# CGA Demographic Data

Understand the profitability and importance of different consumers

# White Horse Tilbrook 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:** White Horse, HUNTINGDON, PE28 0JP: 1000 metres Radius

**Base:** *GB: GB Outline

| Variable | Target Value | Target % | Base Value | Base % | Index To Base | | |
|---|---|---|---|---|---|---|---|
| C01 - Confident Conformists | 34 | 15.25 | 9,583,035 | 15.35 | 99.36 | 🔴 | |
| C02 - Comfortable Sceptics | 39 | 17.49 | 8,713,823 | 13.95 | 125.34 | | 🟢🟢🟢 |
| C03 - Mainstream Minded | 15 | 6.73 | 6,388,194 | 10.23 | 65.76 | 🔴🔴🔴🔴 | |
| C04 - Cost Conscious Champions | 23 | 10.31 | 7,857,998 | 12.58 | 81.97 | 🔴🔴 | |
| C05 - Carefree Dolce Vitas | 16 | 7.17 | 4,527,939 | 7.25 | 98.96 | 🔴 | |
| C06 - Family Pit Stoppers | 12 | 5.38 | 4,593,126 | 7.35 | 73.16 | 🔴🔴🔴 | |
| C07 - Trending Tastemakers | 19 | 8.52 | 5,955,829 | 9.54 | 89.34 | 🔴🔴 | |
| C08 - Steadfast Sippers | 19 | 8.52 | 4,164,917 | 6.67 | 127.75 | | 🟢🟢🟢 |
| C09 - Sparkling Socialisers | 21 | 9.42 | 5,223,569 | 8.36 | 112.58 | | 🟢🟢 |
| C10 - Business Class Seekers | 25 | 11.21 | 5,441,256 | 8.71 | 128.67 | | 🟢🟢🟢 |
| Total Population (MATCH) | 223 | 100.00 | 62,449,686 | 100.00 | 100.00 | | |
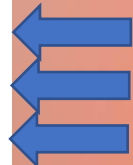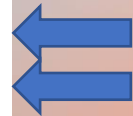
# Confident Conformist

## 15.25% 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

### Age Group



Legend: Confident Conformists, GB

### Gender



40%
60%

Female, Male
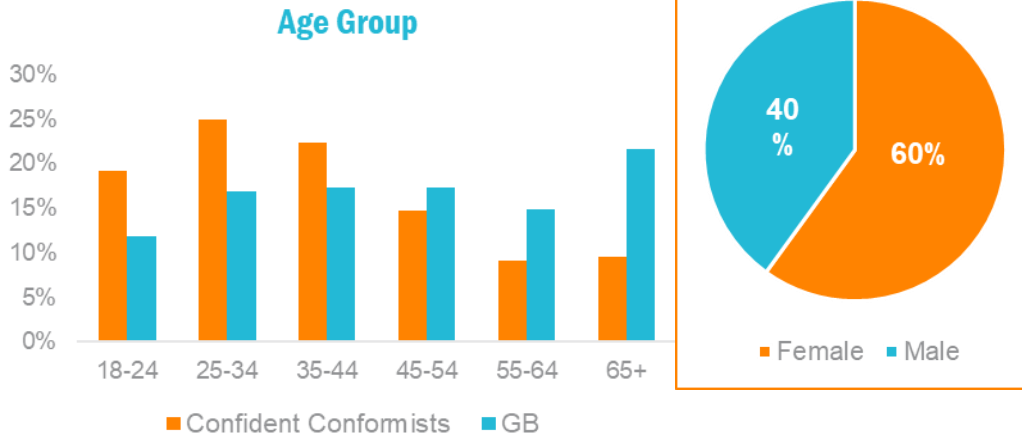
**25%** are 25-34 years old

