



# **The Prince of Wales Bromham CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Prince of Wales, Bromham, 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.



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

**Target:** Prince Of Wales, BEDFORD, MK43 8PE: 1000 metres Radius

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

| Variable                       | Target Value | Target % | Base Value | Base % | Index To Base |       |             |
|--------------------------------|--------------|----------|------------|--------|---------------|-------|-------------|
| C01 - Confident Conformists    | 605          | 14.73    | 9,583,035  | 15.35  | 96.02         | ●     |             |
| C02 - Comfortable Sceptics     | 709          | 17.27    | 8,713,823  | 13.95  | 123.75        |       | ● ● ●       |
| C03 - Mainstream Minded        | 341          | 8.30     | 6,388,194  | 10.23  | 81.19         | ● ●   |             |
| C04 - Cost Conscious Champions | 471          | 11.47    | 7,857,998  | 12.58  | 91.16         | ●     |             |
| C05 - Carefree Dolce Vitas     | 420          | 10.23    | 4,527,939  | 7.25   | 141.08        |       | ● ● ● ● ● ● |
| C06 - Family Pit Stoppers      | 234          | 5.70     | 4,593,126  | 7.35   | 77.49         | ● ● ● |             |
| C07 - Trending Tastemakers     | 313          | 7.62     | 5,955,829  | 9.54   | 79.93         | ● ● ● |             |
| C08 - Steadfast Sippers        | 294          | 7.16     | 4,164,917  | 6.67   | 107.36        |       | ●           |
| C09 - Sparkling Socialisers    | 368          | 8.96     | 5,223,569  | 8.36   | 107.15        |       | ●           |
| C10 - Business Class Seekers   | 351          | 8.55     | 5,441,256  | 8.71   | 98.11         | ●     |             |
| Total Population (MATCH)       | 4,106        | 100.00   | 62,449,686 | 100.00 | 100.00        |       |             |

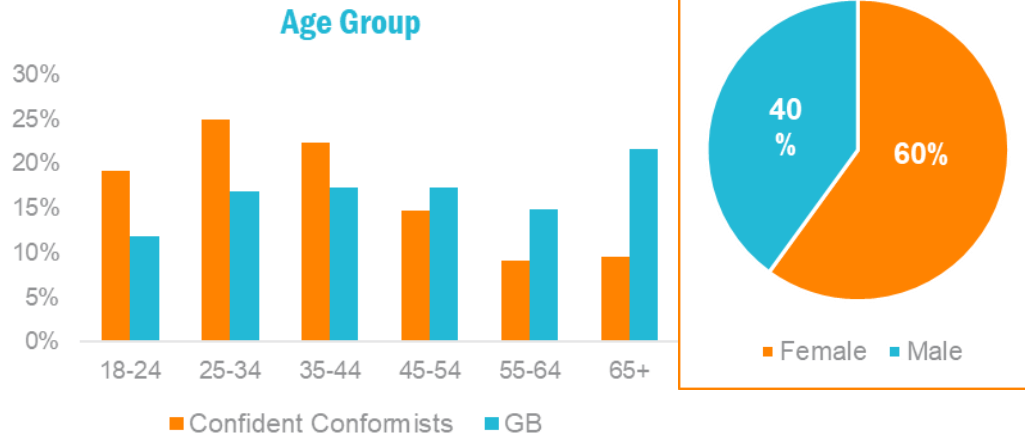


# Confident Conformist

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

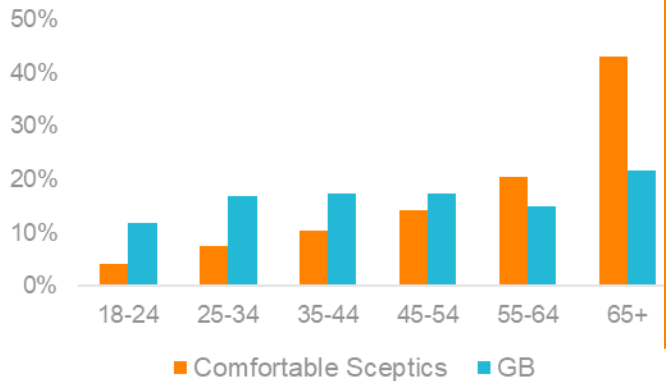
# Comfortable Sceptics

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.

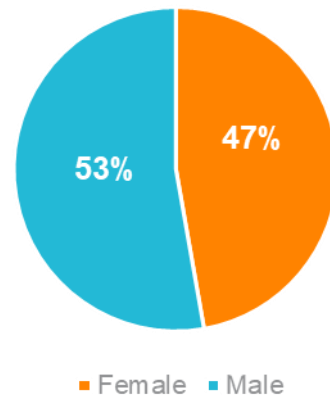


## Demographics

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

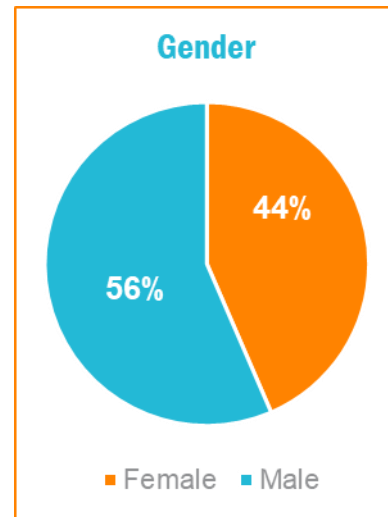
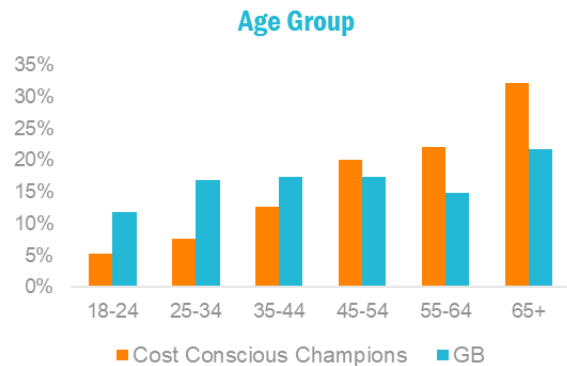
**43%** take a keen interest in food & drink

