



CGA Demographic Data

Understand the profitability and importance of different consumers

Admiral Vernon, Cambridge 1000m radius



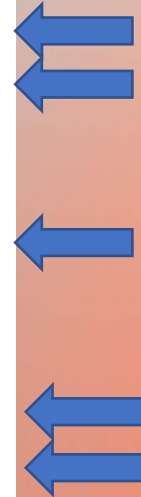
The report below lists the categories and indicates the types of consumer that you should attract in your marketing strategy by both target % and index to base (where the site compares to the national average). We have listed the key target customers to the left. The following slides tells you who they are.

Data Set: MATCH - Consumer Segmentation by CGA

Target: Admiral Vernon, CAMBRIDGE, CB24 5NB: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	394	14.06	9,583,035	15.35	91.63	●	
C02 - Comfortable Sceptics	483	17.24	8,713,823	13.95	123.54		● ● ●
<u>C03 - Mainstream Minded</u>	246	8.78	6,388,194	10.23	85.83	● ●	
C04 - Cost Conscious Champions	302	10.78	7,857,998	12.58	85.66	● ●	
C05 - Carefree Dolce Vitas	255	9.10	4,527,939	7.25	125.52		● ● ●
C06 - Family Pit Stoppers	168	6.00	4,593,126	7.35	81.52	● ●	
C07 - Trending Tastemakers	209	7.46	5,955,829	9.54	78.21	● ● ●	
C08 - Steadfast Sippers	253	9.03	4,164,917	6.67	135.39		● ● ● ●
C09 - Sparkling Socialisers	249	8.89	5,223,569	8.36	106.24		●
C10 - Business Class Seekers	243	8.67	5,441,256	8.71	99.53	●	
Total Population (MATCH)	2,802	100.00	62,449,686	100.00	100.00		



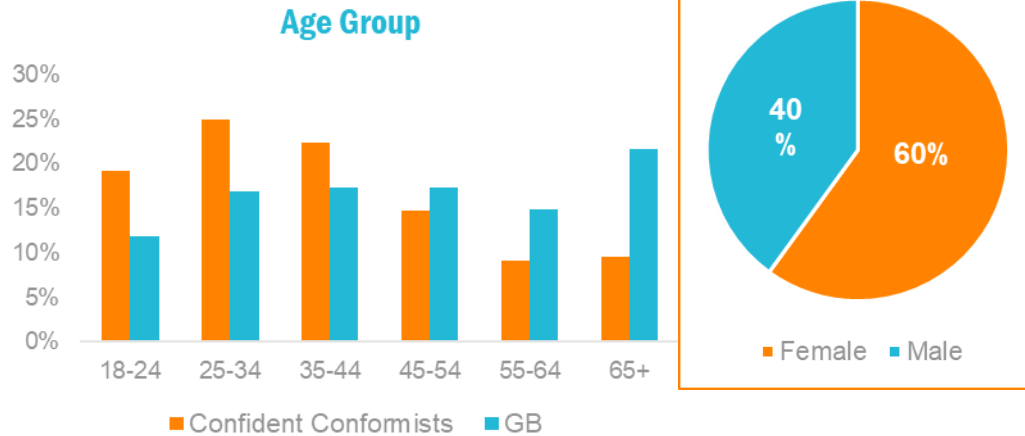
Confident Conformist

14.06% of your target market

Olivia is fairly comfortably well off, she follows trends and regularly eats out, often in a pub restaurant with a delicious glass of wine.



Demographics



25% are 25-34 years old

48% are parents

55% are white collar

Behaviours & Attitudes

59% Eat out weekly

40% drink out weekly

72% check social media regularly

76% take a keen interest in food & drink

Comfortable Sceptics

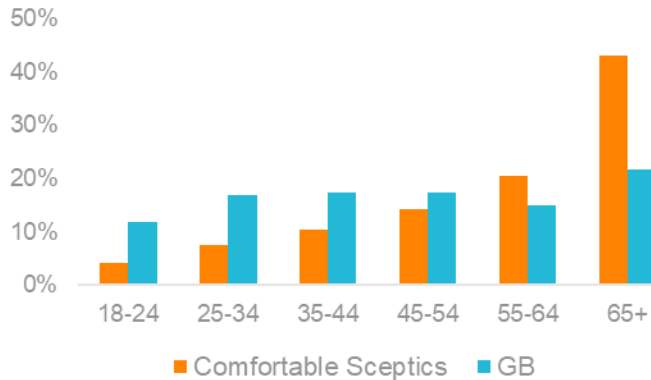
17.24% of your target market

Larry is a 'Comfortable Sceptic'. He is retired with time on his hands he regularly seeks out coffee shops during shopping trips with his wife choosing familiar places as they he is wary of trying something new.

