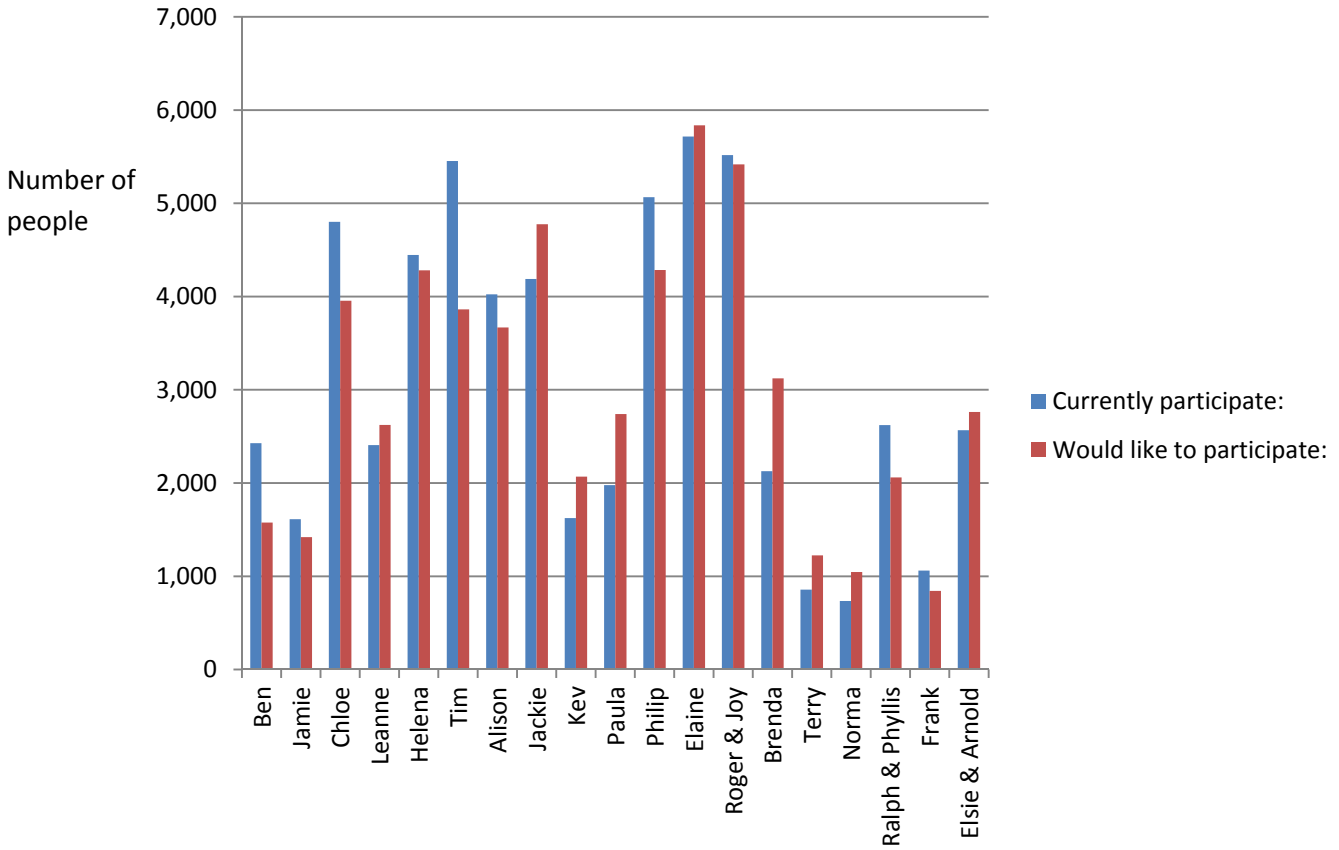
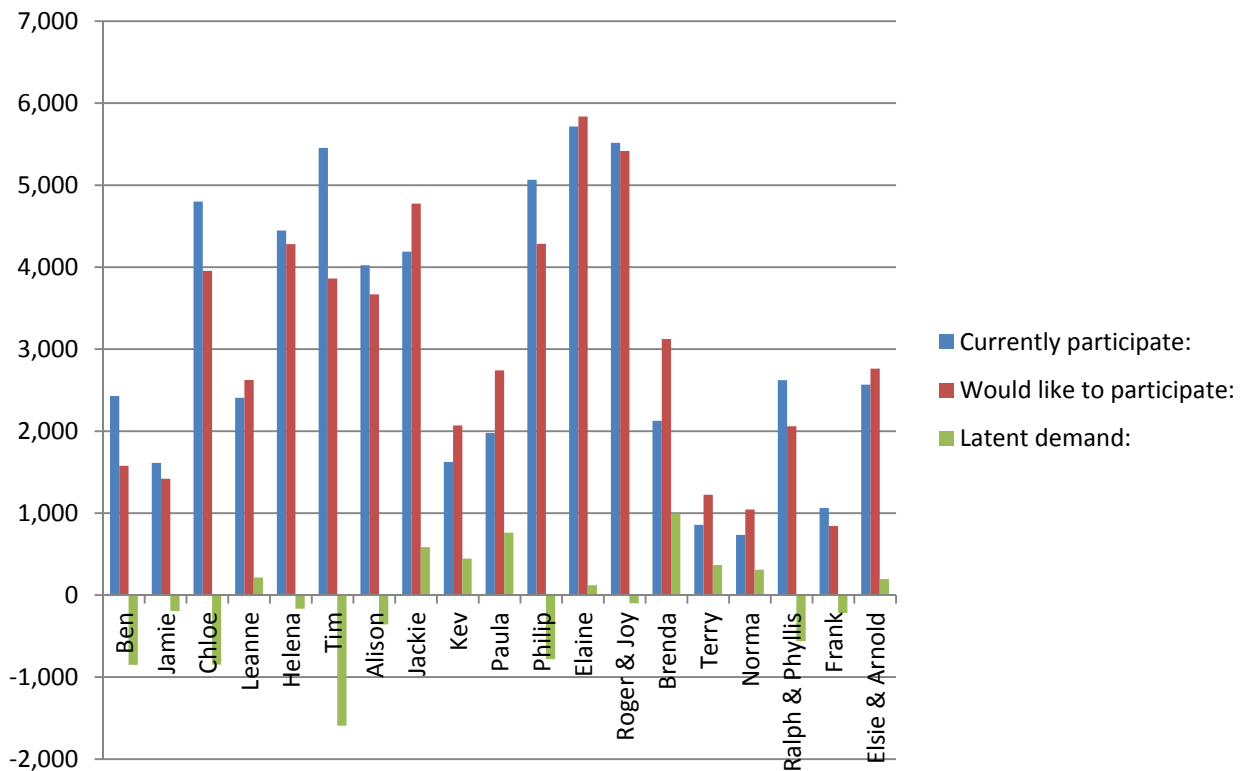


## Market Segmentation and Latent Demand - Swimming

Currently participate and would like to participate:



Latent demand:



Swimming has an very high number of people that currently participate. There is an extremeley high latent demand for swimming, (over 2,000 people) particulary for people aged 36+. This is demonstrated in Brenda, Paula, Jackie and Kev.

The key target areas for Paula, Brenda, Jackie and Kev are: Falmouth, Redruth, Camborne, Pool, Bude, Hayle and St Blazey.

### **How to communicate to Brenda, Paula, Jackie and Kev?**

Jackie, Brenda, Paula and Kev cover a large age range (26-65), but are generally from a low income category. It is likely that family commitments prevent them from taking part in physical activity.

In order to attract them to swimming the focus needs to be on keeping fit, losing weight and having fun rather than competition and improving performance. Jackie may be interested in joining a club, but Brenda, Kev and Paula are unlikely to so this. Ideally they would prefer a low cost activity, where children can be taken along if necessary.

The optimum way of communicating with them would be via adverts in shopping centres and local media. Jackie and Kev may be light internet users, so a small internet campaign could target her but generally not Brenda and Paula. Kev is likely to respond to mail shots sent out in local newspapers.