



## **CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Beehive Deanshanger 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:** Beehive, MILTON KEYNES, MK19 6HL: 1000 metres Radius

**Base:** \*GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	513	15.27	9,583,035	15.35	99.53	●	
C02 - Comfortable Sceptics	528	15.72	8,713,823	13.95	112.65		● ●
C03 - Mainstream Minded	342	10.18	6,388,194	10.23	99.53	●	
C04 - Cost Conscious Champions	442	13.16	7,857,998	12.58	104.58		●
C05 - Carefree Dolce Vitas	295	8.78	4,527,939	7.25	121.13		● ● ●
C06 - Family Pit Stoppers	266	7.92	4,593,126	7.35	107.67		●
C07 - Trending Tastemakers	262	7.80	5,955,829	9.54	81.79	● ●	
C08 - Steadfast Sippers	224	6.67	4,164,917	6.67	99.99	●	●
C09 - Sparkling Socialisers	236	7.03	5,223,569	8.36	84.00	● ●	
C10 - Business Class Seekers	251	7.47	5,441,256	8.71	85.76	● ●	
Total Population (MATCH)	3,359	100.00	62,449,686	100.00	100.00		



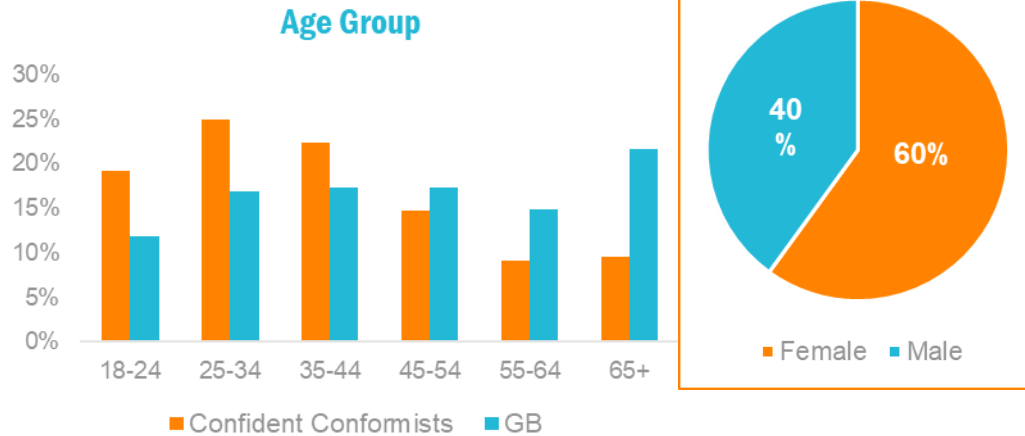
# Confident Conformist

**15.27% 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

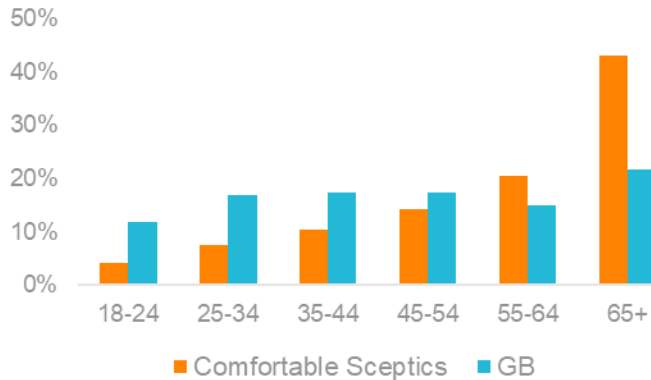
**15.72% of your target market**

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.

