

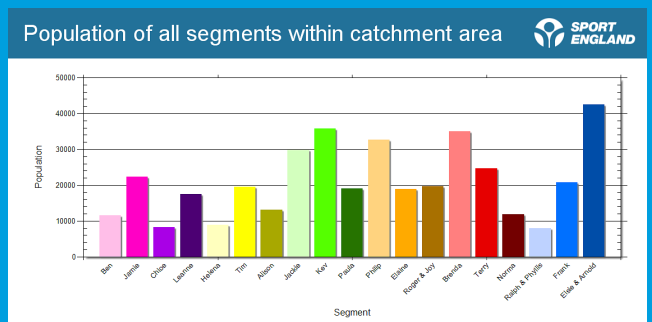
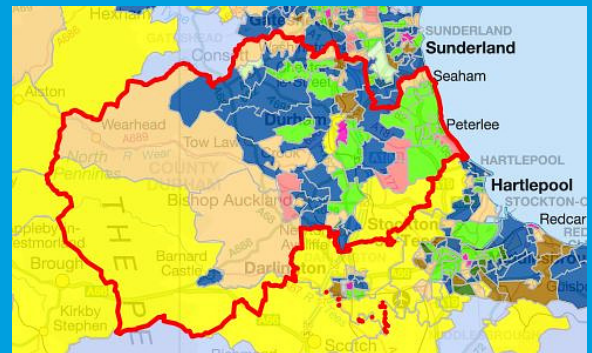
How can Market Segmentation help your club / organisation?

Find Dominant Segments in your Area

The 19 segments are designed with the idea that every person in England should fit within one segment.

Finding the most dominant segment in your area will allow you to explore the profile for that segment and gain an understating on:

- What sports they play or would like to play
- What motivations them
- How to market activity



Step-by-Step Guide

- 1) From the 'segments' page, click the box that says 'dominant segments'. Once selected, the box will have an orange border.
- 2) Choose your area of interest from the location options at the bottom of the screen and click 'search'.
- 3) This will create map, chart and table outputs. By default you will be presented with a map of your selected area with different colour shading overlaid to show the dominant segment for that section of your area.
- 4) Use the Map, Population Chart, Percentage Chart and Tabular Data options to display the results in different forms.

Visit - segments.sportengland.org to complete a search.