



# **The Cambridgeshire Hunter CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Cambridgeshire Hunter 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.

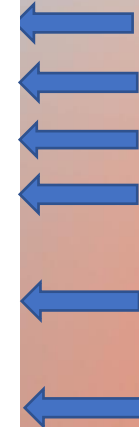


**Data Set:** MATCH - Consumer Segmentation by CGA

**Target:** Cambridgeshire Hunter, ST NEOTS, PE19 2NF: 500 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	515	15.26	9,583,035	15.35	99.44	●	
C02 - Comfortable Sceptics	509	15.08	8,713,823	13.95	108.09		●
C03 - Mainstream Minded	382	11.32	6,388,194	10.23	110.65		● ●
C04 - Cost Conscious Champions	560	16.59	7,857,998	12.58	131.87		● ● ● ●
C05 - Carefree Dolce Vitas	222	6.58	4,527,939	7.25	90.72	●	
C06 - Family Pit Stoppers	258	7.64	4,593,126	7.35	103.94		●
C07 - Trending Tastemakers	266	7.88	5,955,829	9.54	82.64	● ●	
C08 - Steadfast Sippers	240	7.11	4,164,917	6.67	106.63		●
C09 - Sparkling Socialisers	213	6.31	5,223,569	8.36	75.45	● ● ●	
C10 - Business Class Seekers	210	6.22	5,441,256	8.71	71.41	● ● ●	
Total Population (MATCH)	3,375	100.00	62,449,686	100.00	100.00		

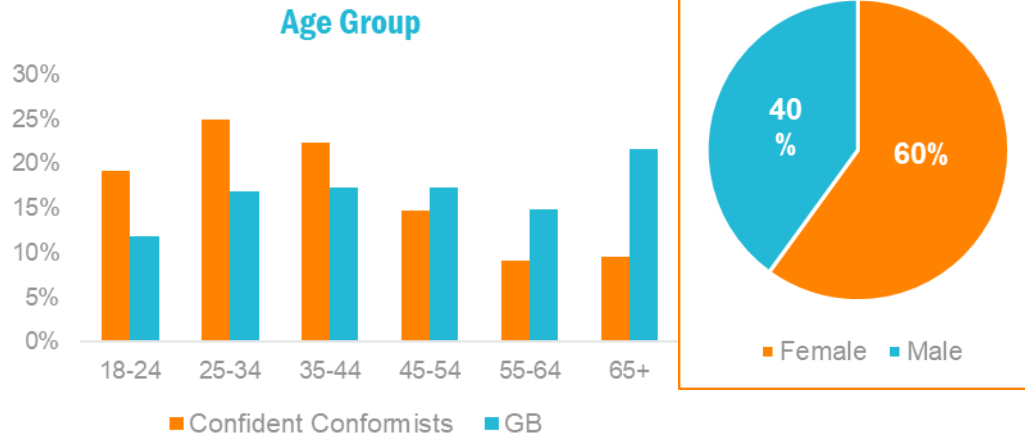


# Confident Conformist

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

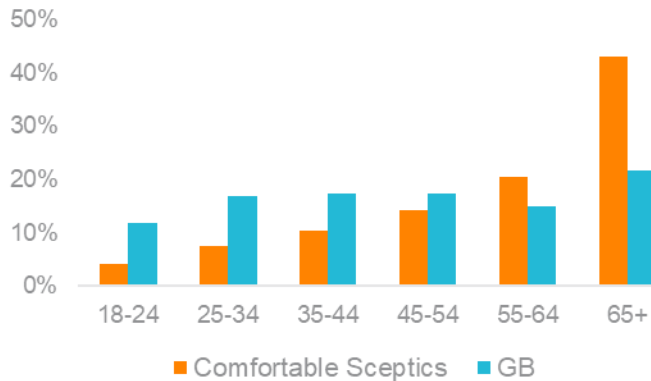
# Comfortable Sceptics

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.

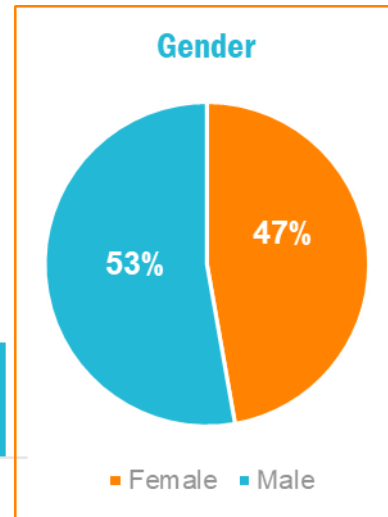


## Demographics

### 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

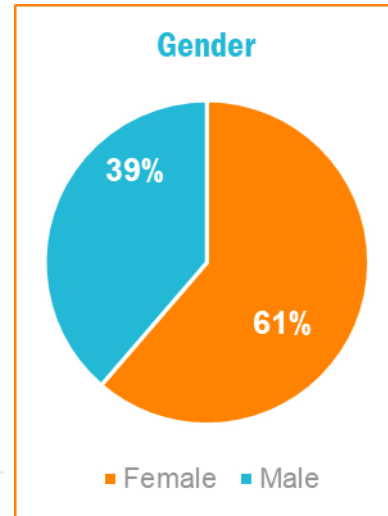
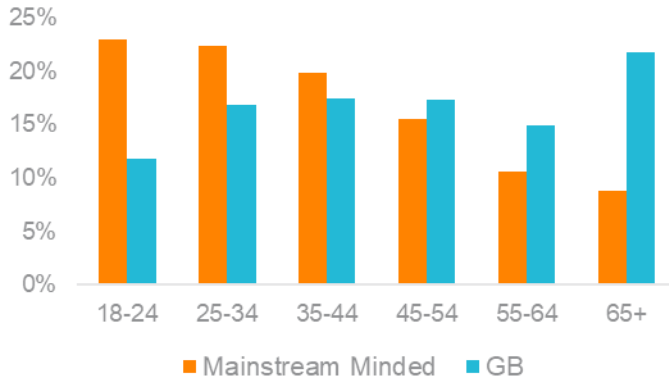
# Mainstream Minded

