



## **CGA Demographic Data**

Understand the profitability and importance of different consumers

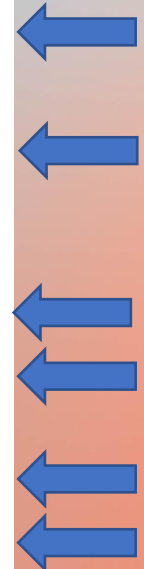
## The Kelso, Loughborough 1000m radius

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	2,792	16.73	9,583,035	15.35	109.00		●
C02 - Comfortable Sceptics	1,752	10.50	8,713,823	13.95	75.22	● ● ●	
C03 - Mainstream Minded	2,042	12.23	6,388,194	10.23	119.59		● ●
C04 - Cost Conscious Champions	1,819	10.90	7,857,998	12.58	86.60	● ●	
C05 - Carefree Dolce Vitas	1,073	6.43	4,527,939	7.25	88.66	● ●	
C06 - Family Pit Stoppers	1,323	7.93	4,593,126	7.35	107.76		●
C07 - Trending Tastemakers	2,098	12.57	5,955,829	9.54	131.79		● ● ● ●
C08 - Steadfast Sippers	769	4.61	4,164,917	6.67	69.08	● ● ● ●	
C09 - Sparkling Socialisers	1,484	8.89	5,223,569	8.36	106.29		●
C10 - Business Class Seekers	1,540	9.23	5,441,256	8.71	105.89		●
Total Population (MATCH)	16,692	100.00	62,449,686	100.00	100.00		



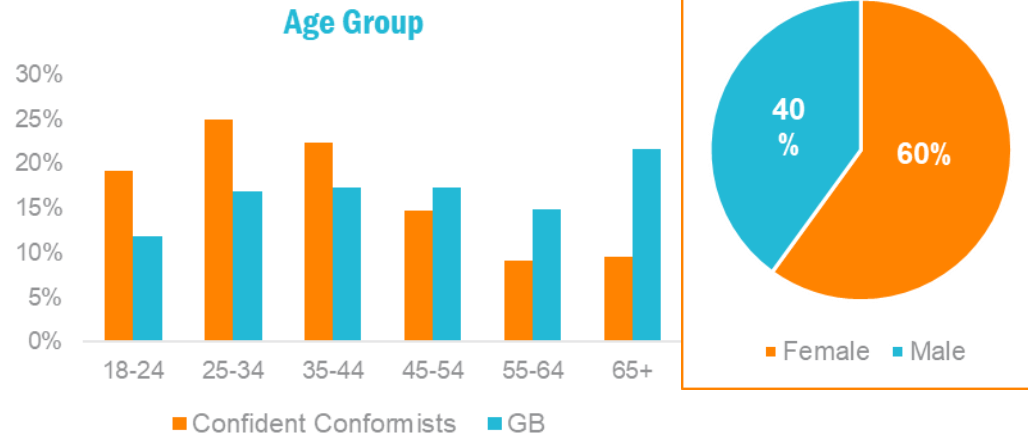
# Confident Conformist

**16.73% 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

# Mainstream Minded

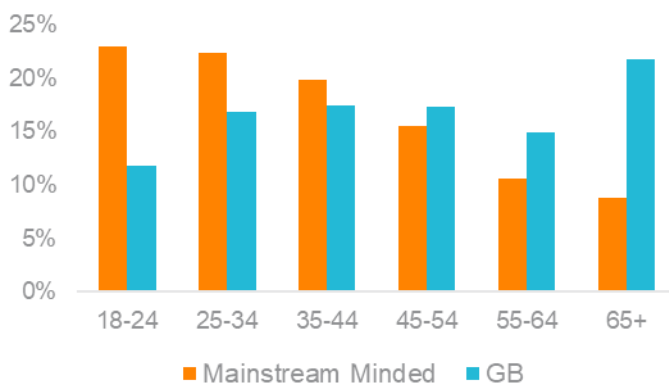
**12.23% of your target market**

Tom is 'Mainstream Minded' he is a social media user to whom going out means drinking in the most popular places. However he tends to save it for the weekend with a more health conscious mindset during the week.

