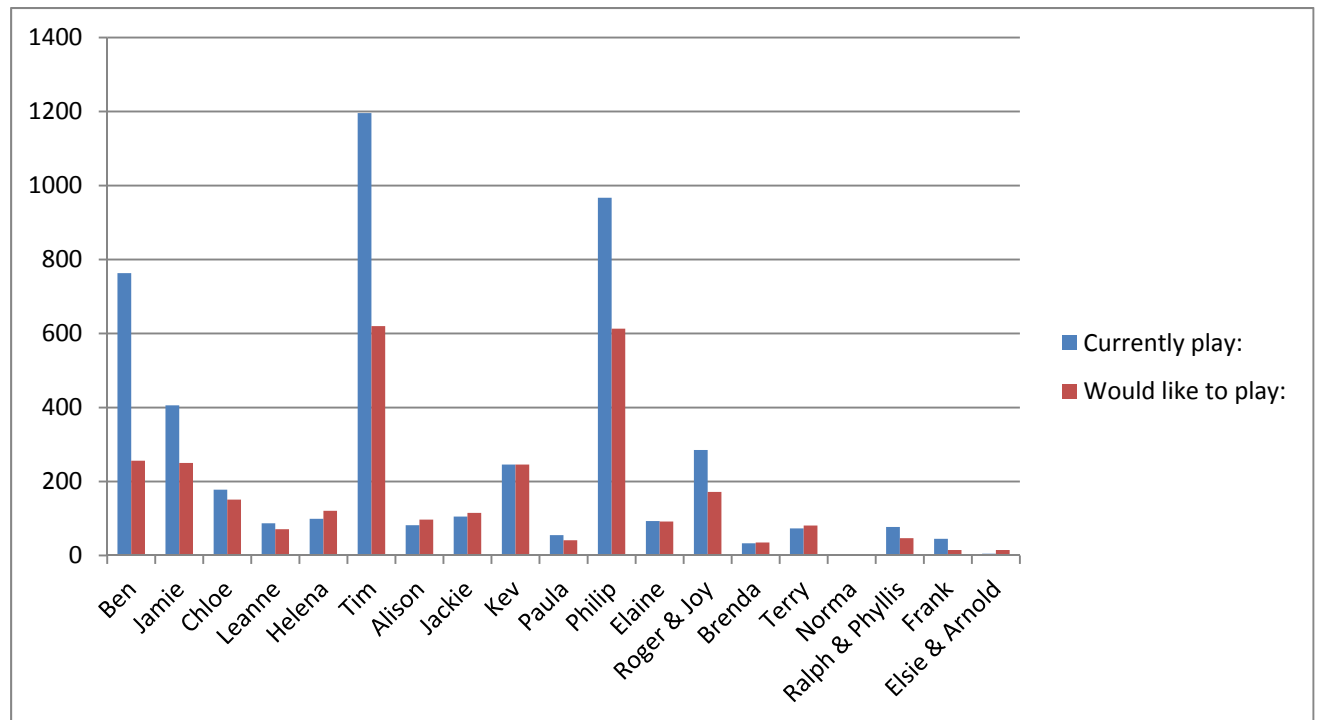
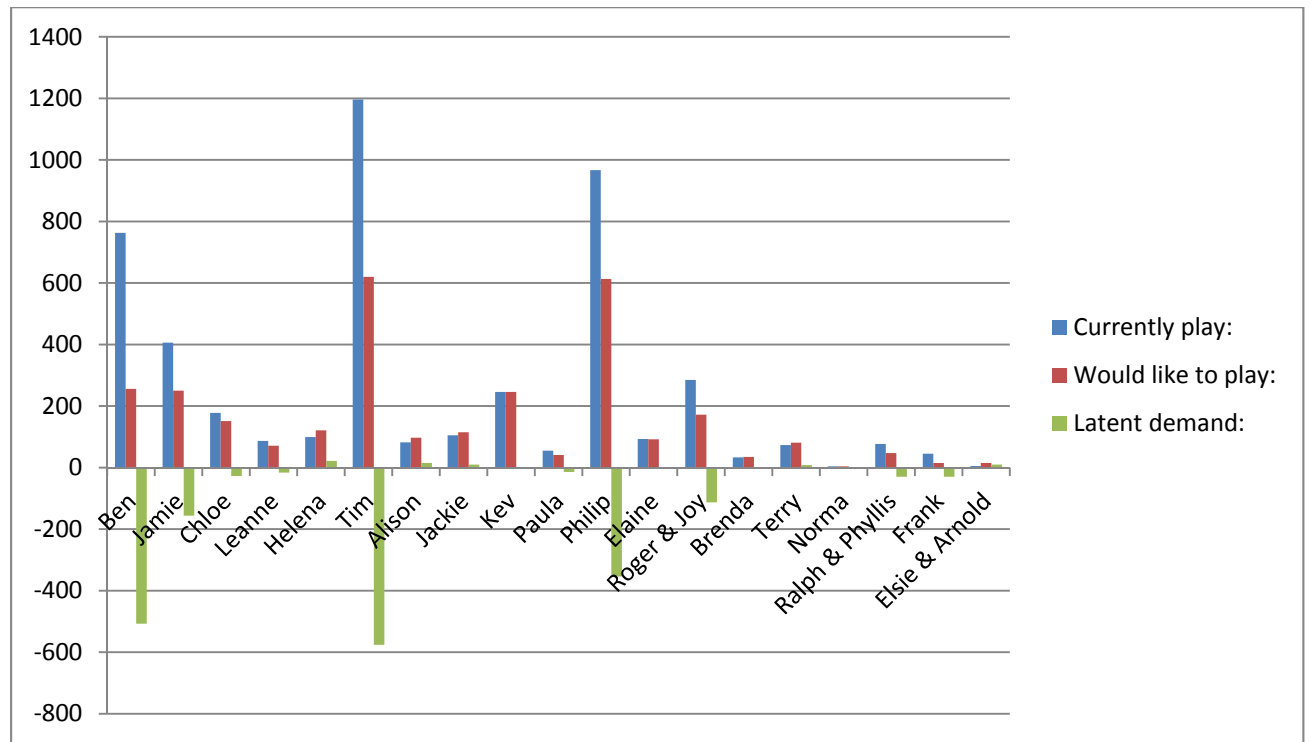


## Market Segmentation and Latent Demand – Squash

Currently play or would like to play:



Latent demand:



There is a very small latent demand for squash (fewer than 50 people). Current participation levels are high, particularly in men. The latent demand is shown in Helena, Alison and Jackie.

Helena, Alison and Jackie are all aged 26 – 45 but from very different social and economic backgrounds. All enjoy participating to keep fit, socialise and lose weight. All cite their barrier to participation as work commitments and admission being too expensive. Alison and Jackie prefer sports where they can take their children along or there is access to childcare.

### **How to communicate to Helena, Alison and Jackie?**

The most effective methods of communicating to Helena, Alison and Jackie must be simple and straight forward. They all respond well to discount vouchers and free trials. Helena and Alison can be communicated to using the internet. Jackie is less responsive to the internet and direct mail or local radio works best.