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

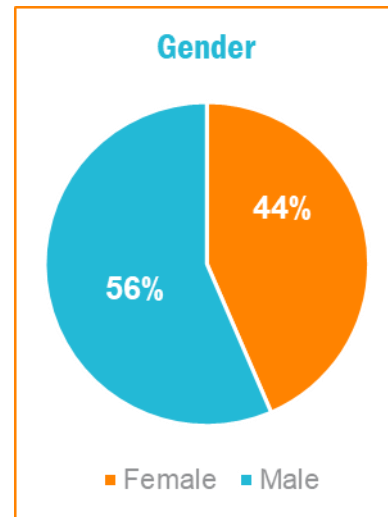
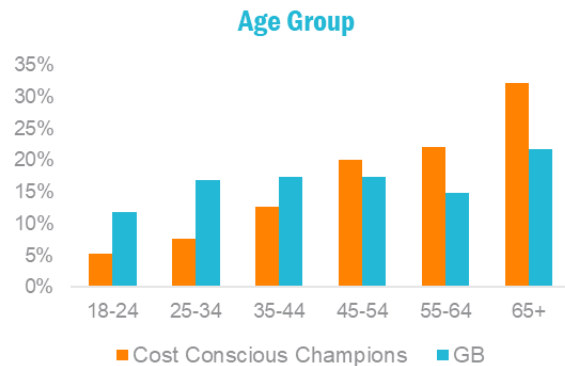
**48%** are White Collar

# Cost Conscious Champion

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

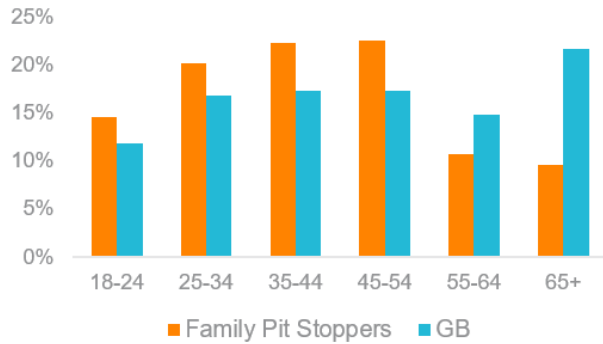
# Family Pit Stopper

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.

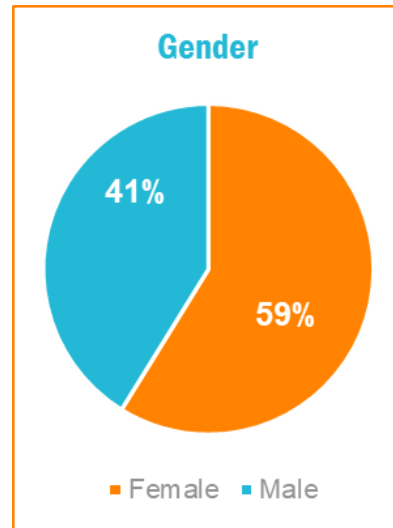


## Demographics

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

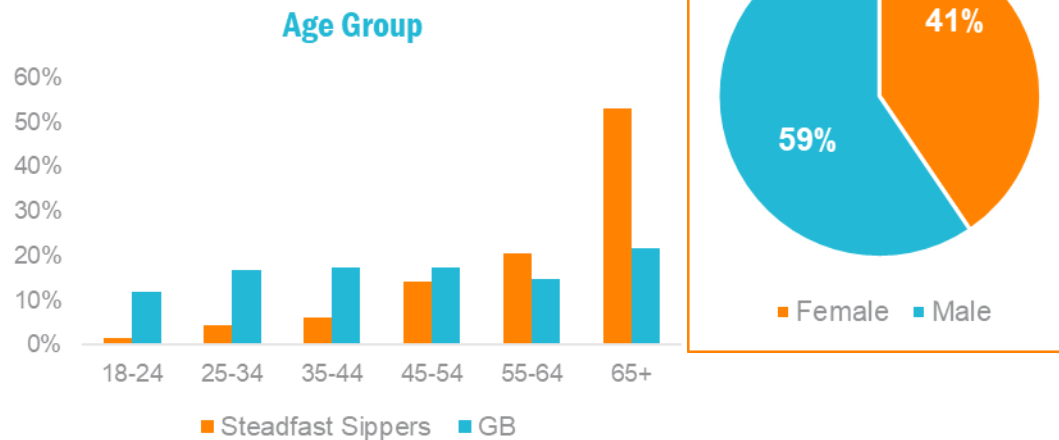
**56%** take a keen interest in food and drink

# Steadfast Sipper

Sid is a 'Steadfast Sipper'. he has is 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