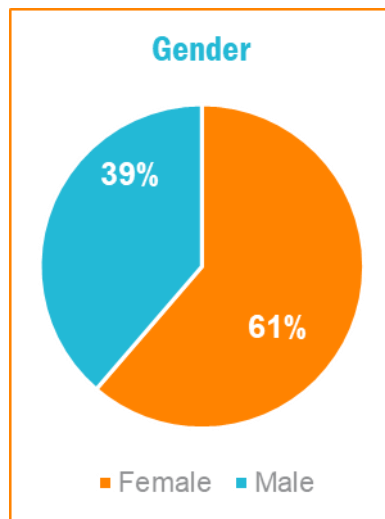


## Demographics

Age Group



Gender



## Attitudes and behaviours

**57%** eat out weekly

**38%** drink out weekly

**73%** check social media regularly

**74%** take a keen interest in food & drink

**45%** are 18-34 years old

**41%** are parents

**48%** are White Collar

# Family Pit Stopper

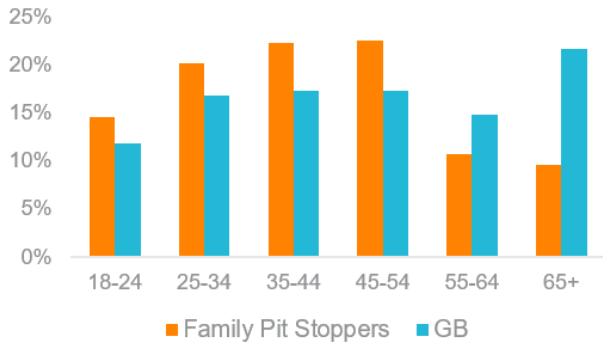
**7.93% of your target market**

Claire is a 'Family Pit Stopper', she usually has the kids with her when out and about so looks for a quality quick bite to eat at a good price.

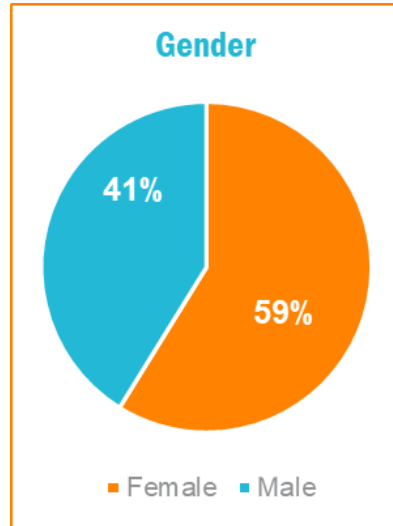


## Demographics

Age Group



Gender



**23%** aged 45-54

**47%** are parents

**29%** are blue collar

## Behaviours & Attitudes

**40%** eat out weekly

**24%** drink out weekly

**63%** check social media regularly

**56%** take a keen interest in food and drink



# Trending Tastemaker

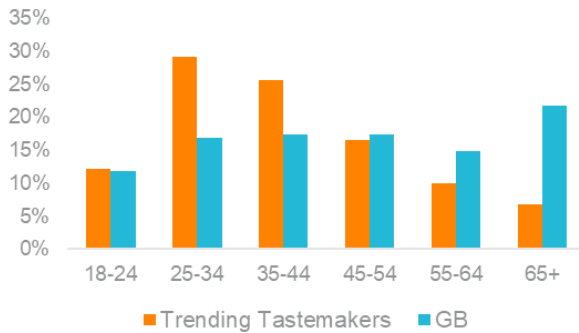
**12.57% of your target market**

Emma is a Trending Tastemaker'. She is always busy but regularly makes time for eating and drinking out. She is the first to visit the latest trendy places and tell all of her friends about it on social media

