

How can Market Segmentation help your club / organisation?



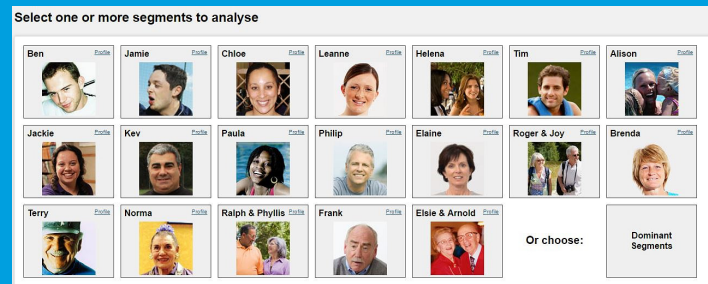
Engage, support, inspire
through Sport & Physical Activity

Find out which segments play a particular sport

"How can I find out which segments are most likely to play a particular sport?"

Use Market Segmentation to find out what type of people are most likely to participate in a specific sport.

Step-by-Step Guide



1) From the 'sports' page, select the sport you are interested in from the drop down lists. You can either choose:

- Individual sport - which broadly match Sport England's funded sports (with some exceptions)
- Groups of sports - which tend to be unfunded sports or individual sports where the results are too small to be reported individually (so they have been grouped together)
- Types of sports - which are based on where the sport is typically played, whether the sport is played in teams or groups, and the playing environment. These types include the sports within the previous two sections (i.e. football will be included in 'team sports' and 'outdoor pitch')

2) Once you have selected the sport or sports you are interested in, select the geographical area you want and click 'search'.

3) The map will show your chosen location, shaded to show the density of the population which plays that sport. The charts and tables (select the options under the map) will show the results for your area broken down by segment.

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