



## **CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Bridge Shefford – 1000 metre 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:** Bridge, SHEFFORD, SG17 5DG: 1000 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	877	15.25	9,583,035	15.35	99.38	●	
C02 - Comfortable Sceptics	941	16.36	8,713,823	13.95	117.26		● ●
C03 - Mainstream Minded	536	9.32	6,388,194	10.23	91.11	●	
C04 - Cost Conscious Champions	683	11.88	7,857,998	12.58	94.38	●	
C05 - Carefree Dolce Vitas	512	8.90	4,527,939	7.25	122.79		● ● ●
C06 - Family Pit Stoppers	370	6.43	4,593,126	7.35	87.47	● ●	
C07 - Trending Tastemakers	477	8.29	5,955,829	9.54	86.97	● ●	
C08 - Steadfast Sippers	405	7.04	4,164,917	6.67	105.59		●
C09 - Sparkling Socialisers	486	8.45	5,223,569	8.36	101.03		●
C10 - Business Class Seekers	464	8.07	5,441,256	8.71	92.60	●	
Total Population (MATCH)	5,751	100.00	62,449,686	100.00	100.00		



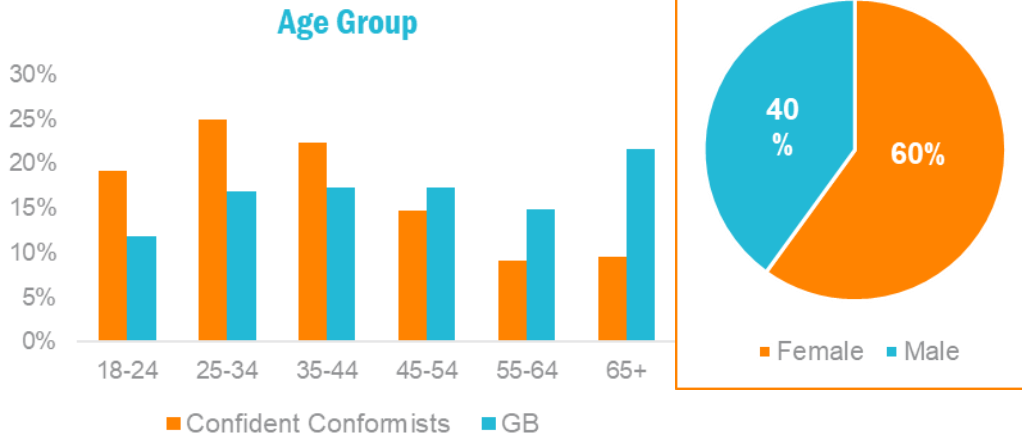
# Confident Conformist

**15.25% 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

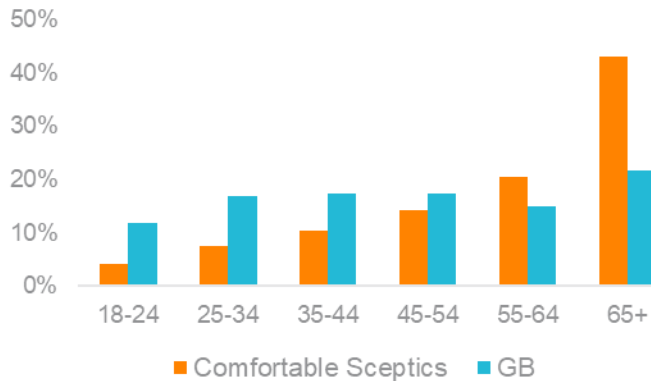
**16.36% of your target market**

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.