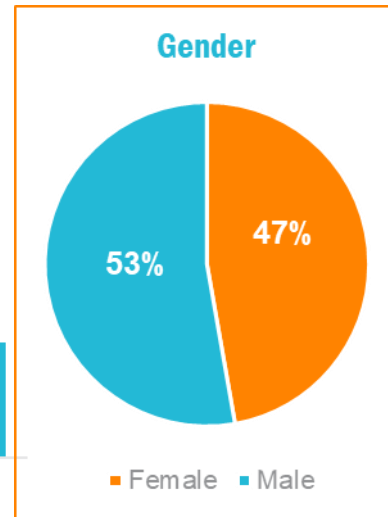


Demographics

Age Group



Gender



43% are 65 and over

17% are parents

44% are retired

Behaviours & Attitudes

31% eat out weekly

16% drink out weekly

32% check social media regularly

43% take a keen interest in food & drink

Care free Dolce vita

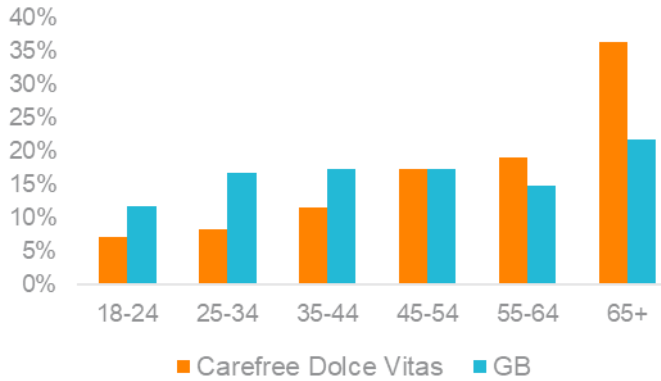
9.10% of your target market

Terry kids have flown the nest, discerning and health conscious he frequently enjoy meals out with family and friends, invariably with a glass of wine

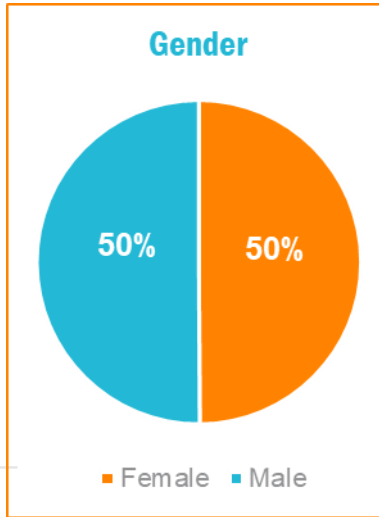


Demographics

Age Group



Gender



36% are 65 or over

22% are parents

38% are retired

Behaviours & Attitudes

36% eat out weekly

18% drink our weekly

38% check social media regularly

49% take a keen interest in food & drink

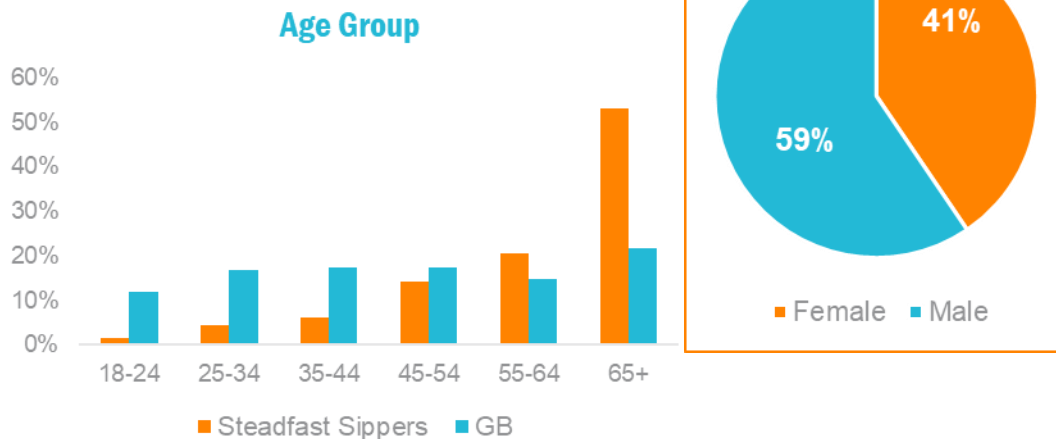
Steadfast Sipper

9.03% of your target market

Sid is a 'Steadfast Sipper'. he has his favourite places and rarely pushes the boat out, he prefers to stay close to home.



Demographics



53% are 65 and over

14% are parents

55% are retired

Behaviours & Attitudes

24% eat our weekly

21% drink out regularly

23% check social media regularly

39% take a keen interest in food & drink

Sparkling Socialiser

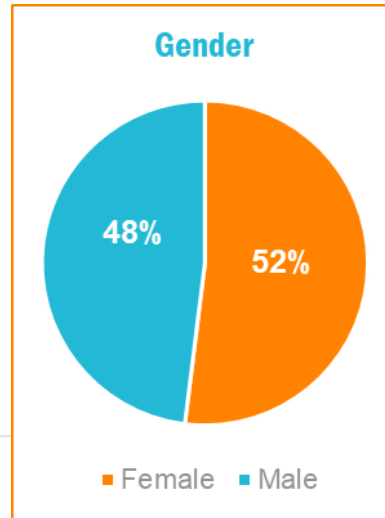
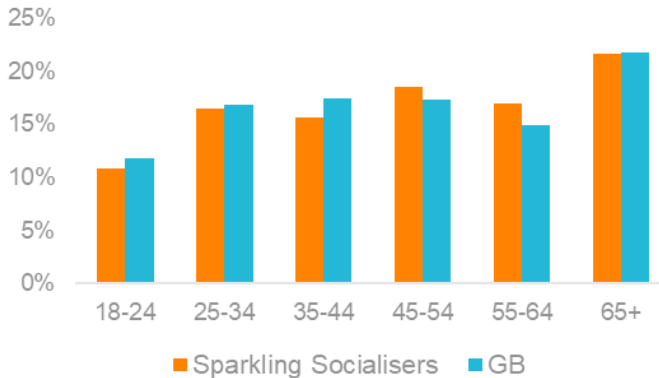
8.89% of your target market

Lauren is a 'Sparkling Socialiser', she likes to wine and dine out with friends in upmarket casual dining restaurants. She appreciates great service and good quality food and drink are incredibly important to her which is why she tends to eat out in places that are highly recommended



Demographics

Age Group



35% are 45-64 years old

31% are parents

52% are white collar

Behaviours & Attitudes

47% eat out weekly

35% drink out weekly

55% check social media regularly

70% take a keen interest in food a drink