



## **CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Compasses, MK45 5DD 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 to the left the key target customers.

The following slides tells you who they are.



**Data Set:** MATCH - Consumer Segmentation by CGA

**Target:** Compasses, BEDFORD, MK45 5DD: 1000 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	155	13.64	9,583,035	15.35	88.92	● ●	
C02 - Comfortable Sceptics	194	17.08	8,713,823	13.95	122.39		● ● ●
C03 - Mainstream Minded	96	8.45	6,388,194	10.23	82.61	● ●	
C04 - Cost Conscious Champions	118	10.39	7,857,998	12.58	82.55	● ●	
C05 - Carefree Dolce Vitas	102	8.98	4,527,939	7.25	123.84		● ● ●
C06 - Family Pit Stoppers	53	4.67	4,593,126	7.35	63.43	● ● ● ●	
C07 - Trending Tastemakers	88	7.75	5,955,829	9.54	81.23	● ●	
C08 - Steadfast Sippers	102	8.98	4,164,917	6.67	134.63		● ● ● ●
C09 - Sparkling Socialisers	109	9.60	5,223,569	8.36	114.71		● ●
C10 - Business Class Seekers	119	10.48	5,441,256	8.71	120.23		● ● ●
Total Population (MATCH)	1,136	100.00	62,449,686	100.00	100.00		



# Comfortable Sceptics

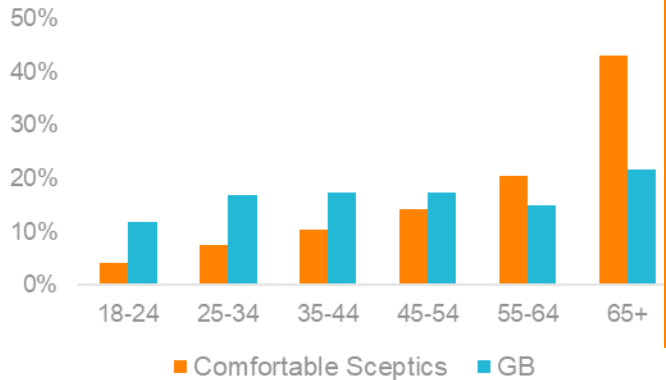
**17.08% of your target market**

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.