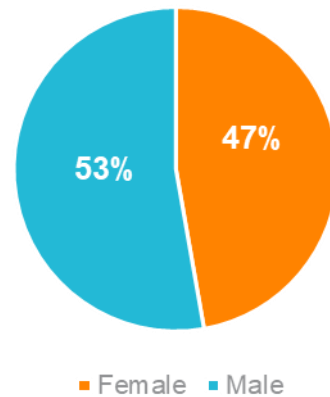


## Demographics

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

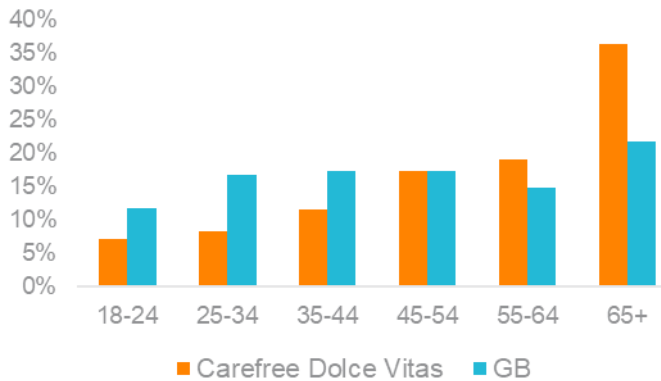
**8.90% of your target market**

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

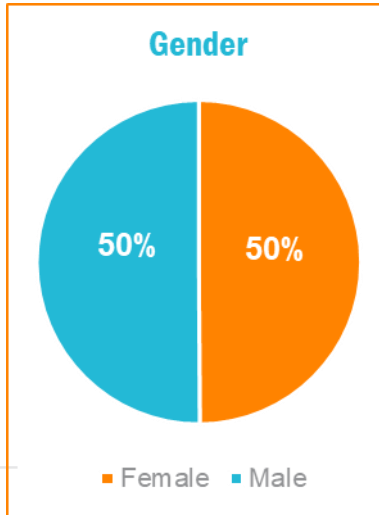


## Demographics

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

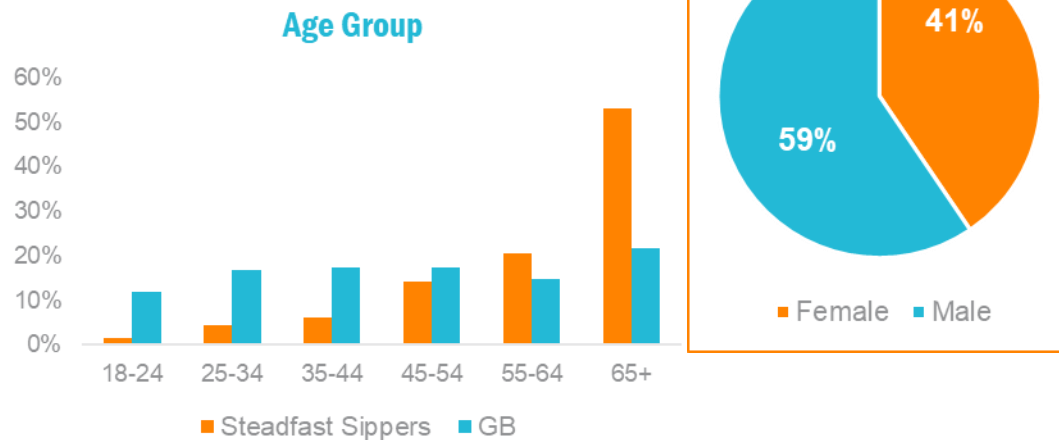
# Steadfast Sipper

**7.04% 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

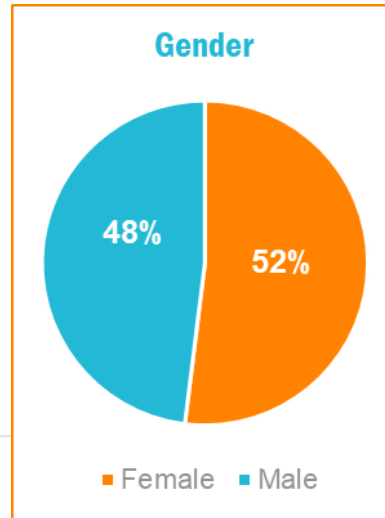
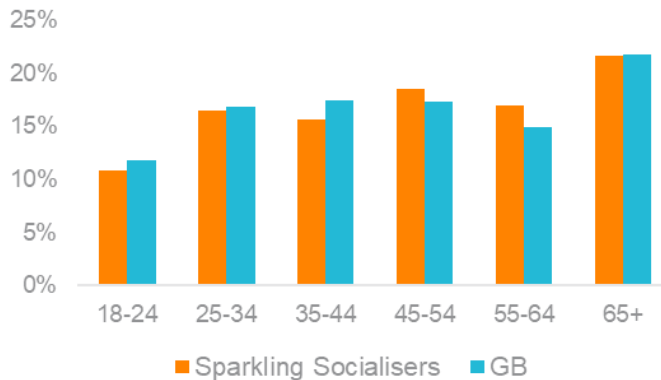
**8.45% of your target market**

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