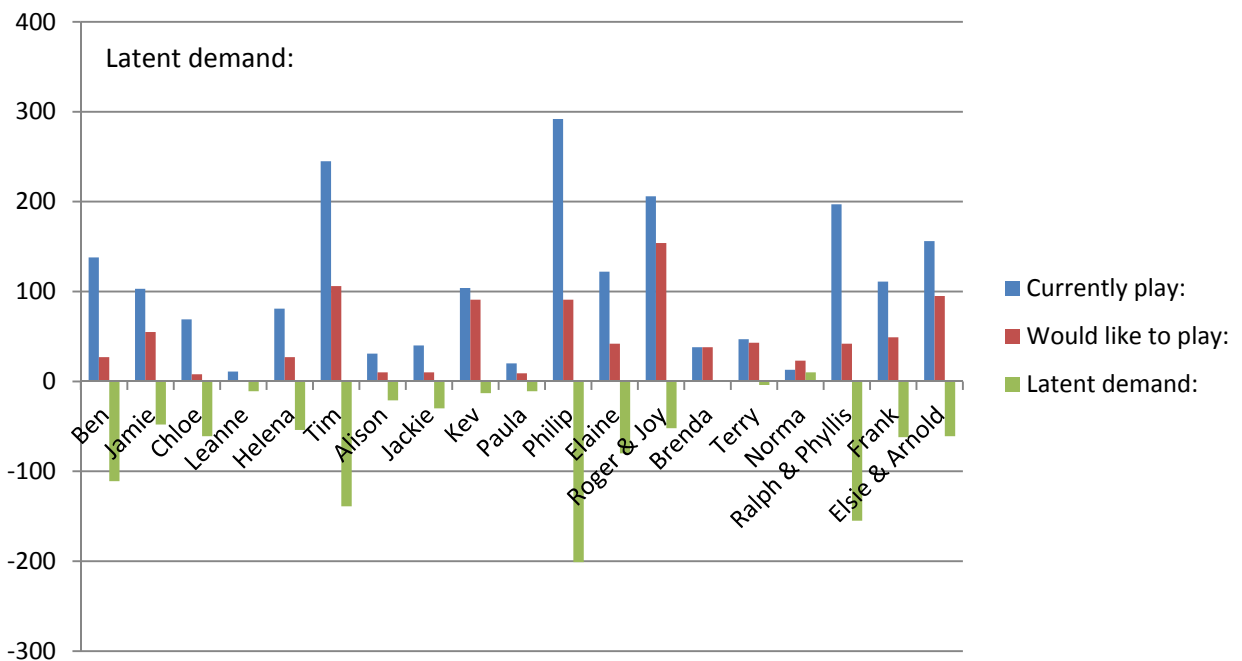
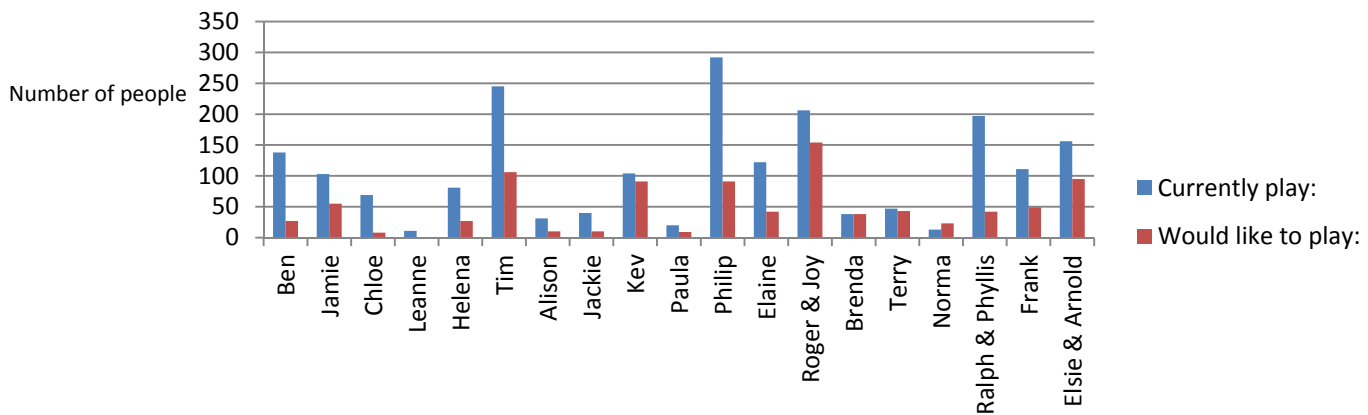


Market Segmentation and Latent Demand - Table Tennis

Currently playing or would like to play:



Latent demand for table tennis is extremely low. The only area where there is a slight demand is demonstrated in only Norma who is predominantly located in Redruth; in comparison to other sports the level of demand is very low, particularly when compared to current participation levels.

How to communicate to Norma?

Norma is likely to be retired (aged 56-65) and looking for a way to keep fit, socialise and enjoy an activity. She is unlikely to be focused on losing weight, training or improving performance.

Norma is very unlikely to be an internet user, it would be better to communicate with her via local media (newspapers or radio) or direct mail advertising.