# 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

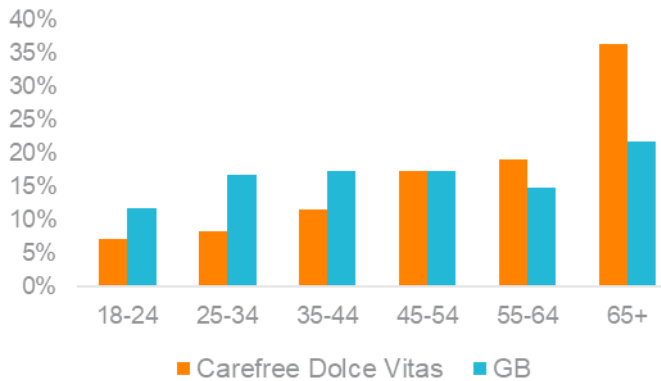
# Care free Dolce vita

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

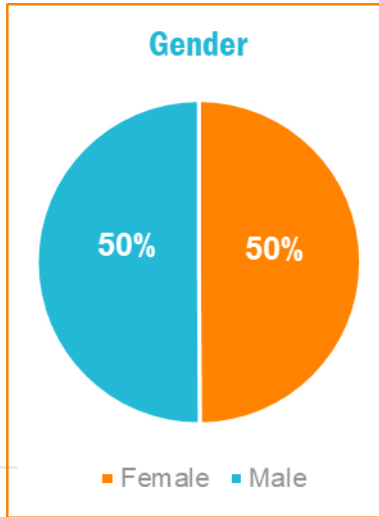


## Demographics

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

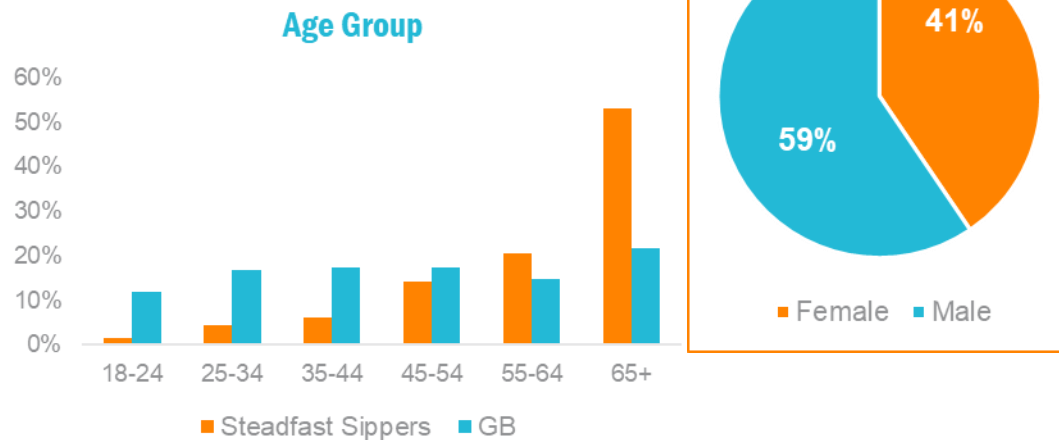
**49%** take a keen interest in food & drink

# 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

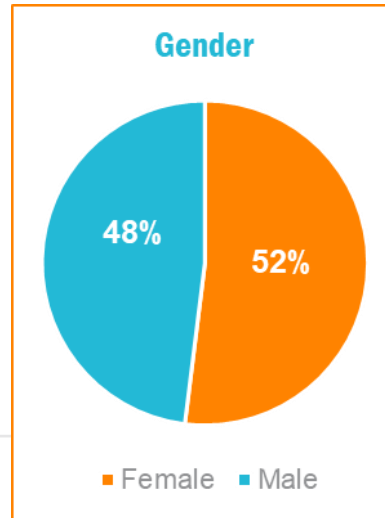
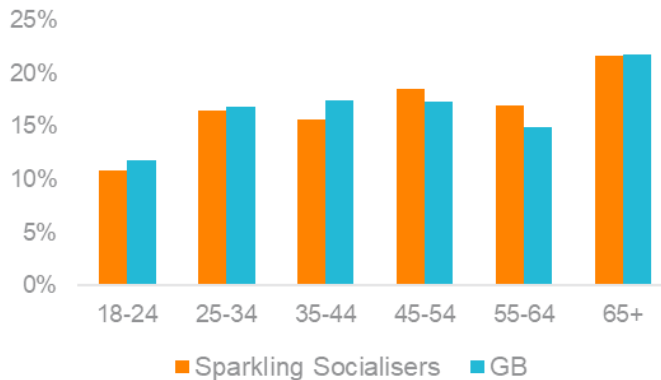
# Sparkling Socialiser

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