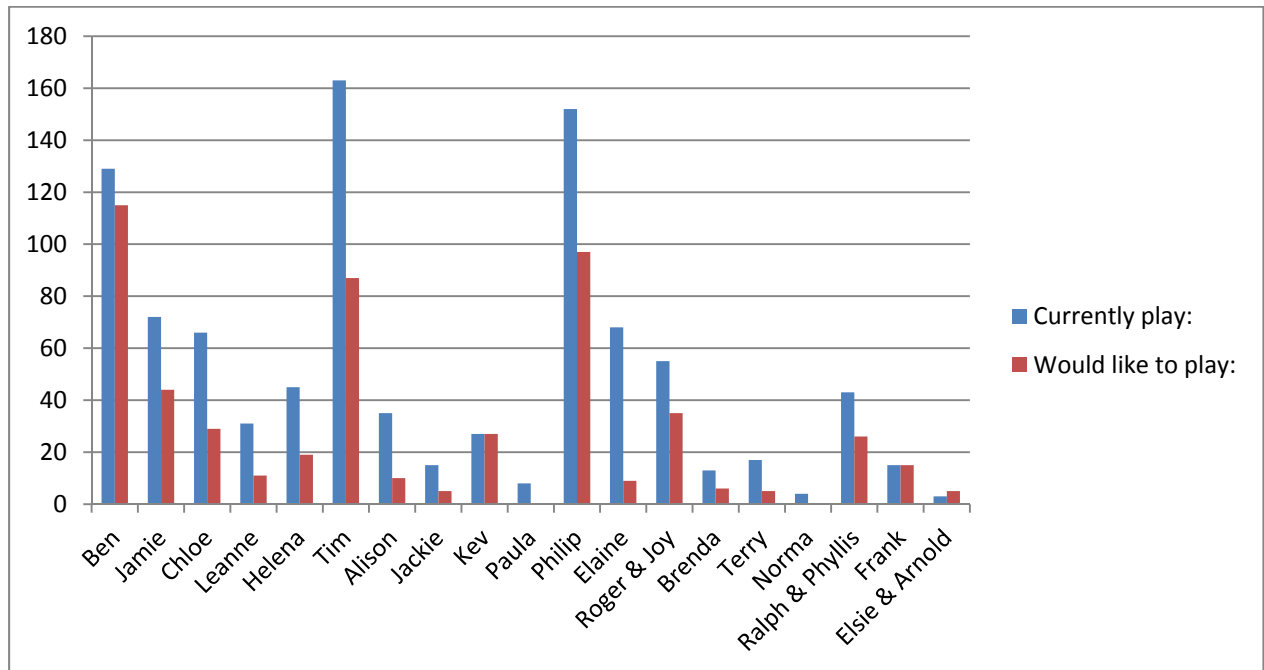
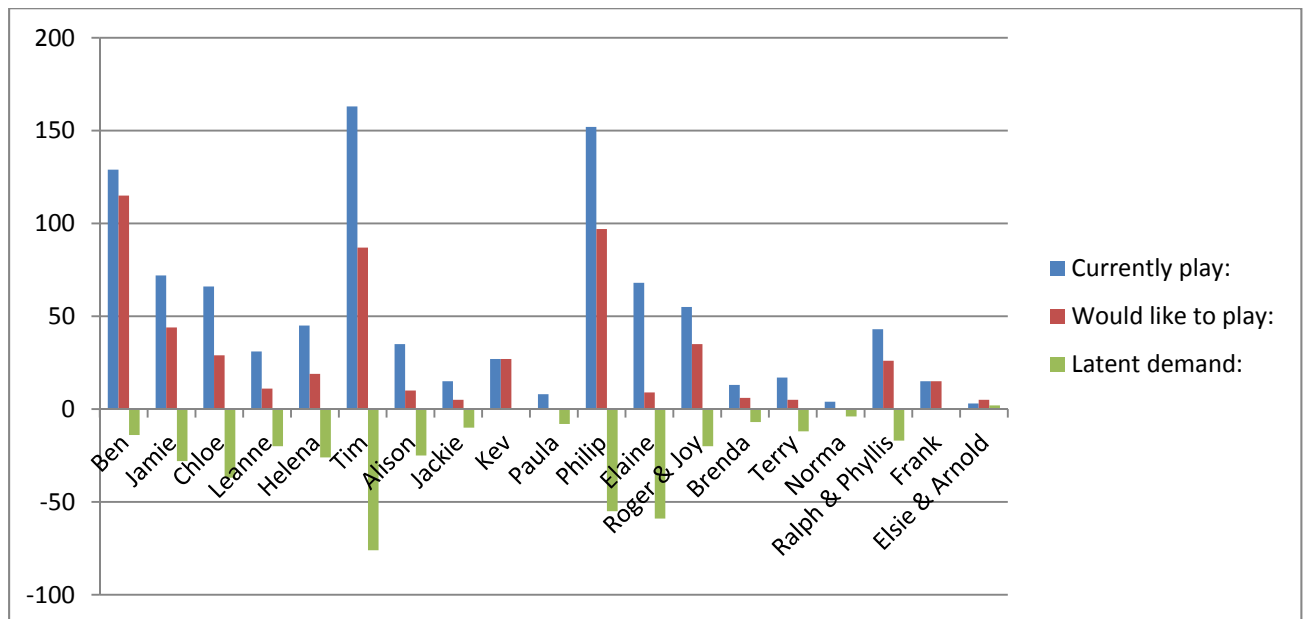


## Market Segmentation and Latent Demand – Rowing

Currently participate or would like to participate:



Latent demand:



The latent demand is shown above in green. There is almost no latent demand for rowing in Cornwall, the very slight demand is shown in Elsie & Arnold (fewer than 10 people).

The graph also shows that Ben, Tim and Philip would like to participate; the numbers that currently participate just outweigh this.

The key target areas for Elsie & Arnold, Ben, Tim and Philip are: Truro, Helston, Camborne, rural North Cornwall near Bude, Wendron, Saltash, Launceston and Falmouth.

### **How to communicate to Elsie & Arnold, Ben, Tim and Philip?**

Elsie and Arnold are over 66 and retired, they enjoy partaking in physical activity to keep fit and because they enjoy it. They are likely to join a club as they enjoy the social aspect of participation. Their main barrier to participation is their health and injuries. The most effective way to communicate to Elsie & Arnold is via post or local papers. They may be enticed with discounts vouchers or free trials.

Ben, Tim and Philip are all regularly physically active. They cover a large age range (18-55) and are all open to coaching and improving performance. Ben, Tim and Philip all respond well to internet marketing including viral videos, targeted emails and informative and eye catching web banners or advertisements. Tim may also respond to local radio advertisements and informative programming.