



The Red Lion, East Haddon CGA Demographic Data

Understand the profitability and importance of different consumers

The Red Lion, CGA 5000m 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: Red Lion Hotel, NORTHAMPTON, NN 6 8BU: 5000 metres Radius

Base: *GB: GB Outline

| Variable | Target Value | Target % | Base Value | Base % | Index To Base | |
|--------------------------------|--------------|----------|------------|--------|---------------|-------|
| C01 - Confident Conformists | 987 | 14.19 | 9,583,035 | 15.35 | 92.45 | ● |
| C02 - Comfortable Sceptics | 1,140 | 16.39 | 8,713,823 | 13.95 | 117.44 | ● ● |
| C03 - Mainstream Minded | 627 | 9.01 | 6,388,194 | 10.23 | 88.10 | ● ● |
| C04 - Cost Conscious Champions | 863 | 12.40 | 7,857,998 | 12.58 | 98.58 | ● |
| C05 - Carefree Dolce Vitas | 547 | 7.86 | 4,527,939 | 7.25 | 108.44 | ● |
| C06 - Family Pit Stoppers | 407 | 5.85 | 4,593,126 | 7.35 | 79.54 | ● ● ● |
| C07 - Trending Tastemakers | 550 | 7.91 | 5,955,829 | 9.54 | 82.90 | ● ● |
| C08 - Steadfast Sippers | 598 | 8.60 | 4,164,917 | 6.67 | 128.89 | ● ● ● |
| C09 - Sparkling Socialisers | 630 | 9.06 | 5,223,569 | 8.36 | 108.26 | ● |
| C10 - Business Class Seekers | 608 | 8.74 | 5,441,256 | 8.71 | 100.30 | ● |
| Total Population (MATCH) | 6,957 | 100.00 | 62,449,686 | 100.00 | 100.00 | |

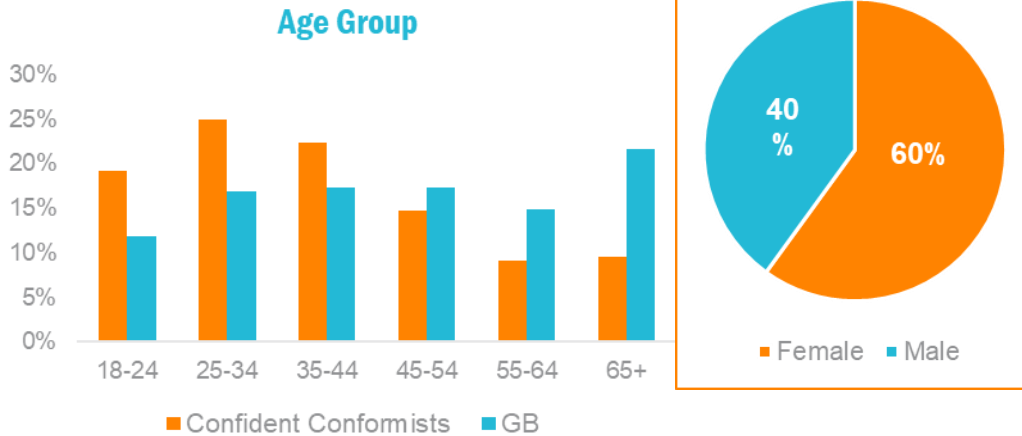


Confident Conformist

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

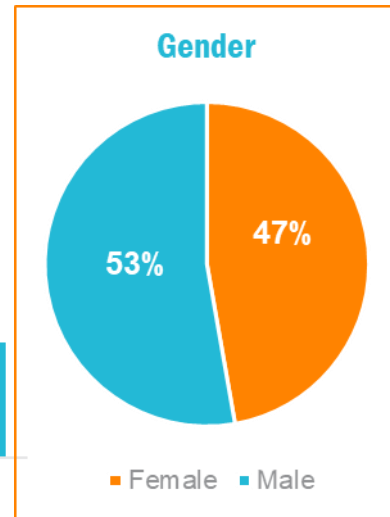
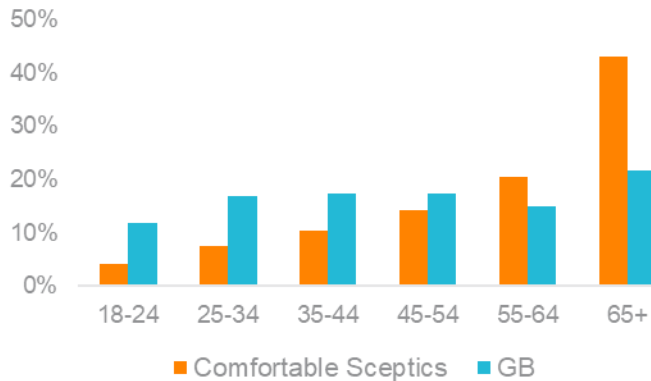
Comfortable Sceptics

