



The Foresters Arms CGA Demographic Data

Understand the profitability and importance of different consumers

Foresters Arms CGA 500m 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: Foresters Arms, BEDFORD, MK40 2SF: 500 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base	
C01 - Confident Conformists	1,061	16.94	9,583,035	15.35	110.42	● ●
C02 - Comfortable Sceptics	735	11.74	8,713,823	13.95	84.12	● ●
C03 - Mainstream Minded	758	12.10	6,388,194	10.23	118.33	● ●
C04 - Cost Conscious Champions	748	11.95	7,857,998	12.58	94.93	●
C05 - Carefree Dolce Vitas	362	5.78	4,527,939	7.25	79.73	● ● ●
C06 - Family Pit Stoppers	371	5.92	4,593,126	7.35	80.55	● ●
C07 - Trending Tastemakers	820	13.09	5,955,829	9.54	137.31	● ● ● ●
C08 - Steadfast Sippers	268	4.28	4,164,917	6.67	64.17	● ● ● ●
C09 - Sparkling Socialisers	578	9.23	5,223,569	8.36	110.35	● ●
C10 - Business Class Seekers	561	8.96	5,441,256	8.71	102.82	●
Total Population (MATCH)	6,262	100.00	62,449,686	100.00	100.00	

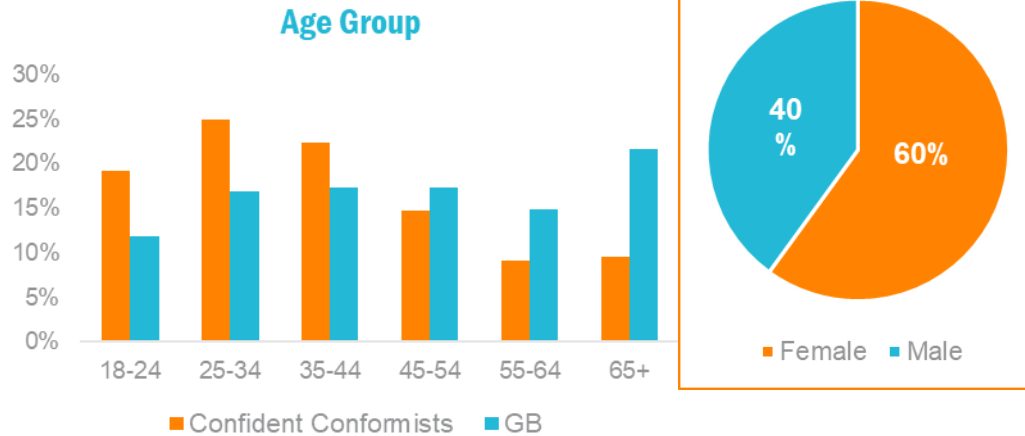


Confident Conformist

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

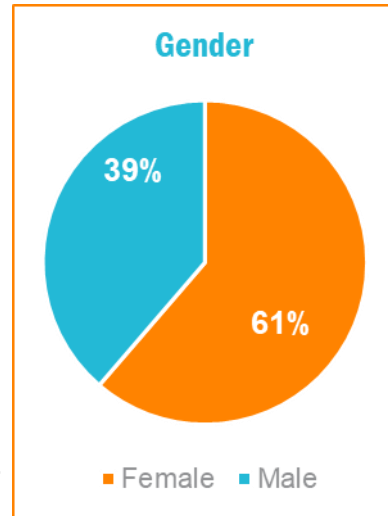
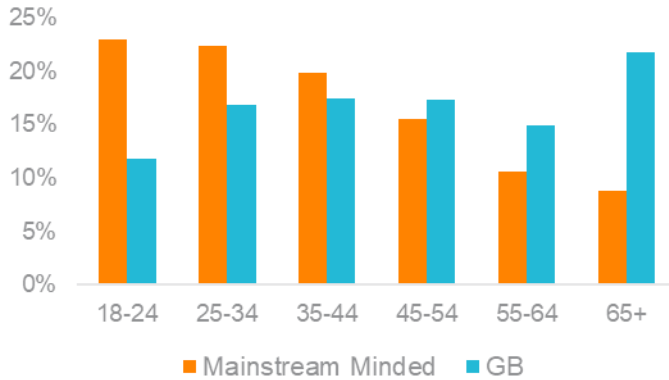
Mainstream Minded

