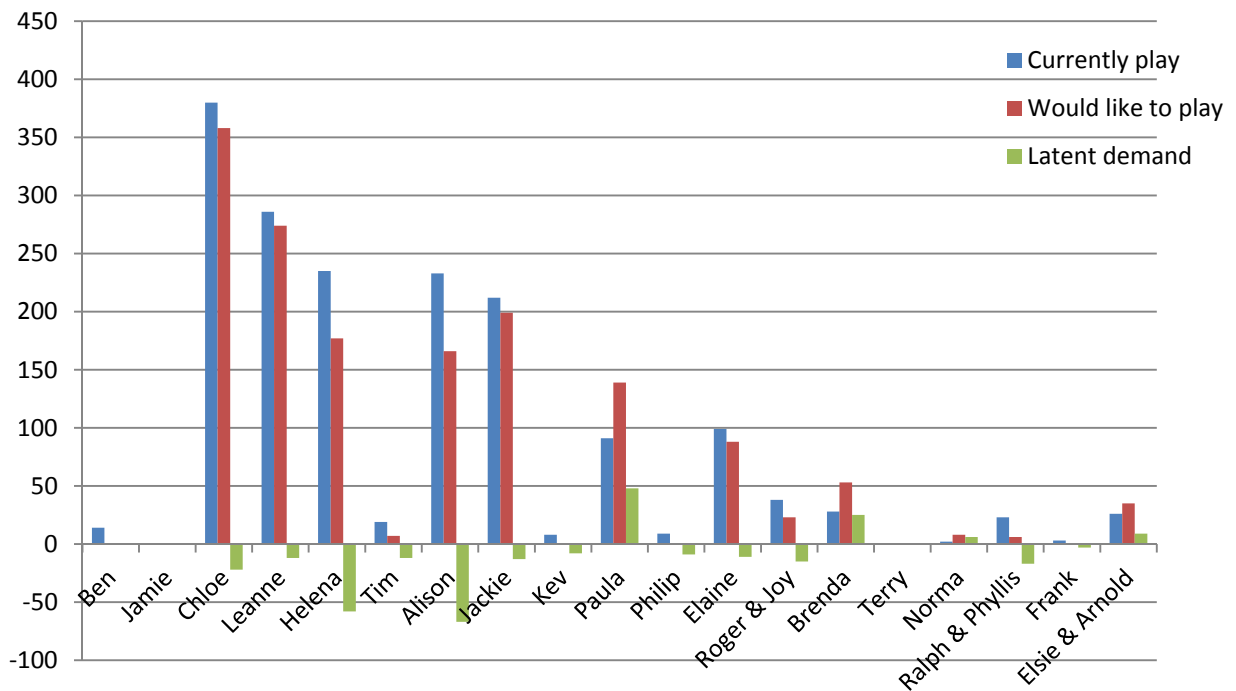


Market Segmentation – Latent Demand

NETBALL – Currently playing and would like to play:



Latent demand:



Positive areas show where the demand for netball is.

Latent demand is low with fewer than 100 people wanting to participate that are not currently and is demonstrated in only Brenda and Paula.

Key target areas for Brenda and Paula are: Redruth, Camborne, Falmouth, Bude, Penzance, Bodmin, St Blazey, Launceston, Hayle, Carn Brea/Pool and Liskeard.

How to communicate to Brenda and Paula?

Brenda and Paula cover a vast age range (26-65), but are generally low income or not working. They are unlikely to respond to coaching, training or competition and unlikely to join a sports club. They want to keep fit, possibly lose weight, enjoy the activity in a social environment.

In order to participate in netball it would need to be low cost or free and be focused on a social aspect and keeping fit rather than competition. If their session was run alongside a children's session this could help with any childcare needs.

Generally Brenda and Paula are not internet users so are best targeted through local media or posters in schools or shopping centres.