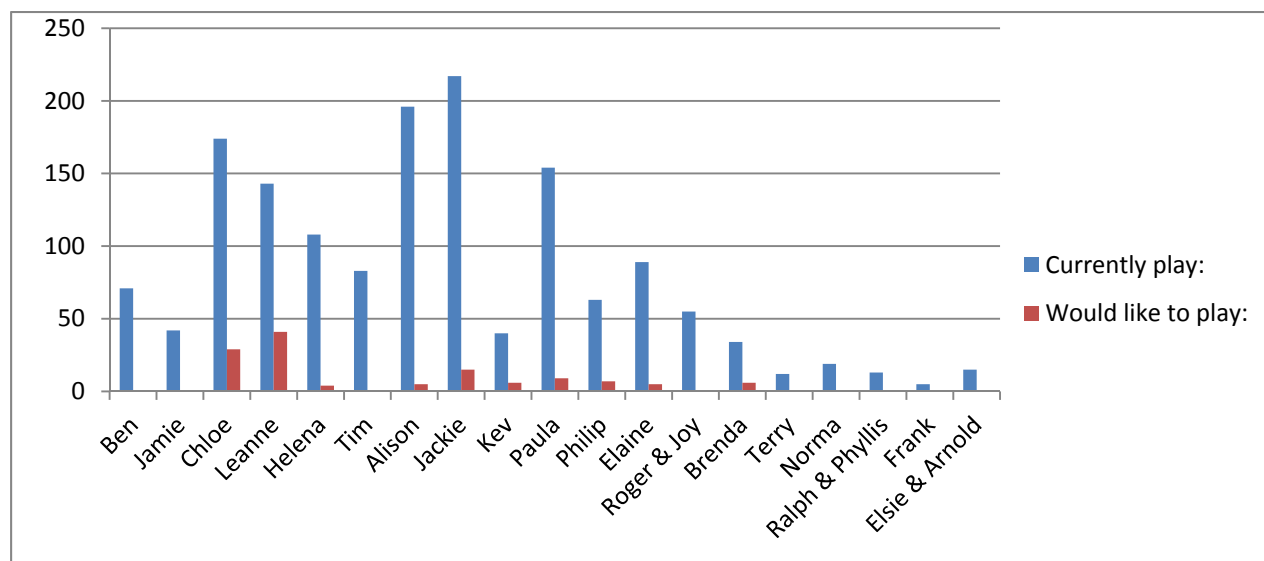
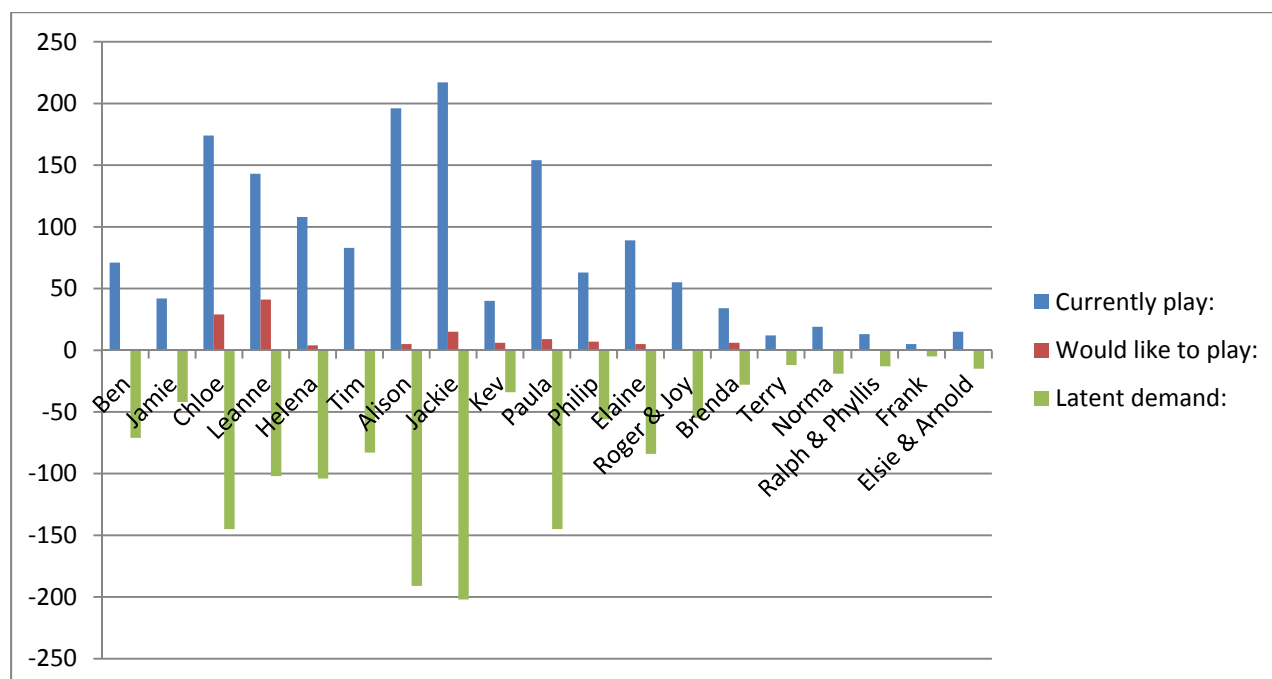


Market Segmentation and Latent Demand – Rounders

Currently play or would like to play:



Latent demand:



There is no latent demand for rounders in Cornwall. It has a low participation level and fewer than 100 people have expressed an interest in wanting to play the sport, these are shown mainly in Chloe and Leanne. The key target area for Chloe and Leanne is Falmouth. They enjoy participating in sport to keep fit, lose weight and to socialise. Their main barriers to participation are work commitments and child care.

The most effective ways to communicate to Leanne and Chloe (both 18-25) are offering free trials via email, internet sites, text or post.