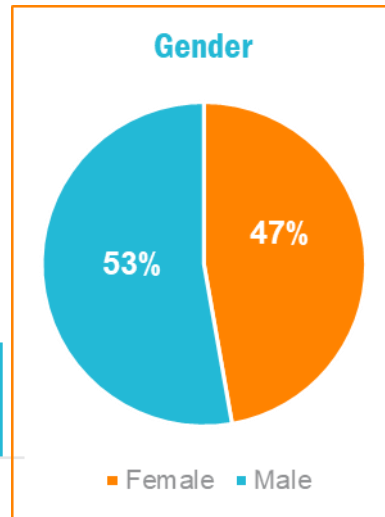


## Demographics

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

# Care free Dolce vita

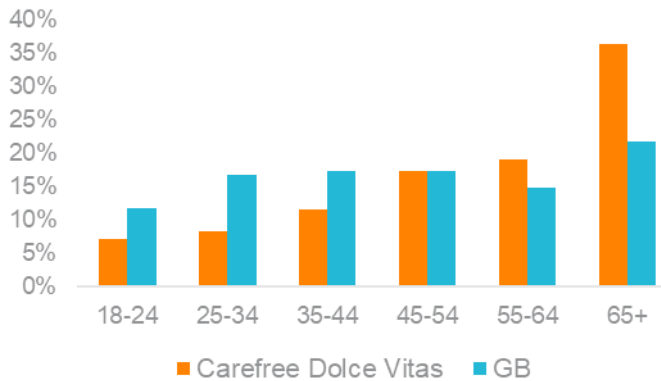
**8.98% of your target market**

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

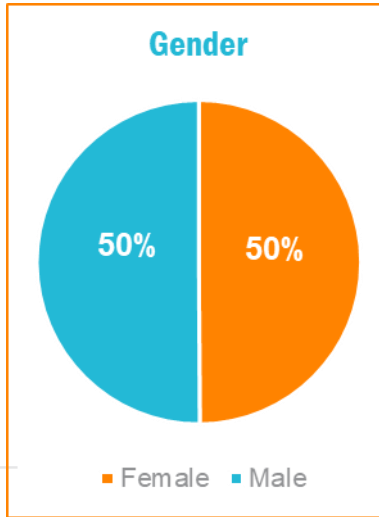


## Demographics

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

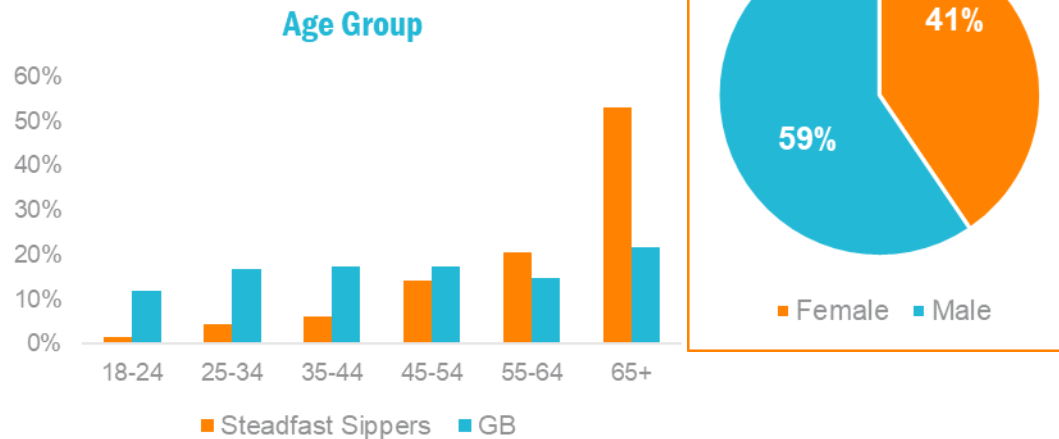
# Steadfast Sipper

**8.98% 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

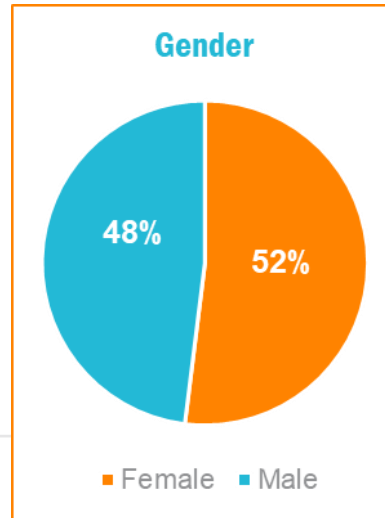
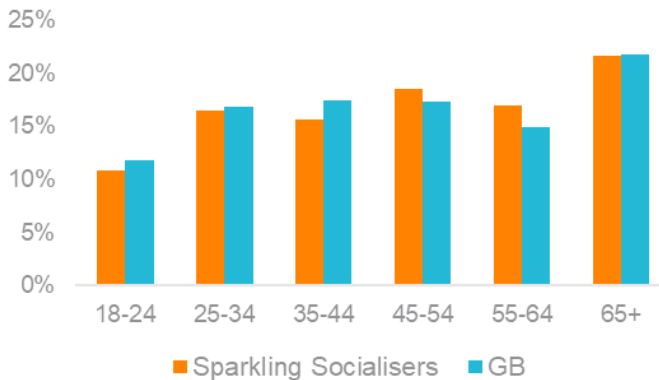
**9.60% of your target market**

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

# Business Class Seeker

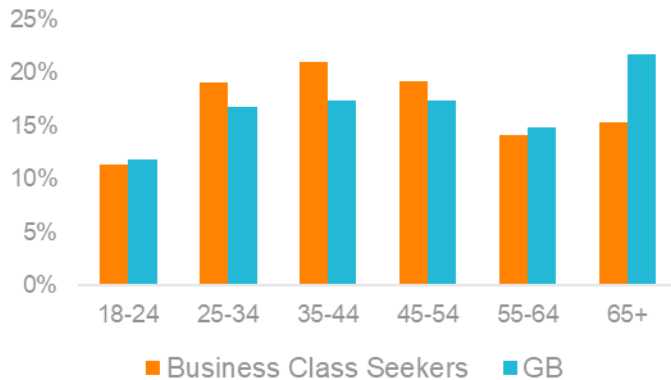
**10.48% of your target market**

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

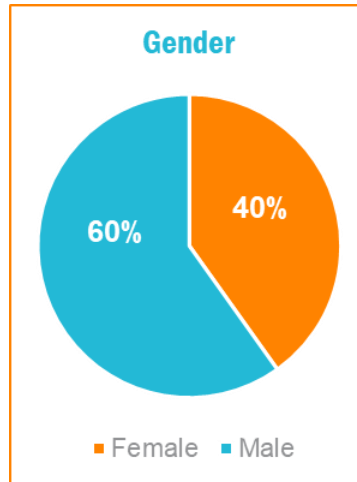


## Demographics

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