



The Black Horse, Swaffham Bulbeck CGA Demographic Data

Understand the profitability and importance of different consumers

The Black Horse CGA 2000m 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: Black Horse, CAMBRIDGE, CB25 0HP: 2000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	193	13.98	9,583,035	15.35	91.07	●	
C02 - Comfortable Sceptics	259	18.75	8,713,823	13.95	134.41		● ● ● ●
C03 - Mainstream Minded	125	9.05	6,388,194	10.23	88.48	● ●	
C04 - Cost Conscious Champions	175	12.67	7,857,998	12.58	100.71		●
C05 - Carefree Dolce Vitas	89	6.44	4,527,939	7.25	88.88	● ●	
C06 - Family Pit Stoppers	85	6.15	4,593,126	7.35	83.68	● ●	
C07 - Trending Tastemakers	96	6.95	5,955,829	9.54	72.89	● ● ●	
C08 - Steadfast Sippers	118	8.54	4,164,917	6.67	128.12		● ● ●
C09 - Sparkling Socialisers	127	9.20	5,223,569	8.36	109.94		●
C10 - Business Class Seekers	114	8.25	5,441,256	8.71	94.74	●	
Total Population (MATCH)	1,381	100.00	62,449,686	100.00	100.00		

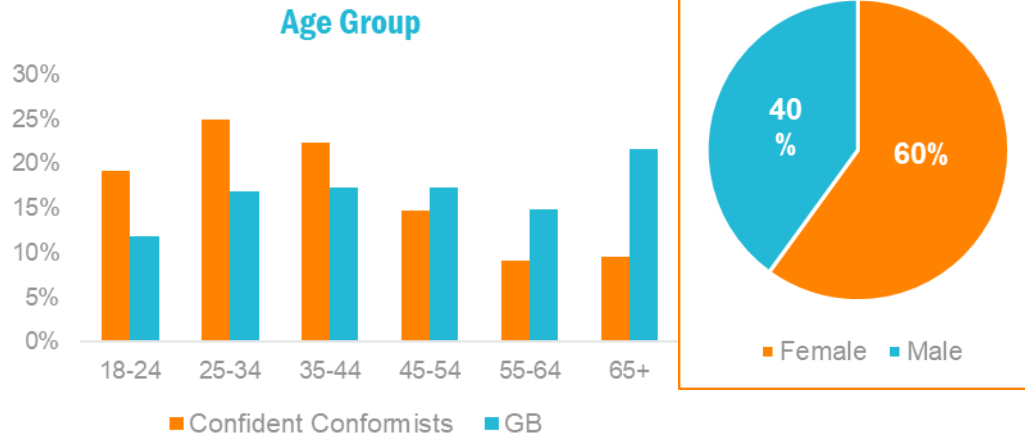


Confident Conformist

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

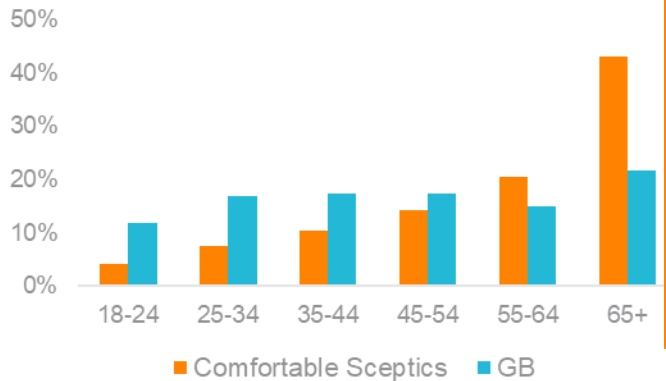
Comfortable Sceptics

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.