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



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

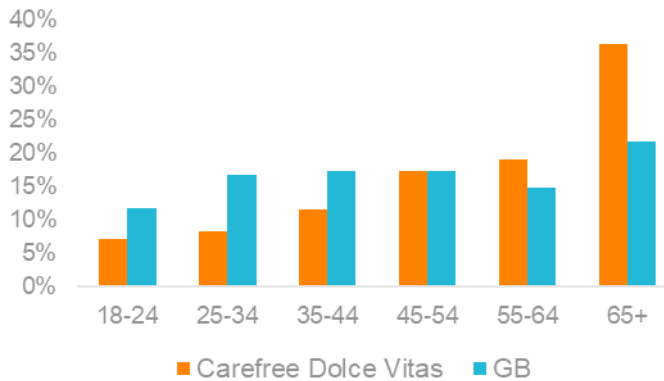
Care free Dolce vita

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

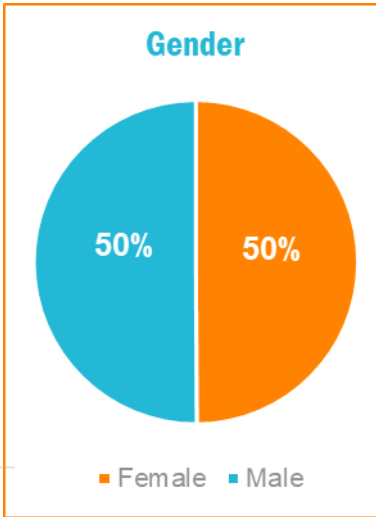


Demographics

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

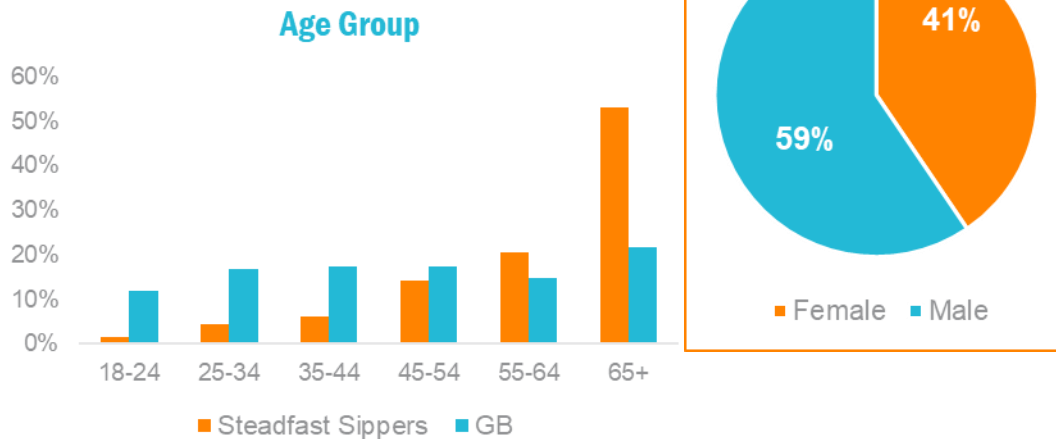
49% take a keen interest in food & drink

Steadfast Sipper

Sid is a 'Steadfast Sipper'. he has his 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

