



CGA Demographic Data

Understand the profitability and importance of different consumers

Barley Mow Hartford 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.

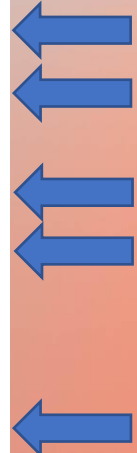


Data Set: MATCH - Consumer Segmentation by CGA

Target: Barley Mow, HUNTINGDON, PE29 1XZ: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	798	15.60	9,583,035	15.35	101.67		●
C02 - Comfortable Sceptics	783	15.31	8,713,823	13.95	109.71		●
C03 - Mainstream Minded	499	9.76	6,388,194	10.23	95.37		●
C04 - Cost Conscious Champions	688	13.45	7,857,998	12.58	106.90		●
C05 - Carefree Dolce Vitas	408	7.98	4,527,939	7.25	110.01		● ●
C06 - Family Pit Stoppers	365	7.14	4,593,126	7.35	97.02		●
C07 - Trending Tastemakers	385	7.53	5,955,829	9.54	78.92		● ● ●
C08 - Steadfast Sippers	387	7.57	4,164,917	6.67	113.45		● ●
C09 - Sparkling Socialisers	404	7.90	5,223,569	8.36	94.43		●
C10 - Business Class Seekers	398	7.78	5,441,256	8.71	89.30		● ●
Total Population (MATCH)	5,115	100.00	62,449,686	100.00	100.00		



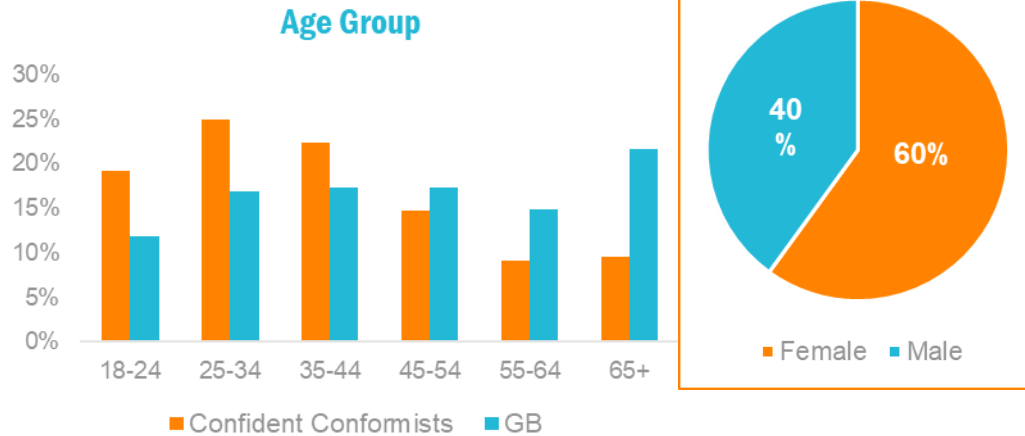
Confident Conformist

15.60% 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

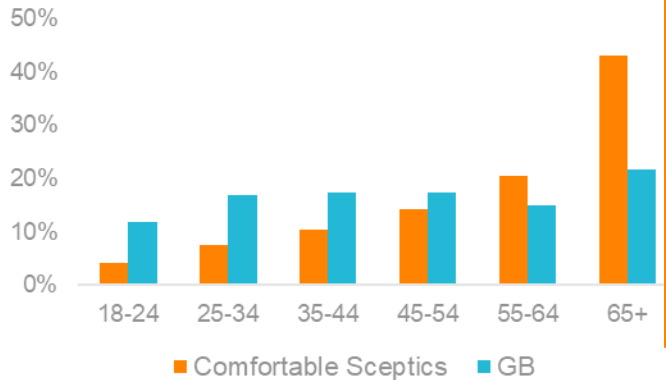
15.31% of your target market

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.

