



WELLS & CO

EST 1876

WELLS & CO PUB PARTNERS



BRIDGE Shefford

Neighbourhood Mainstream/Premium

1000 meters



Data Set: MATCH - Consumer Segmentation by CGA

Target: Bridge, SHEFFORD, SG17 5DG: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	877	15.25	9,583,035	15.35	99.38	●	
C02 - Comfortable Sceptics	941	16.36	8,713,823	13.95	117.26		● ●
C03 - Mainstream Minded	536	9.32	6,388,194	10.23	91.11	●	
C04 - Cost Conscious Champions	683	11.88	7,857,998	12.58	94.38	●	
C05 - Carefree Dolce Vitas	512	8.90	4,527,939	7.25	122.79		● ● ●
C06 - Family Pit Stoppers	370	6.43	4,593,126	7.35	87.47	● ●	
C07 - Trending Tastemakers	477	8.29	5,955,829	9.54	86.97	● ●	
C08 - Steadfast Sippers	405	7.04	4,164,917	6.67	105.59		●
C09 - Sparkling Socialisers	486	8.45	5,223,569	8.36	101.03		●
C10 - Business Class Seekers	464	8.07	5,441,256	8.71	92.60	●	
Total Population (MATCH)	5,751	100.00	62,449,686	100.00	100.00		

SEGMENTATION



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.

16% above GB average



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.

15% Just below GB average



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.

12% Just below GB average



Carefree Dolce Vitas

Empty-nesters, discerning and health-conscious, they frequently enjoy meals out with family and friends, invariably with a glass of wine.

9% Way above GB average



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.

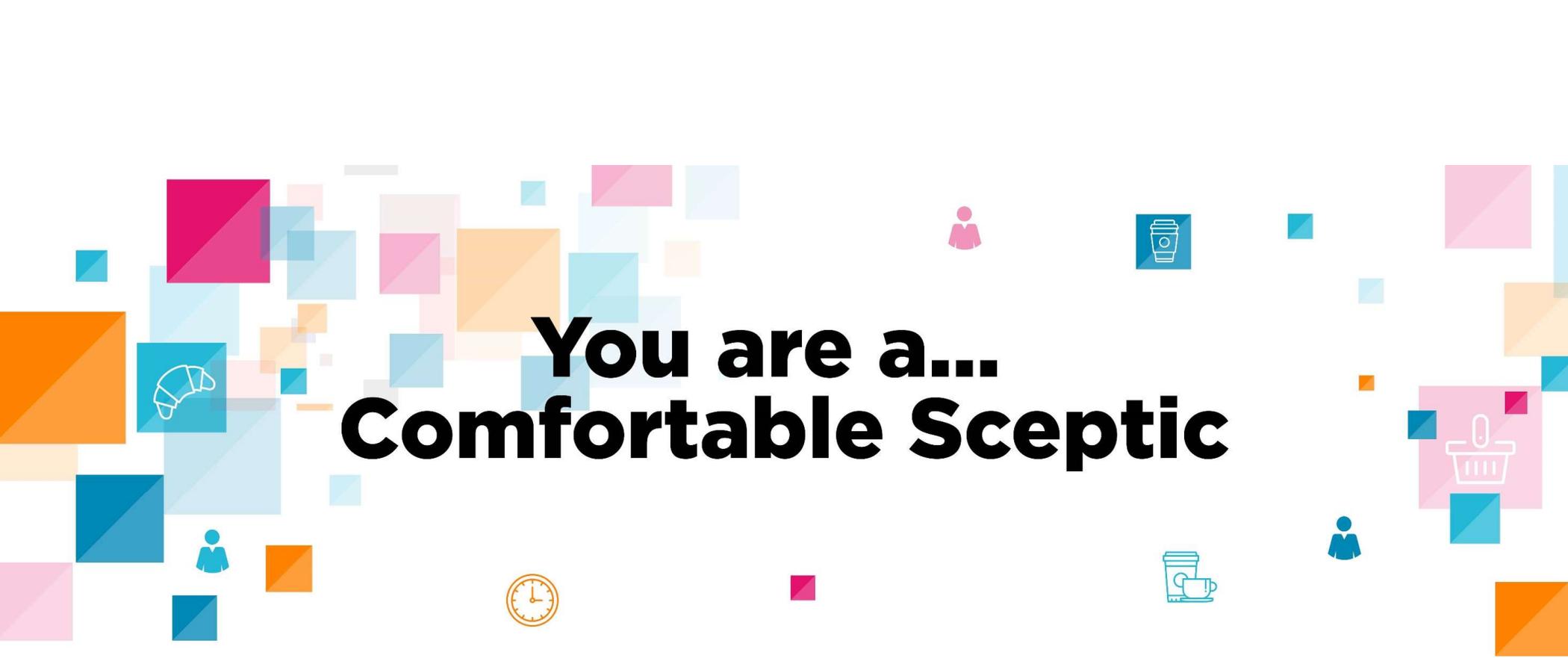
9.6% Way above GB average



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.

8% Above GB average



You are a... Comfortable Sceptic

You demand quality eats at good prices, preferably somewhere local. The familiarity of a nice cup of coffee is just what the doctor ordered – especially when you're on the go and picking up your weekly shopping. When going out for a meal you tend to stick to your favourite places and visiting somewhere new is usually based on recommendations from trusted friends. You have a lifestyle that allows you to take the time to enjoy the things you love – namely good food and even better company!



