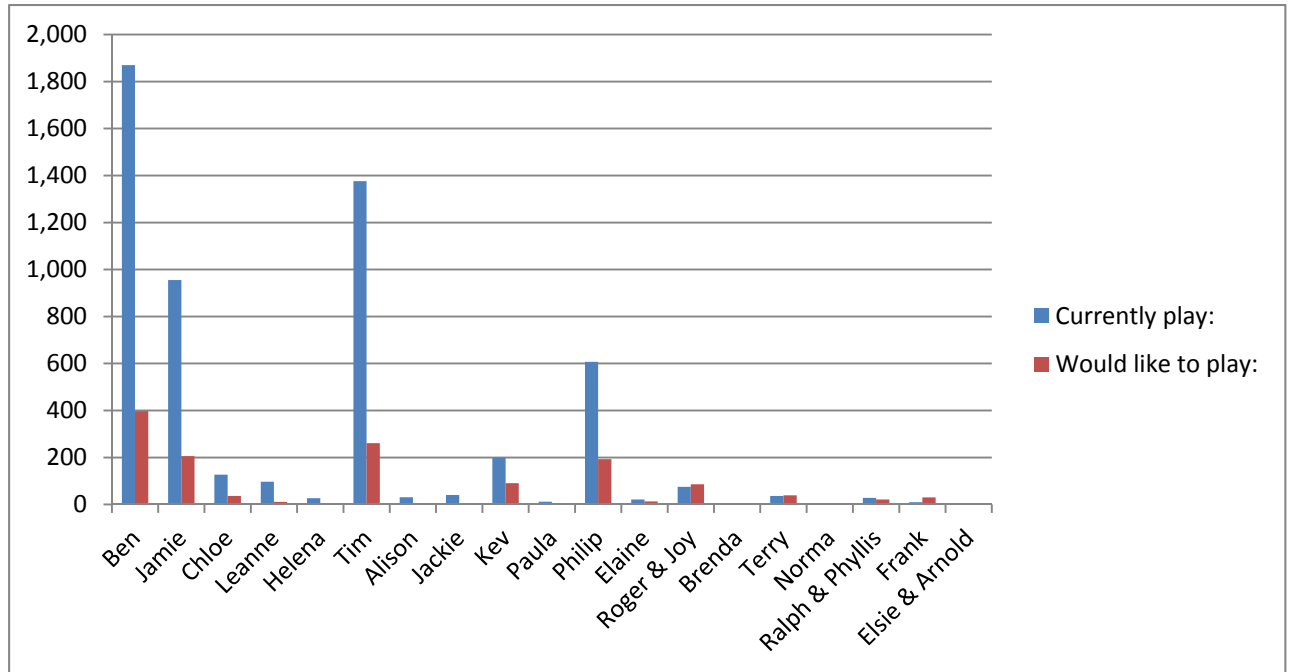


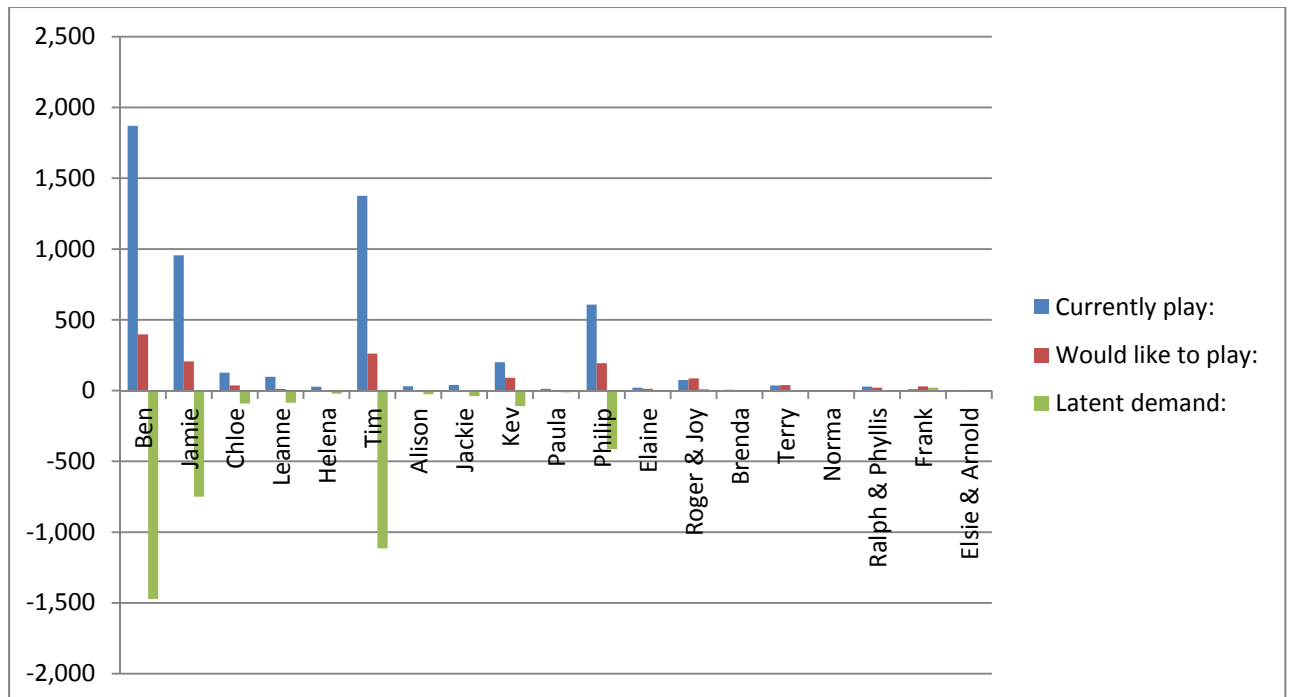
## Market Segmentation and Latent Demand – Rugby Union

Currently play or would like to play:



Rugby Union participation is currently very high in men under 45; female participation is extremely low with fewer than 300 participants compared to the male participation of over 5000.

Latent demand:



There is currently a tiny latent demand for rugby union. This is demonstrated in Roger & Joy, Frank and Terry. The key target areas for Roger & Joy, Frank and Terry are: Rame Peninsula, Saltash, Newlyn, St Austell, Hayle, Penzance and Falmouth.

Roger & Joy, Frank and Terry are all aged 56+ and from different social and economic backgrounds. They all participate in physical activity because they enjoy it, to keep fit and to socialise. Their main barrier to participation is health and injury.

### **How to communicate to Roger & Joy, Frank and Terry?**

The most effective communication method for Roger & Joy, Frank and Terry is targeted mail. They are also responsive to local media including advertisements and mail shots in newspapers and radio.