



# **The Rose Stapleford CGA Demographic Data**

Understand the profitability and importance of different consumers

## Rose Stapleford CGA 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.



Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	457	12.91	9,583,035	15.35	84.13	● ●	
C02 - Comfortable Sceptics	604	17.06	8,713,823	13.95	122.28		● ● ●
C03 - Mainstream Minded	326	9.21	6,388,194	10.23	90.03	●	
C04 - Cost Conscious Champions	346	9.77	7,857,998	12.58	77.68	● ● ●	
C05 - Carefree Dolce Vitas	314	8.87	4,527,939	7.25	122.34		● ● ●
C06 - Family Pit Stoppers	192	5.42	4,593,126	7.35	73.74	● ● ●	
C07 - Trending Tastemakers	286	8.08	5,955,829	9.54	84.71	● ●	
C08 - Steadfast Sippers	278	7.85	4,164,917	6.67	117.75		● ●
C09 - Sparkling Socialisers	381	10.76	5,223,569	8.36	128.67		● ● ●
C10 - Business Class Seekers	356	10.06	5,441,256	8.71	115.42		● ●
Total Population (MATCH)	3,540	100.00	62,449,686	100.00	100.00		

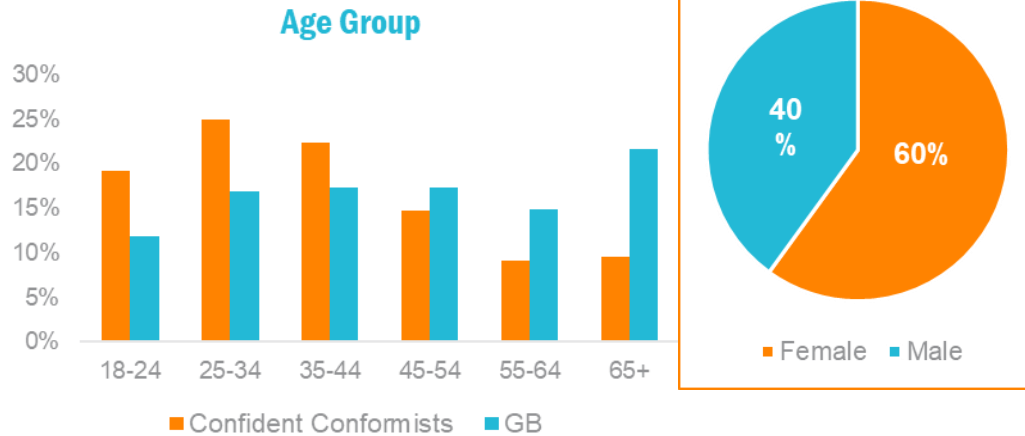


# Confident Conformist

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

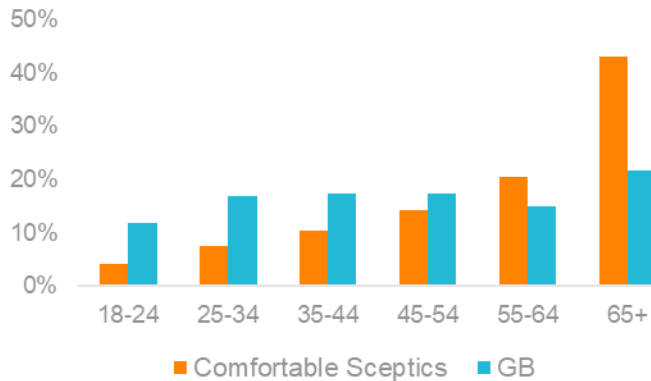
# Comfortable Sceptics

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.