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



Age

43% are 65+ years old



Employment

44% are retired



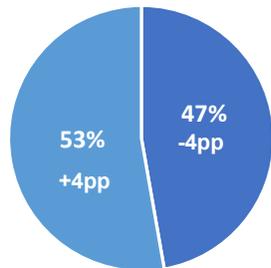
Affluence

Low: less than £30,000

Top drivers for drink-led visits

1. Location
2. Value for money
3. Previous visits consistently good
4. Choice of food
5. Ambience/ atmosphere

Gender



■ Female ■ Male

Top drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Previous visits consistently good



10%

of Comfortable Sceptics are interested in offers and deals

The background features a collage of colorful squares in shades of blue, orange, pink, and teal. Scattered throughout are various icons: a person silhouette, a plate with a fork and knife, two wine glasses, and a speech bubble. The text is centered in a large, bold, black font.

You are a... Confident Conformist

You are up to date with the latest trends, you know what's hot and what's not. You consider yourself a bit of a foodie and appreciate good service. When it comes to places to eat and drink out you always choose wisely, although the relaxed atmosphere of a good quality pub is always a winner in your eyes! You never limit yourself when it comes to a night out and you'd rather spend a bit more in return for a great quality experience, and that always begins with a carefully chosen meal, tasty drinks and an inspiring atmosphere.



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.



Age

25% are 25-34 years old



Employment

55% are white collar



Affluence

Medium: £30,001 - £50,000

Drivers they over index for drink-led visits

1. Location
2. Value for money
3. Choice of food
4. Service
5. Quality of experience

Gender



Drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food



10%

of Confident Conformists are interested in offers and deals



You are a... Cost-Conscious Champion

You occasionally go out for a meal or a drink, but when it comes to how you spend your cash, you can think of better ways. You love what you know and tend to stick to dining and drinking out in the places where you know you can get a good offer. Convenience is important as well as good prices, and you love the feeling that you are getting great value for money!



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



Age

32% are 65+ years old



Employment

36% are retired



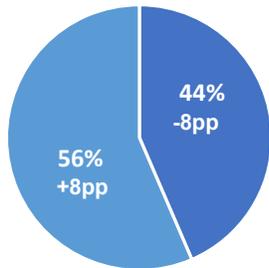
Affluence

Low: less than £30,000

Top drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food

Gender



■ Female ■ Male

Top drivers for drink-led visits

1. Location
2. Value for money
3. Previous visits consistently good
4. Choice of food
5. Ambience/ atmosphere



10%
of Cost Conscious
Champions are interested in
offers and deals



You are a... Carefree Dolce Vita

You always enjoy a fabulous glass of wine or maybe a cocktail in a quality restaurant surrounded by friends and family. You love your carefree lifestyle and want to be surrounded by choices when you visit somewhere for the first time! You generally opt to eat out in places that are tried and trusted and have a great reputation for quality and service. An impromptu casual meal out is just as good as a planned dinner, especially if there are some healthy options on the menu!



Carefree Dolce Vitas

Empty-nesters, discerning and health-conscious, they frequently enjoy meals out with family and friends, invariably with a glass of wine.



Age

36% are 65+ years old



Employment

38% are retired



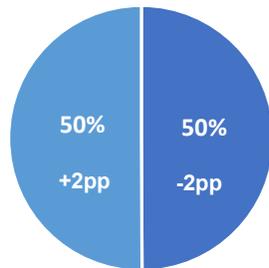
Affluence

Medium: £30,001 - £50,000

Top drivers for food-led visits

1. **Location**
2. **Convenience**
3. **Value for money**
4. **Food quality**
5. **Choice of food**

Gender



■ Female ■ Male

Top drivers for drink-led visits

1. **Location**
2. **Value for money**
Previous experience consistently good
3. **Choice of food**
4. **Service**



14%
of Carefree Dolce Vitas are
interested in offers and
deals



You are a... Steadfast Sipper

Pubs are your main attraction when it comes to looking for a place to go out. Convenient and low-key with a great selection of beers, ales and ciders is your go-to for a night out. Prices need to be low enough to get you through the door while quality needs to be high enough to keep you coming back! Normally, as long as there's cold brew, good music and even better prices, you're on board!



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



Age

53% are 65+ years old



Employment

55% are retired



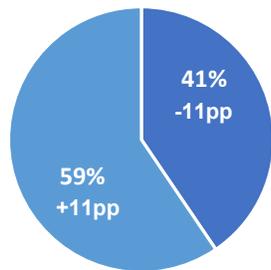
Affluence

Low: Less than £30,000

Top drivers for drink-led visits

1. Location
2. Value for money
3. Previous visits consistently good
4. Service
5. Place habitually visit

Gender



■ Female ■ Male

Top drivers for food-led visits

1. Location
2. Value for money
3. Convenience
4. Food quality
5. Choice of food



17%

of Steadfast Sippers are interested in offers and deals



You are a... Sparkling Socialiser

Like to wine and dine out with friends in upmarket casual dining restaurants when the opportunity arises. Great service and good quality food and drink are incredibly important, which is why they generally opt to eat out in places that are tried and trusted or places that come highly recommended.



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



Age

35% are aged 45-64 years old



Employment

52% are white collar



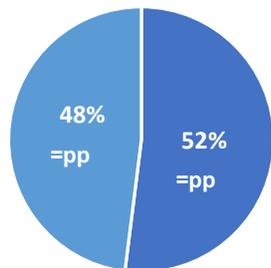
Affluence

High: £50,001 - £100,000+

Top drivers for drink-led visits

1. Location
2. Value for money
3. Choice of food
4. Previous visits consistently good
5. Ambience/ atmosphere

Gender



■ Female ■ Male

Top drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food



11%
of Sparkling Socialiser are
interested in offers and
deals