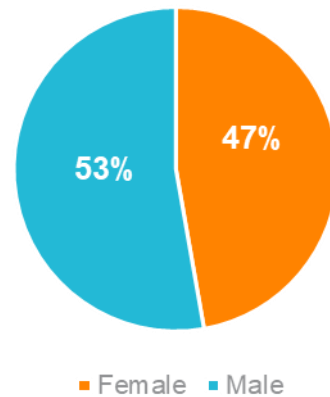


Demographics

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

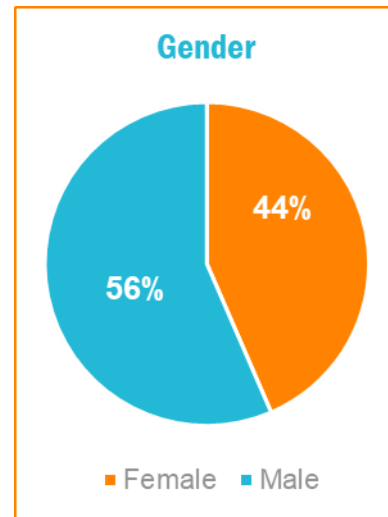
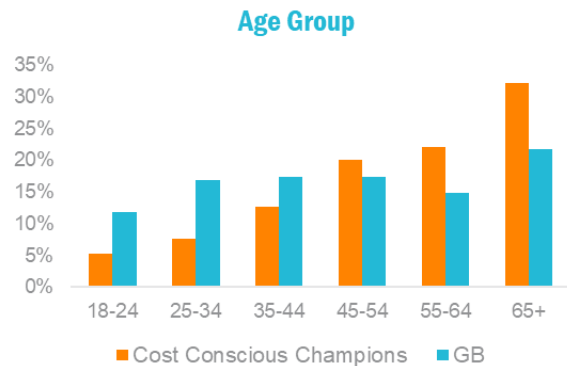
43% take a keen interest in food & drink

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

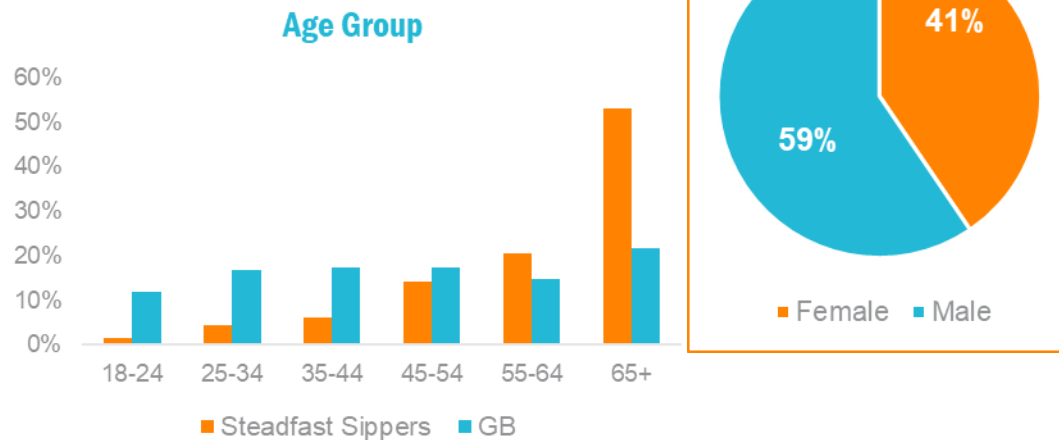
36% are retired

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

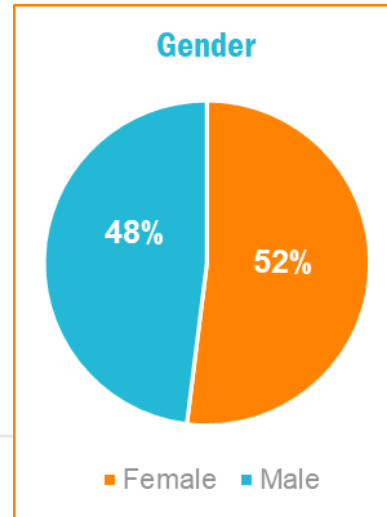
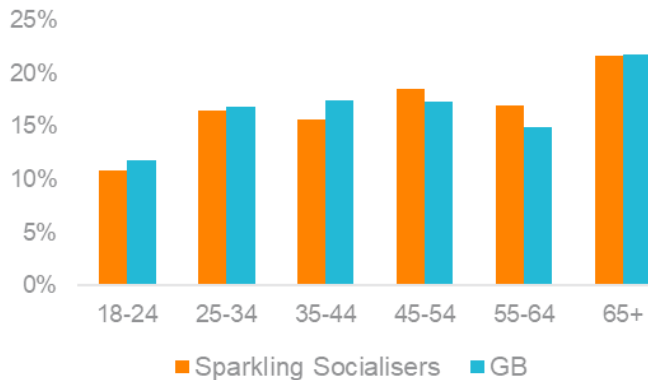
Sparkling Socialiser

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