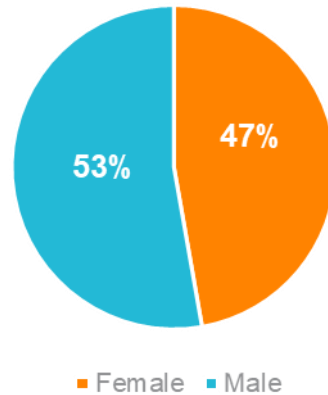


Demographics

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

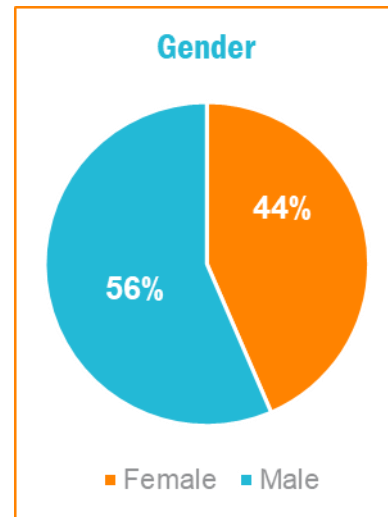
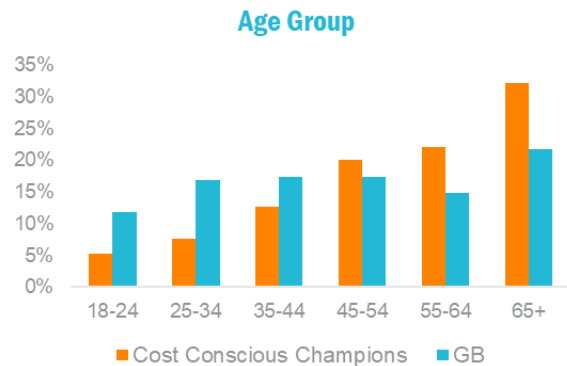
Cost Conscious Champion

13.45% of your target market

June is unfussy but wary of trying somewhere new, she always looks carefully at the price. However they she is a strong advocate of places she enjoys.



Demographics



Behaviours & Attitudes

27% eat out weekly

20% drink out weekly

38% check social media regularly

34% take a keen interest in food & drink

32% are 65 and over

24% are parents

36% are retired

Care free Dolce vita

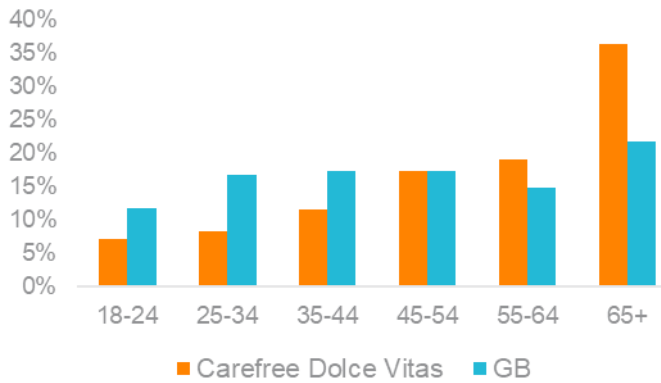
7.98% of your target market

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

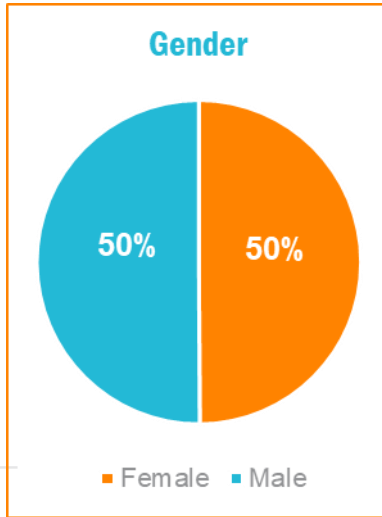


Demographics

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

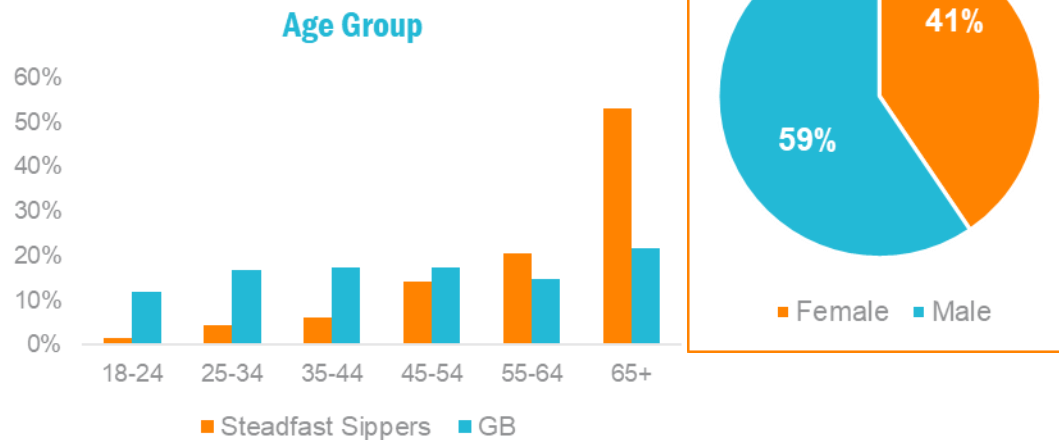
Steadfast Sipper

7.57% 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