**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

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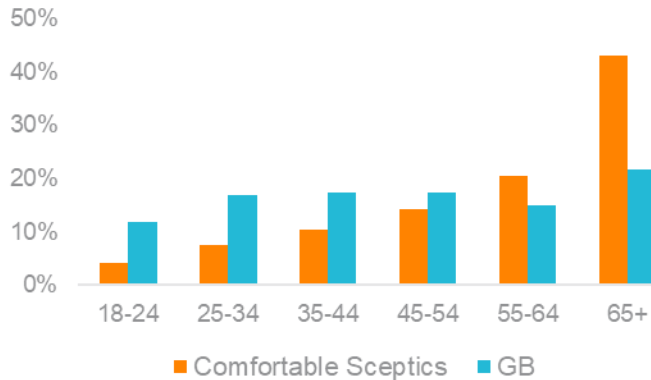EST 1876

# Comfortable Sceptics

**17.49% 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.
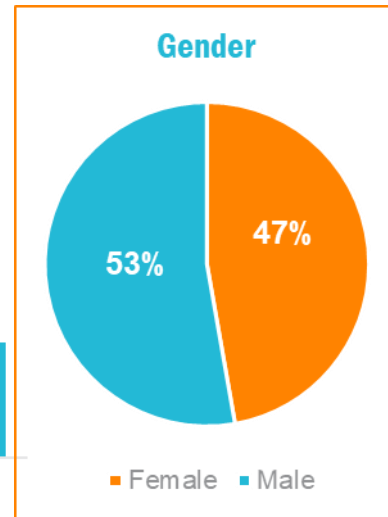
## Demographics

### Age Group

(Bar chart showing Age Group percentages)

| Age Group | Comfortable Sceptics | GB |
|-----------|---------------------|-----|
| 18-24 | ~4% | ~11% |
| 25-34 | ~7% | ~17% |
| 35-44 | ~10% | ~17% |
| 45-54 | ~14% | ~17% |
| 55-64 | ~20% | ~15% |
| 65+ | ~43% | ~21% |

- Comfortable Sceptics
- GB

### Gender

(Pie chart)
- 53% Female
- 47% Male

**43%** are 65 and over
**17%** are parents
**44%** are retired

## Behaviours & Attitudes

**31%** eat our weekly
**16%** drink out weekly
**32%** check social media regularly
**43%** take a keen interest in food & drink
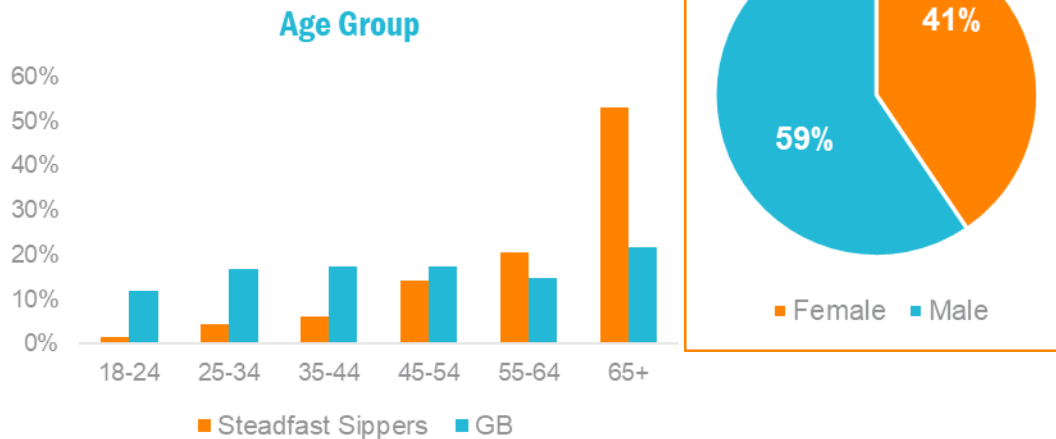
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# Steadfast Sipper

**9.03% of your target market**

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

## Demographics

**Age Group**

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|---|---|---|---|---|---|---|