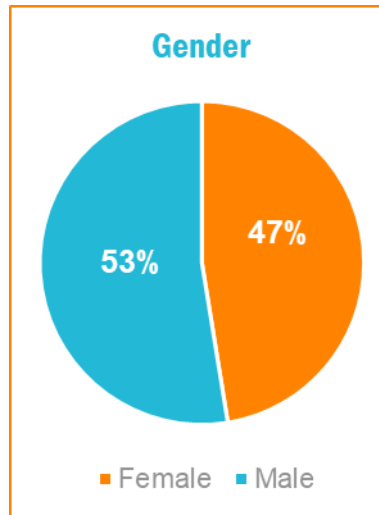


## Demographics

Age Group



Gender



**29%** are 25-34 years old

**55%** are parents

**74%** are white collar

## Behaviours & Attitudes

**40%** eat out weekly

**24%** drink out weekly

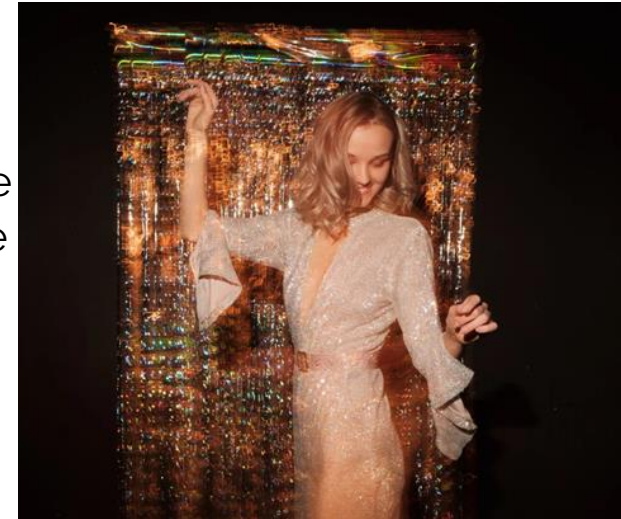
**59%** lead a healthy lifestyle

**63%** check social media regularly

**56%** take a keen interest in food and drink

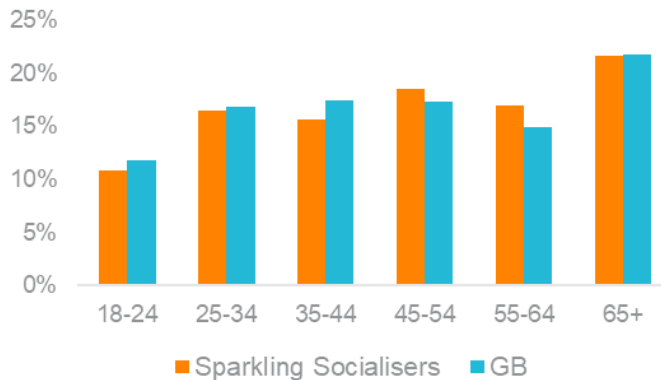
# Sparkling Socialiser

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

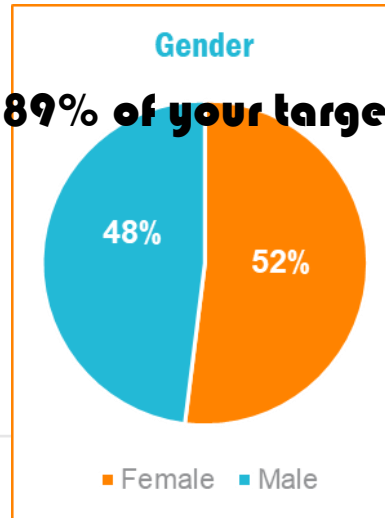


## Demographics

Age Group



8.89% of your target market



## Behaviours & Attitudes

**47%** eat out weekly

**35%** drink out weekly

**55%** check social media regularly

**70%** take a keen interest in food a drink

**35%** are 45-64 years old

**31%** are parents

**52%** are white collar

# Business Class Seeker

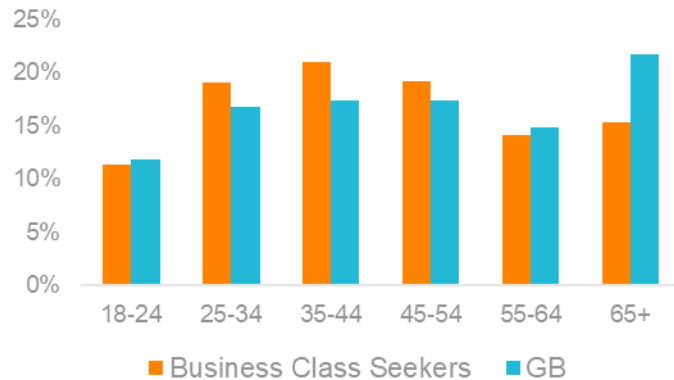
**9.23% of your target market**

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

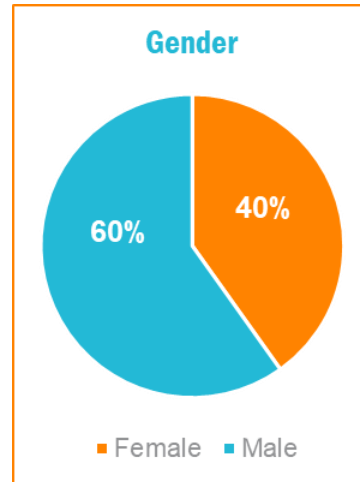


## Demographics

Age Group



Gender



## 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