



CGA Demographic Data

Understand the profitability and importance of different consumers

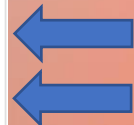
Red Lion Yardley Hastings 1000m radius

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.



Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	96	13.95	9,583,035	15.35	90.93	●	
C02 - Comfortable Sceptics	130	18.90	8,713,823	13.95	135.42		●●●●
C03 - Mainstream Minded	62	9.01	6,388,194	10.23	88.10	●●	
C04 - Cost Conscious Champions	73	10.61	7,857,998	12.58	84.32	●●	
C05 - Carefree Dolce Vitas	44	6.40	4,527,939	7.25	88.21	●●	
C06 - Family Pit Stoppers	38	5.52	4,593,126	7.35	75.10	●●●	
C07 - Trending Tastemakers	55	7.99	5,955,829	9.54	83.82	●●	
C08 - Steadfast Sippers	66	9.59	4,164,917	6.67	143.84		●●●●●
C09 - Sparkling Socialisers	67	9.74	5,223,569	8.36	116.43		●●
C10 - Business Class Seekers	57	8.28	5,441,256	8.71	95.09	●	
Total Population (MATCH)	688	100.00	62,449,686	100.00	100.00		



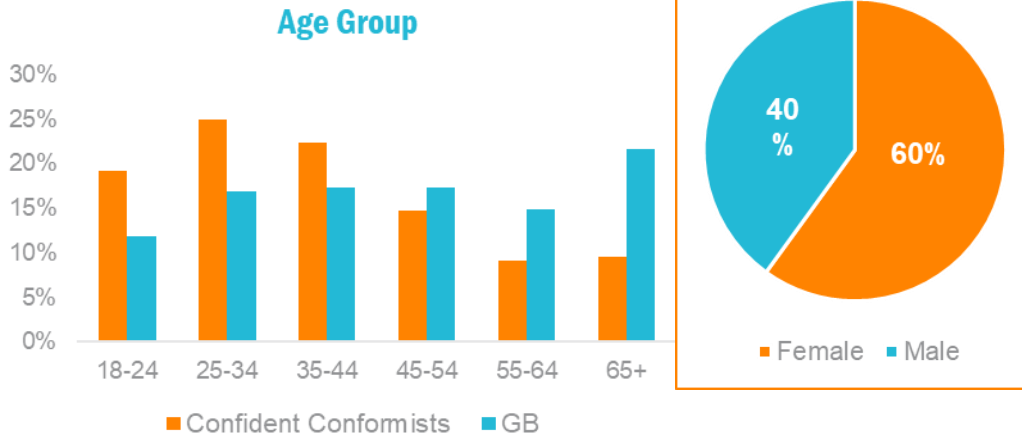
Confident Conformist

13.95% 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

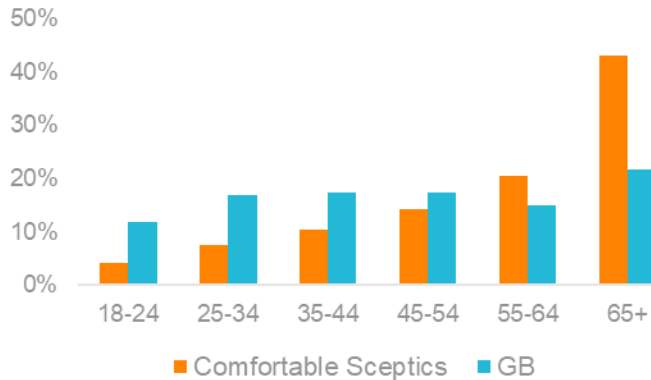
18.9% of your target market

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.

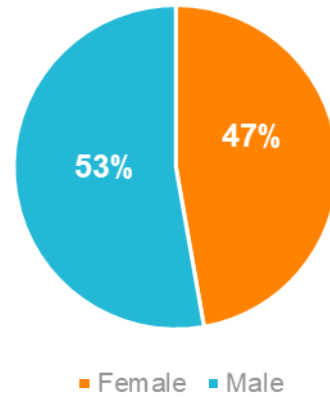


Demographics

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

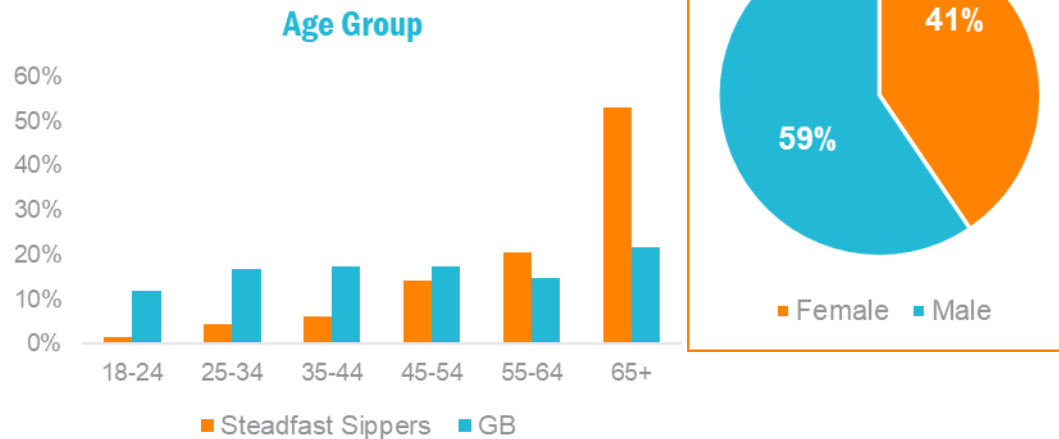
Steadfast Sipper

9.59% 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

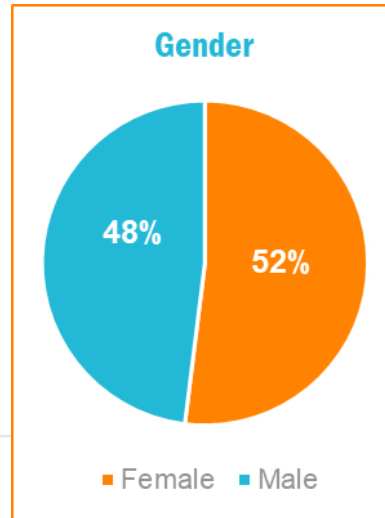
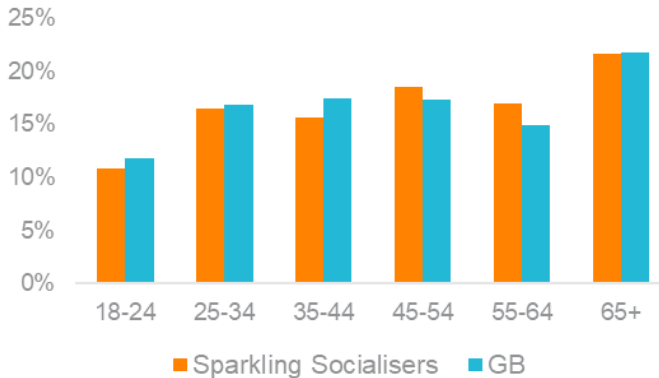
9.74% of your target market

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