



## **The Watts Arms, Hanslope CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Watts Arms 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.

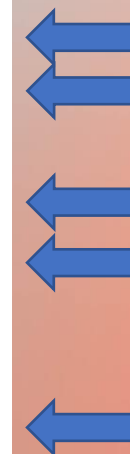


**Data Set:** MATCH - Consumer Segmentation by CGA

**Target:** Watts Arms, MILTON KEYNES, MK19 7LG: 2000 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	334	14.47	9,583,035	15.35	94.26	●	
C02 - Comfortable Sceptics	395	17.11	8,713,823	13.95	122.60		● ● ●
C03 - Mainstream Minded	219	9.48	6,388,194	10.23	92.72	●	
C04 - Cost Conscious Champions	287	12.43	7,857,998	12.58	98.78	●	
C05 - Carefree Dolce Vitas	193	8.36	4,527,939	7.25	115.28		● ●
C06 - Family Pit Stoppers	155	6.71	4,593,126	7.35	91.27	●	
C07 - Trending Tastemakers	174	7.54	5,955,829	9.54	79.02	● ● ●	
C08 - Steadfast Sippers	177	7.67	4,164,917	6.67	114.94		● ●
C09 - Sparkling Socialisers	193	8.36	5,223,569	8.36	99.93	●	
C10 - Business Class Seekers	182	7.88	5,441,256	8.71	90.46	●	
Total Population (MATCH)	2,309	100.00	62,449,686	100.00	100.00		

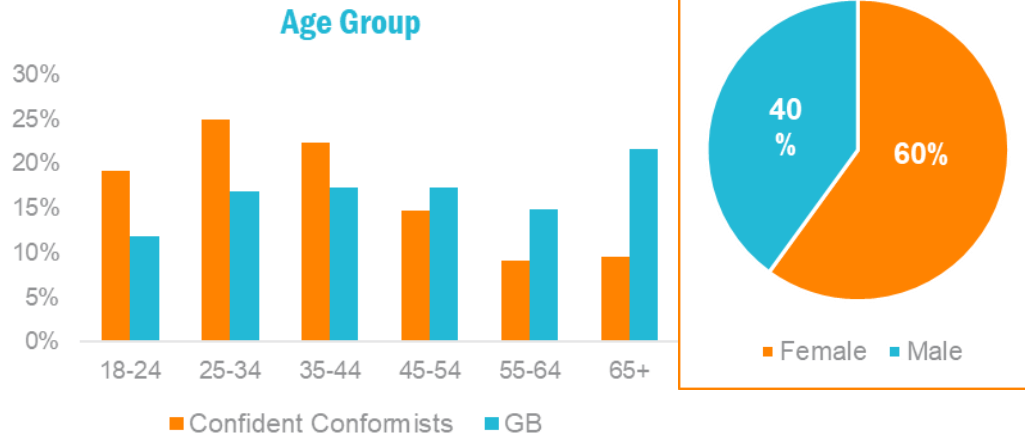


# Confident Conformist

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

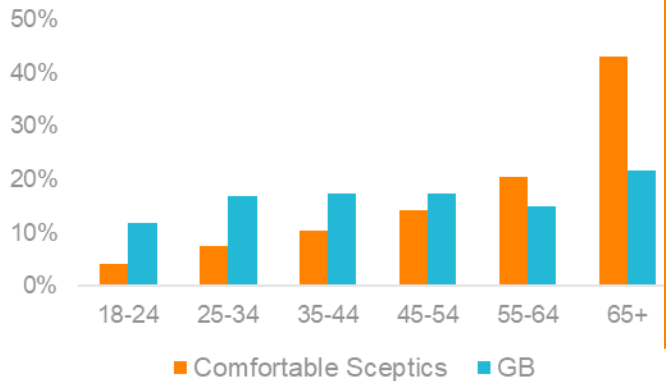
# Comfortable Sceptics

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.