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



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

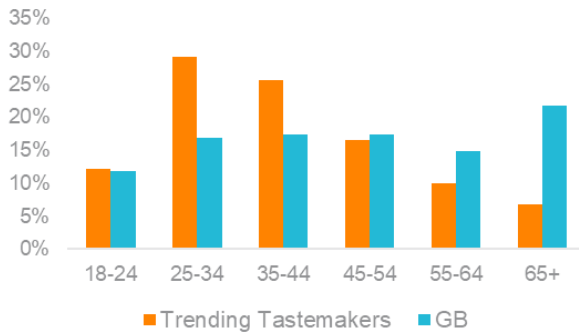
Trending Tastemaker

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 he friends about it on social media

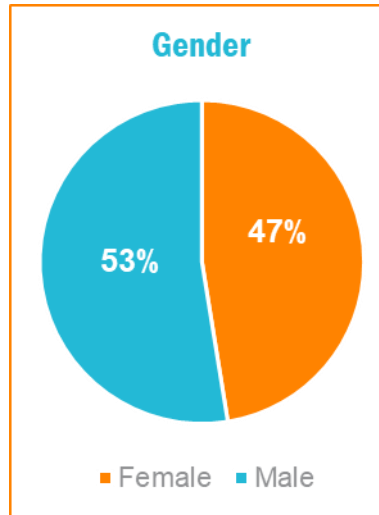


Demographics

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

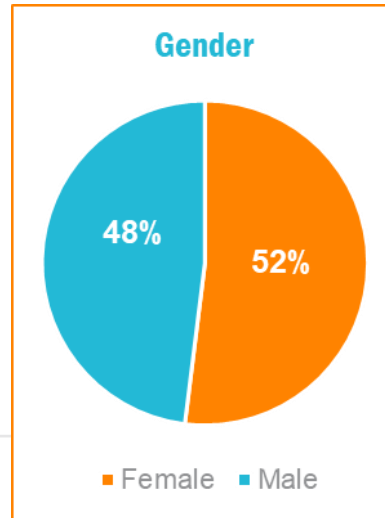
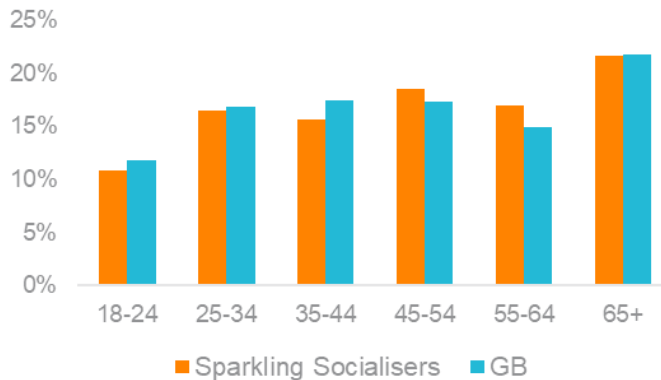
Sparkling Socialiser

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



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

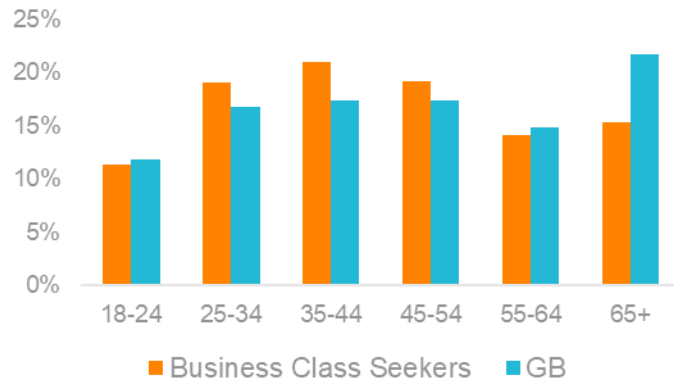
Business Class Seeker

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

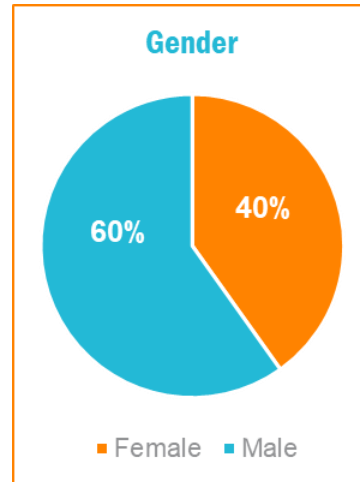


Demographics

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