

# How can Market Segmentation help your club / organisation?



## Find where a Particular Segment is Dominant




















*"I want to target a particular segment, how can I find where they are likely to live?"*

If you wish to target your activity around a specific type of person, whether this be age, gender, employment status etc. Finding the segment you wish to target can provide you with information around how to reach these types of people, their motivations & barriers and what would encourage them to do more sport. You can then target activity based around where there are high percentages of that segment.

## Step-by-Step Guide

- 1) From the 'segments' page, choose the segment you want to target by clicking on it (once selected, the box will have an orange border)
- 2) Select the location that you are interested in from the options at the bottom of the screen. (e.g. County Sport Partnership - Durham)
- 3) Click on 'search' and you will be presented with a map of your selected location, shaded to show areas where the chosen segment is more densely concentrated. If you choose the chart or table, you will see the estimated number of that segment within your selected geographic area.

Select one or more segments to analyse

 Ben	 Jamie	 Chloe	 Leanne	 Helena	 Tim	 Alison
 Jackie	 Kev	 Paula	 Philip	 Elaine	 Roger & Joy	 Brenda
 Terry	 Norma	 Ralph & Phyllis	 Frank	 Elsie & Arnold	Or choose: Dominant Segments	

Set location / area of interest

☐ England

☐ Local Authority

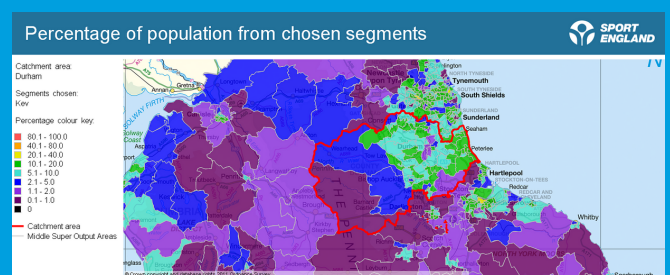
☒ County Sport Partnership

☐ Postcode

☐ Sports Facility

E.g. OX1, OX1 2, OX1 2EP.

Begin typing to find your place.



Visit - [segments.sportengland.org](https://segments.sportengland.org) to complete a search.