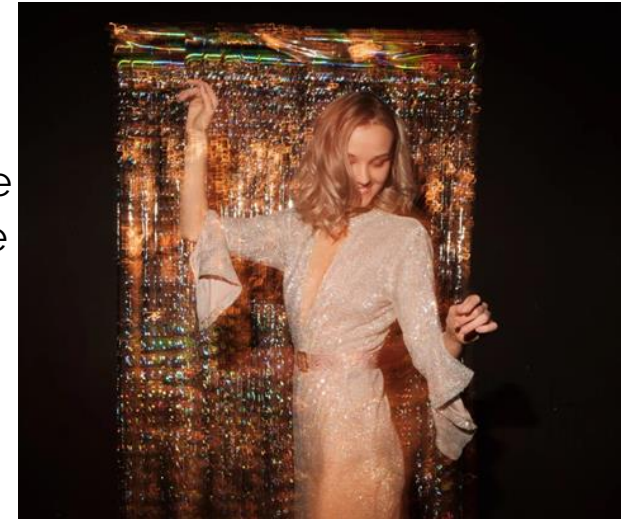
21% drink out regularly

23% check social media regularly

39% take a keen interest in food & drink

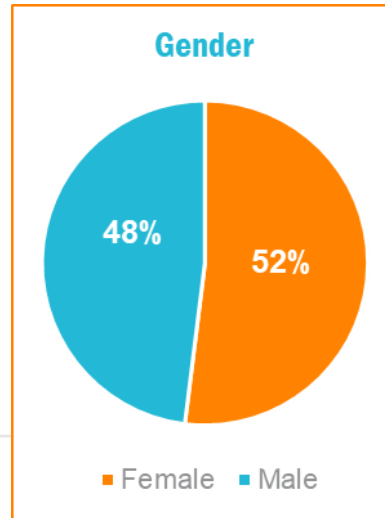
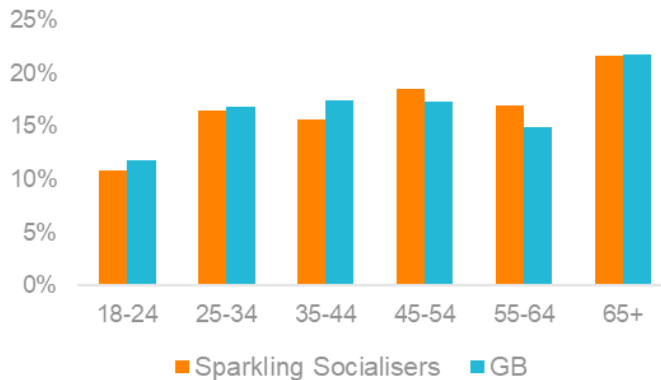
Sparkling Socialiser

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

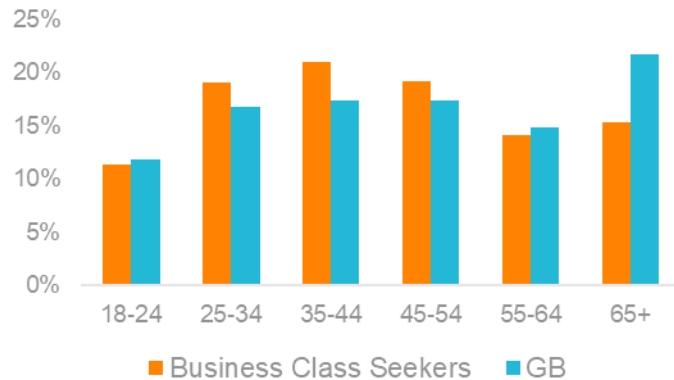
Business Class Seeker

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

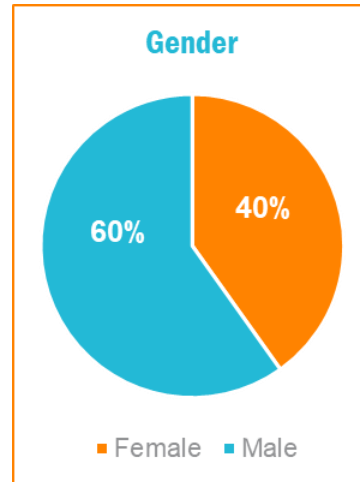


Demographics

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