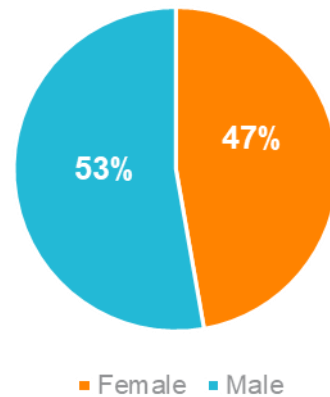


## Demographics

### 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

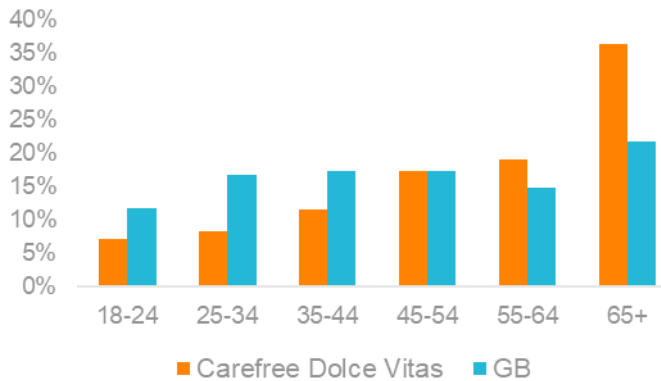
# Care free Dolce vita

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

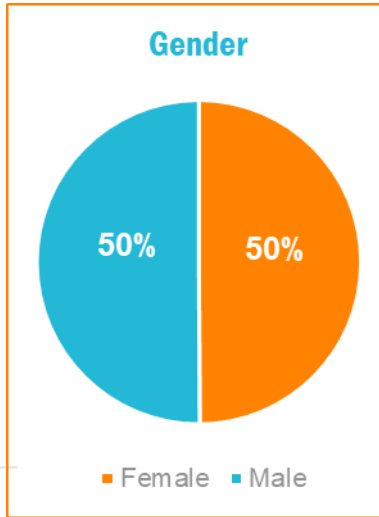


## Demographics

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

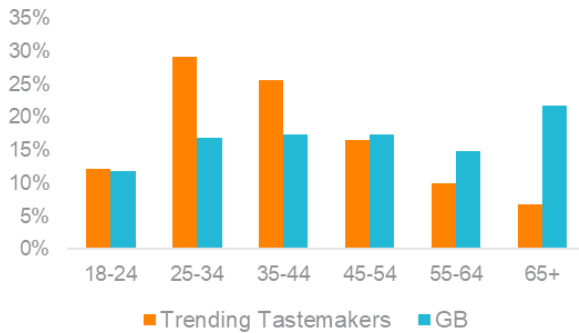
# Trending Tastemaker

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

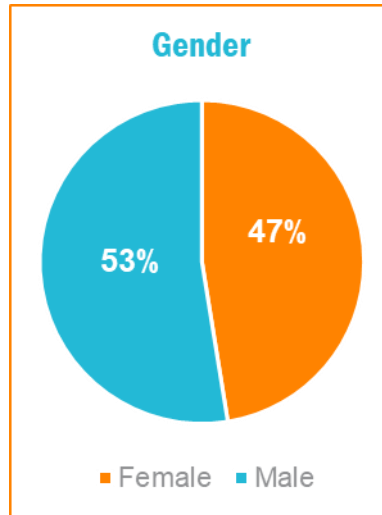


## Demographics

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

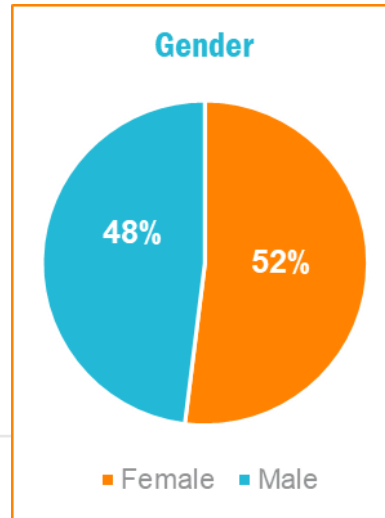
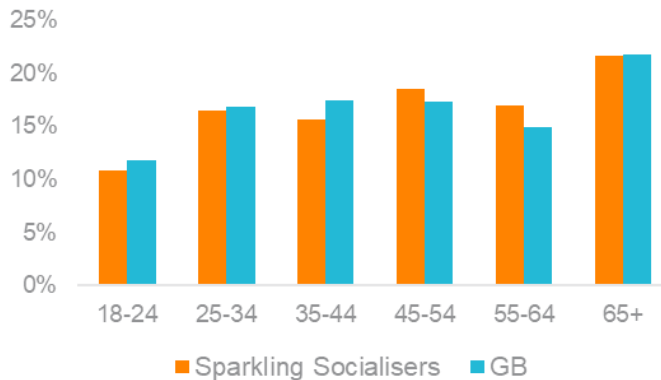
# Sparkling Socialiser

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

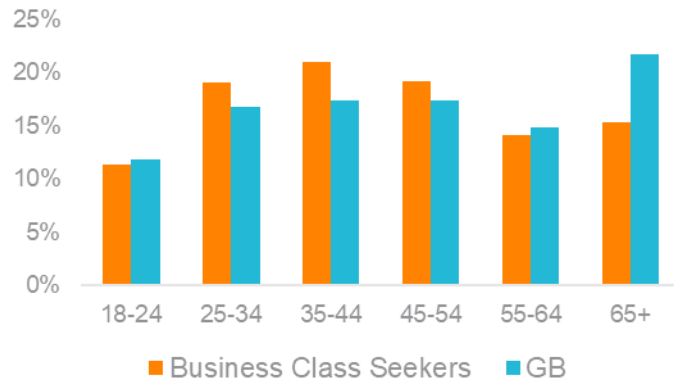
# Business Class Seeker

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

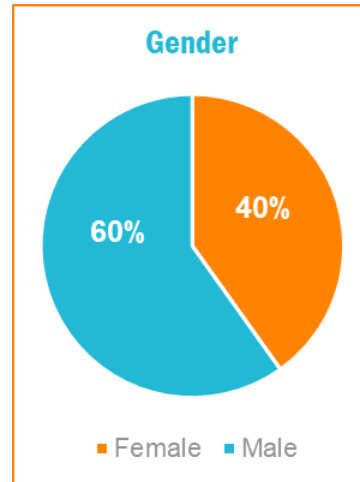


## Demographics

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