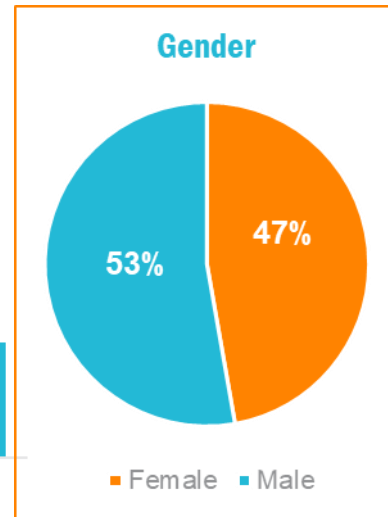


## Demographics

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

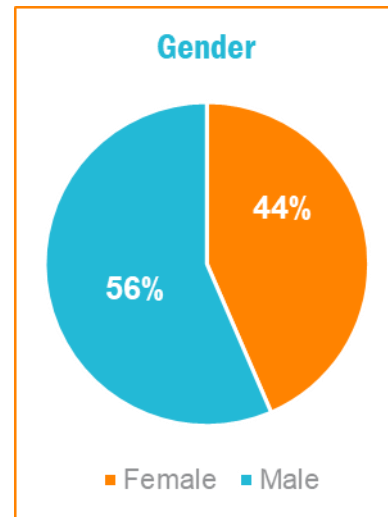
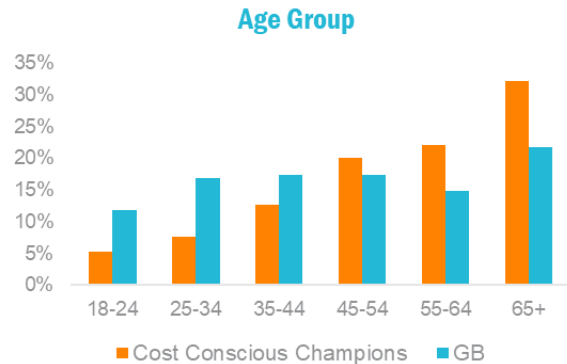
# Cost Conscious Champion

**13.16% 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

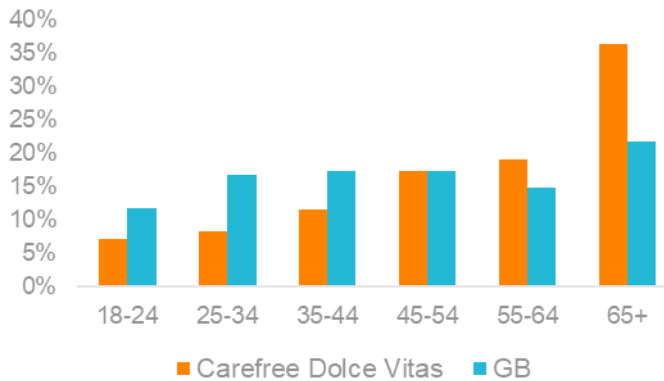
**8.78% of your target market**

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

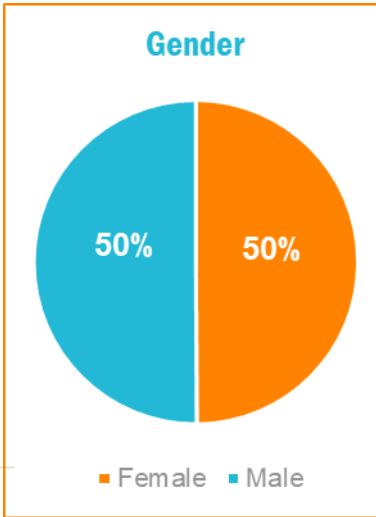


## Demographics

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

# Family Pit Stopper

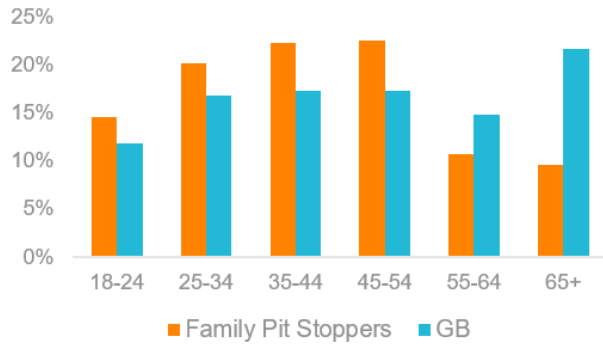
**7.92% of your target market**

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.

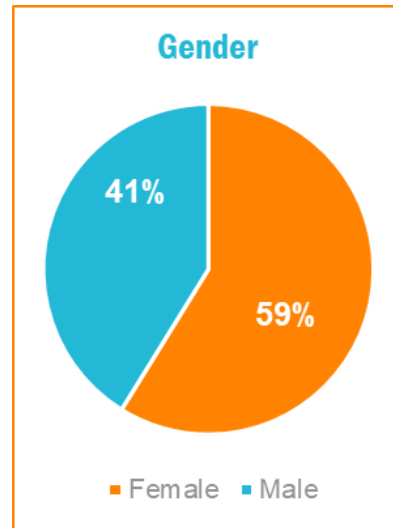


## Demographics

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