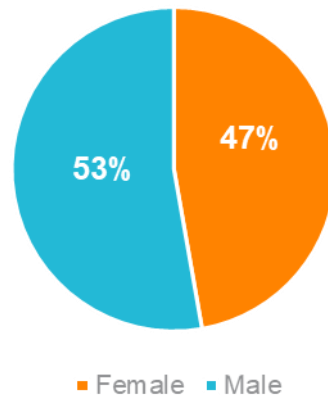


## Demographics

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

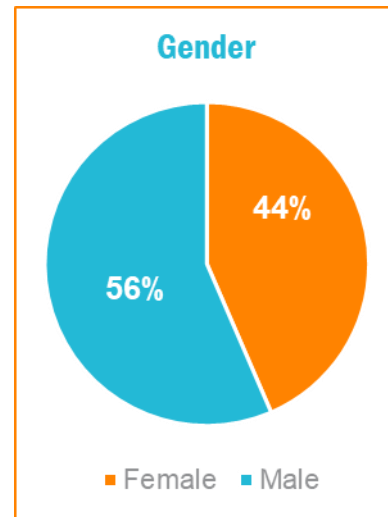
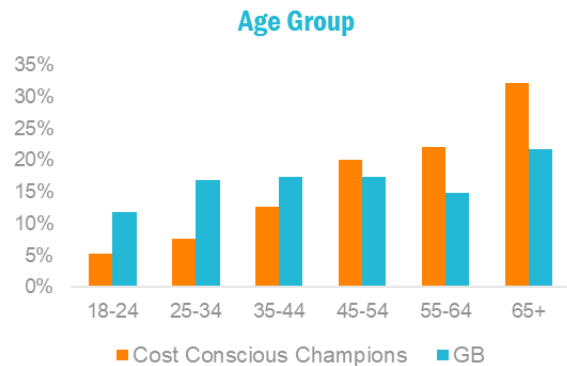
**43%** take a keen interest in food & drink

# 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

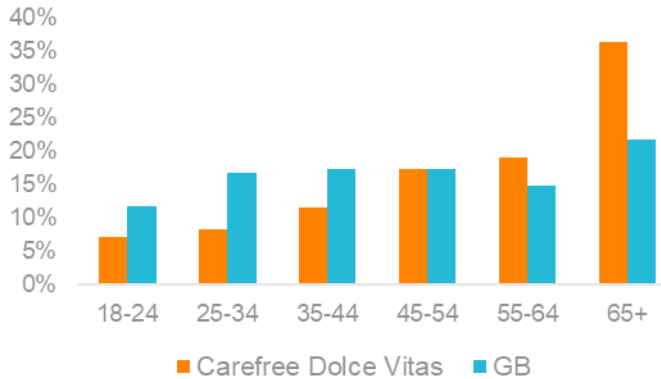
# Care free Dolce vita

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

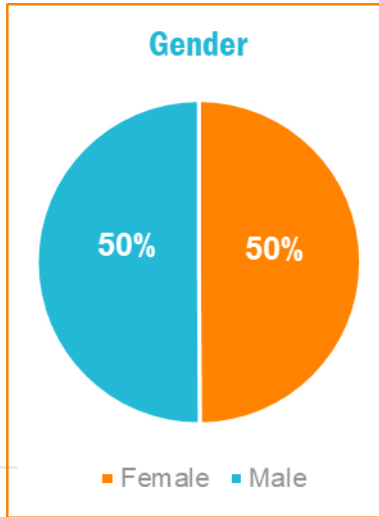


## Demographics

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

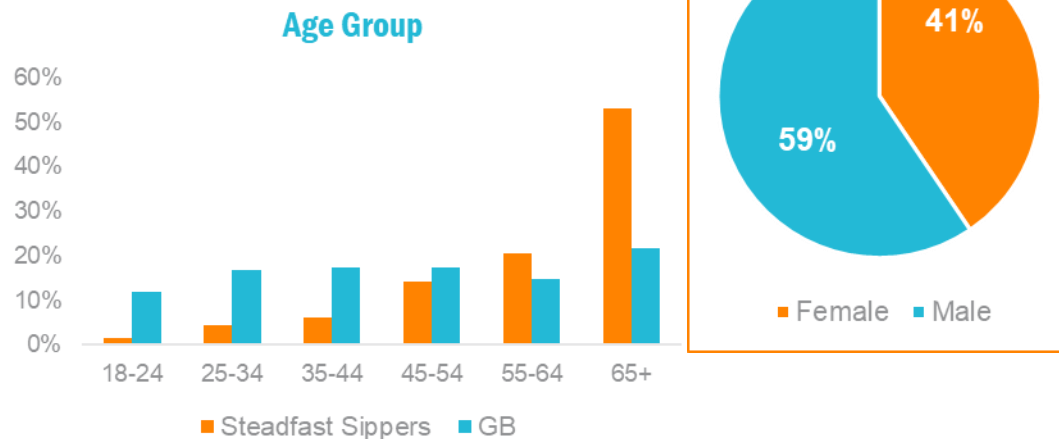
**49%** take a keen interest in food & drink

# 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