



## **The Red Lion, East Haddon CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Oliver Cromwell, 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:** Oliver Cromwell, ST IVES, PE27 5AZ: 2000 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	2,252	15.96	9,583,035	15.35	104.00		●
C02 - Comfortable Sceptics	2,329	16.50	8,713,823	13.95	118.29		● ●
C03 - Mainstream Minded	1,378	9.77	6,388,194	10.23	95.46	●	
C04 - Cost Conscious Champions	1,732	12.27	7,857,998	12.58	97.55	●	
C05 - Carefree Dolce Vitas	1,085	7.69	4,527,939	7.25	106.05		●
C06 - Family Pit Stoppers	862	6.11	4,593,126	7.35	83.06	● ●	
C07 - Trending Tastemakers	1,248	8.84	5,955,829	9.54	92.74	●	
C08 - Steadfast Sippers	957	6.78	4,164,917	6.67	101.69		●
C09 - Sparkling Socialisers	1,165	8.26	5,223,569	8.36	98.70	●	
C10 - Business Class Seekers	1,103	7.82	5,441,256	8.71	89.71	● ●	
Total Population (MATCH)	14,111	100.00	62,449,686	100.00	100.00		

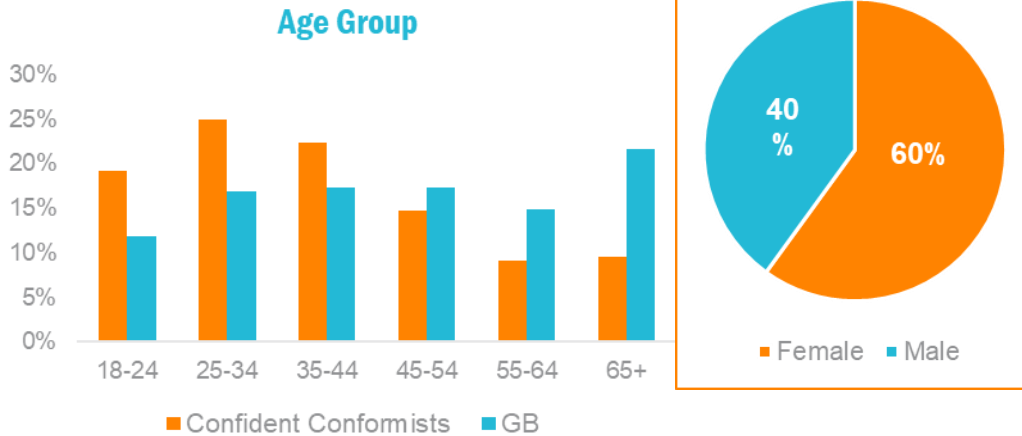


# Confident Conformist

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

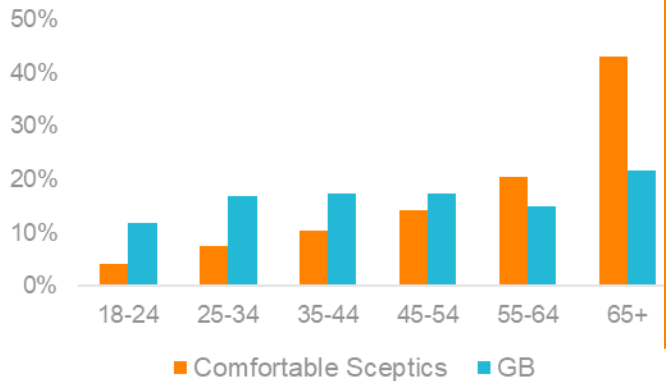
# Comfortable Sceptics

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.

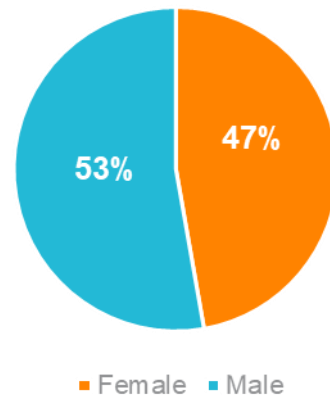


## Demographics

### 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

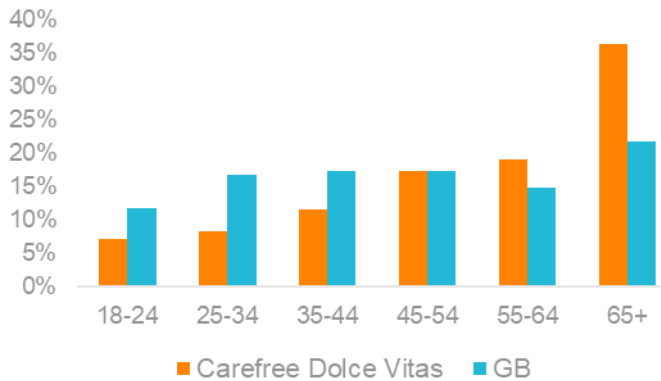
# Care free Dolce vita

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

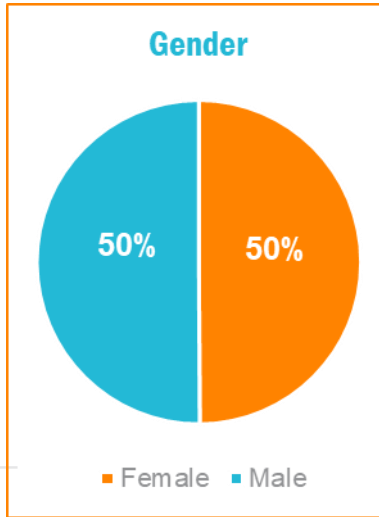


## Demographics

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

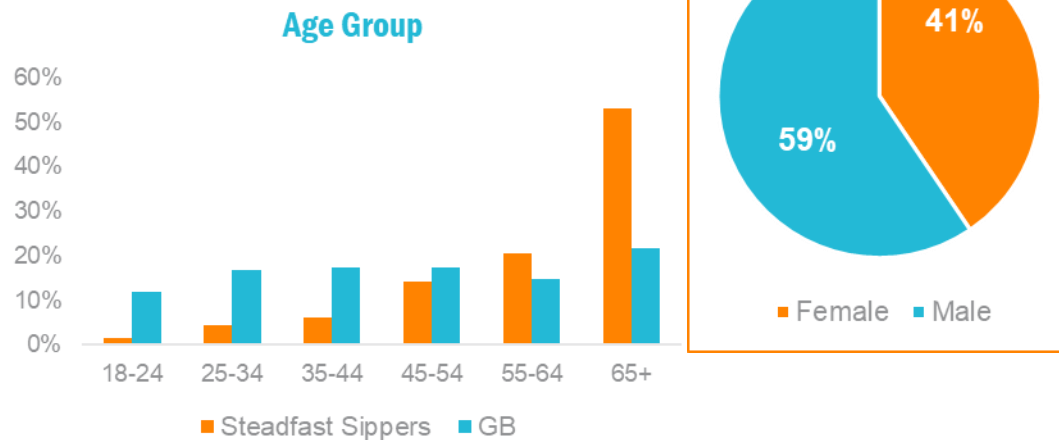
**49%** take a keen interest in food & drink

# 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