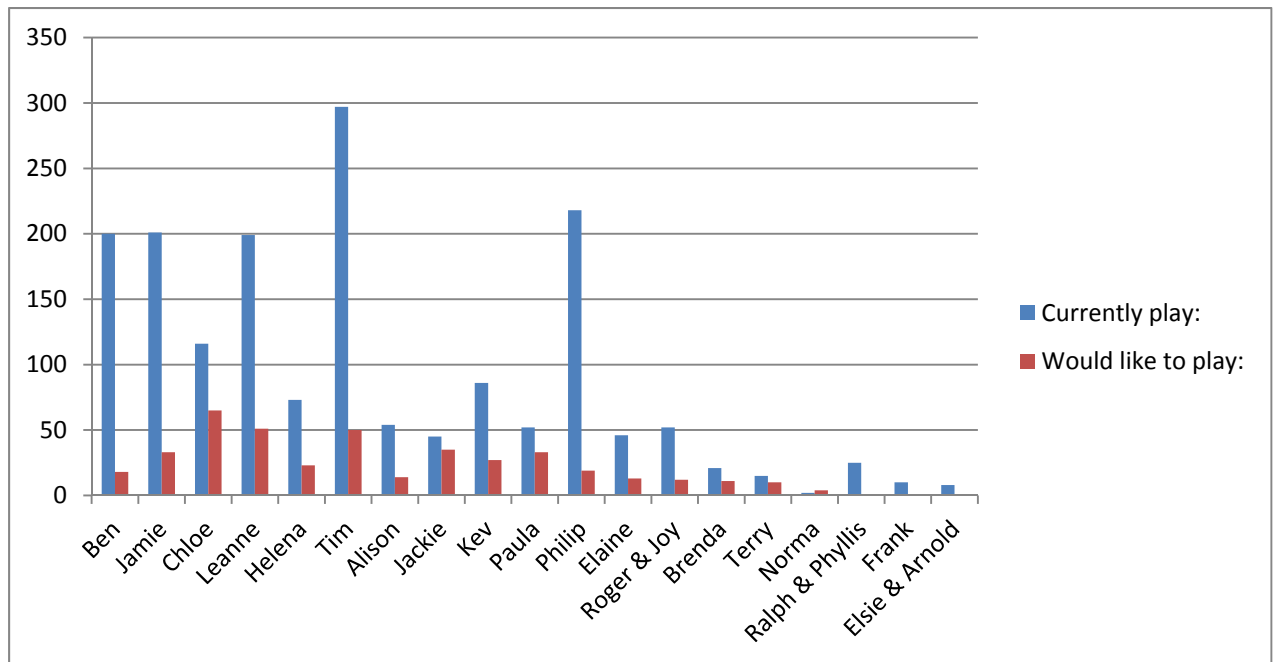
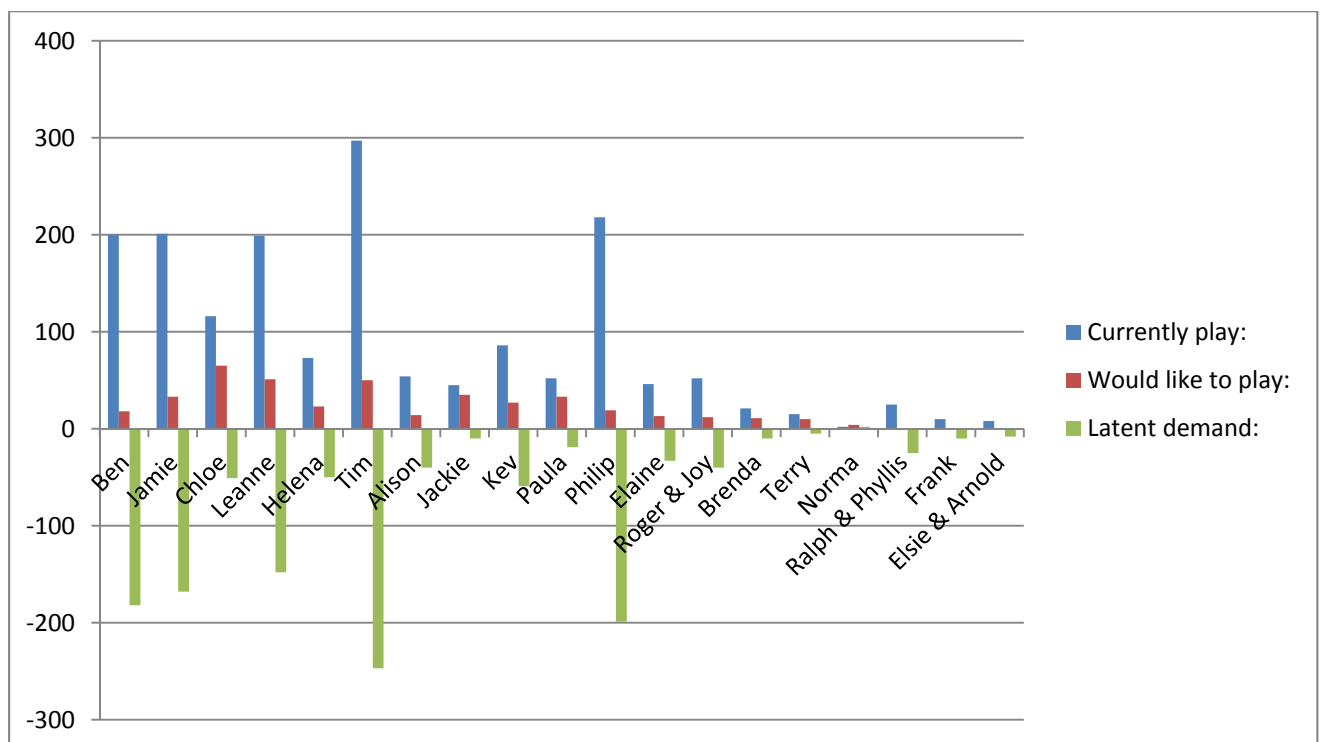


## Market Segmentation and Latent Demand – Volleyball

Currently play or would like to play:



Latent demand:



Latent demand is shown as positive numbers in green. There is very little latent demand for volleyball, it is only shown in Norma and is less than 1%.

Norma is pre-retirement or in retirement (aged 56-65) from a low income. She participates in physical activity for enjoyment and to keep fit, but finds her health and injury to be a barrier. The target areas for Norma are Redruth and Hayle.

Other groups that have shown an interest in participating in volleyball are Chloe and Leanne. They are both 18-25 and enjoy physical activity to keep fit, socialise and lose weight. Their main barrier to participation is work commitments and for Leanne possibly child care. The target areas for Chloe and Leanne are Falmouth, Newquay and Bude (and surrounding area).

### **How to communicate with Norma, Chloe and Leanne?**

The most effective way to communicate to Norma is via local media (including television, radio and newspapers) or direct mail.

Chloe and Leanne are best communicated to via the internet or text message. Leanne may be responsive through direct mail. Chloe, Leanne and Norma would all be responsive to discount vouchers or free trials.