- Steadfast Sippers
- GB

**Gender**

- Female 41%
- Male 59%

**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

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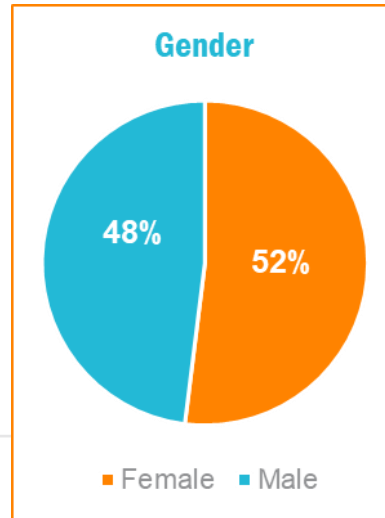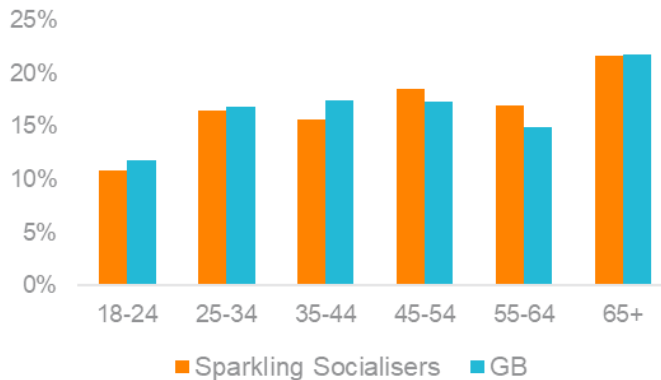EST 1876

# 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

(Bar chart showing age groups 18-24, 25-34, 35-44, 45-54, 55-64, 65+ with y-axis 0% to 25%, comparing Sparkling Socialisers and GB)

- Sparkling Socialisers
- GB

### Gender

- 48% Male
- 52% Female

**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

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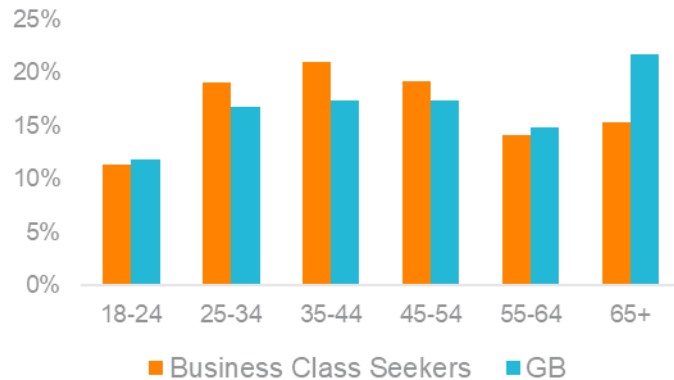
# Business Class Seeker

## 8.67% of your target market

Charles is a big spender on food and drink whether on business or out with the family. He thinks nothing of dining out and take regular trips away which always includes a meal somewhere luxurious
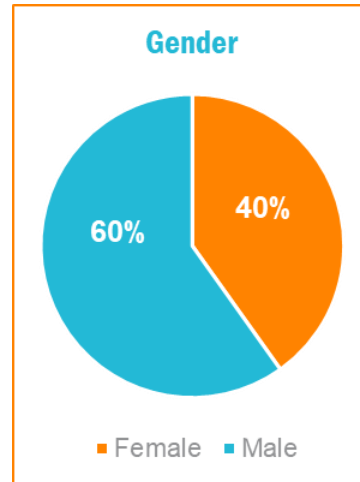


## Demographics

### Age Group



Business Class Seekers ■ GB

### Gender



60% 40%

■ Female ■ Male

## Behaviours & Attitudes

**80%** eat our weekly

**57%** drink our weekly

**60%** check social media regularly

**79%** take a keen interest in food & drink

**19%** are 45-54 years old

**49%** are parents

**63%** are white collar

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