



The Olde Kings Arms, Hemel Hempstead CGA Demographic Data

Understand the profitability and importance of different consumers

The Olde Kings Arms, 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: Olde Kings Arms, HEMEL HEMPSTEAD, HP 1 3AF: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	1,834	15.53	9,583,035	15.35	101.20		●
C02 - Comfortable Sceptics	1,548	13.11	8,713,823	13.95	93.94	●	
C03 - Mainstream Minded	1,152	9.75	6,388,194	10.23	95.36	●	
C04 - Cost Conscious Champions	1,468	12.43	7,857,998	12.58	98.79	●	
C05 - Carefree Dolce Vitas	771	6.53	4,527,939	7.25	90.04	●	
C06 - Family Pit Stoppers	960	8.13	4,593,126	7.35	110.52		● ●
C07 - Trending Tastemakers	1,219	10.32	5,955,829	9.54	108.23		●
C08 - Steadfast Sippers	860	7.28	4,164,917	6.67	109.19		●
C09 - Sparkling Socialisers	978	8.28	5,223,569	8.36	99.00	●	
C10 - Business Class Seekers	1,020	8.64	5,441,256	8.71	99.12	●	
Total Population (MATCH)	11,810	100.00	62,449,686	100.00	100.00		

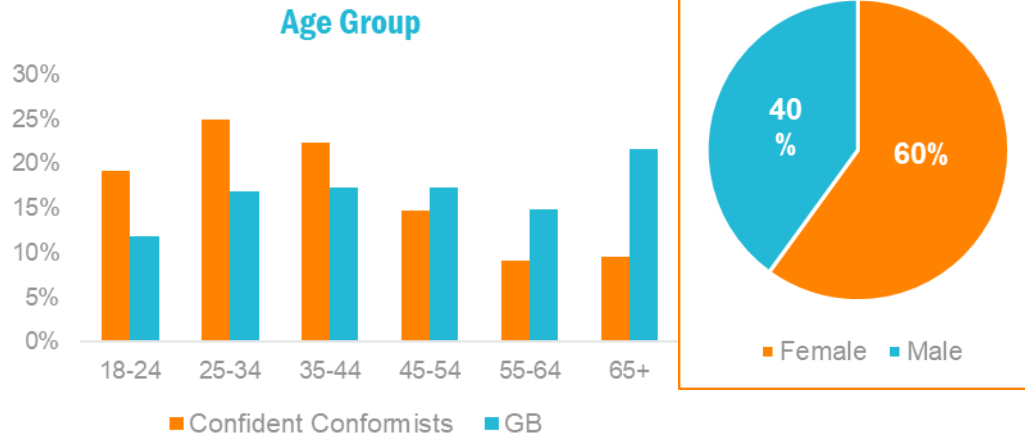


Confident Conformist

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

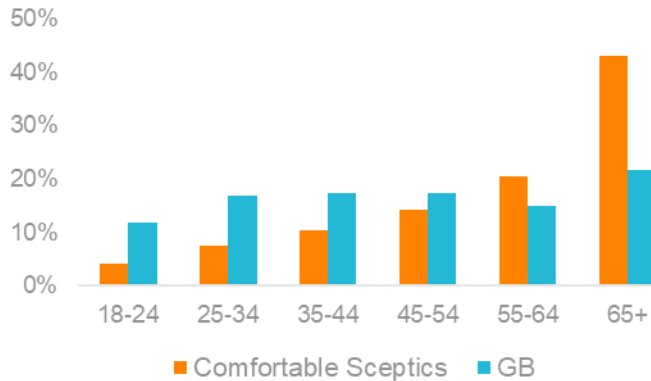
Comfortable Sceptics

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.

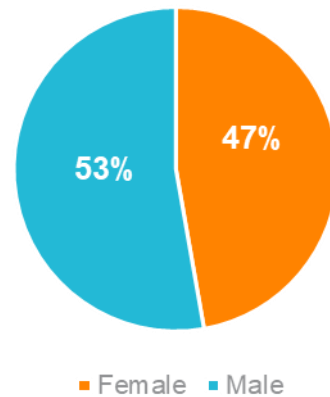


Demographics

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

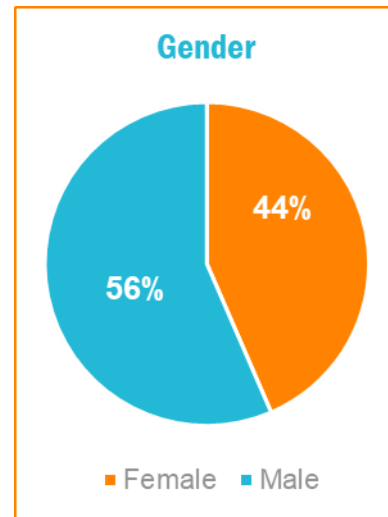
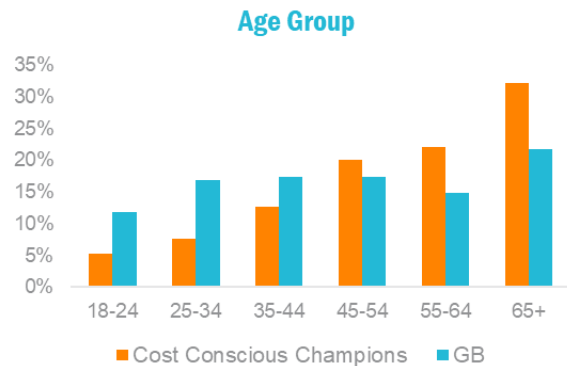
43% take a keen interest in food & drink

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

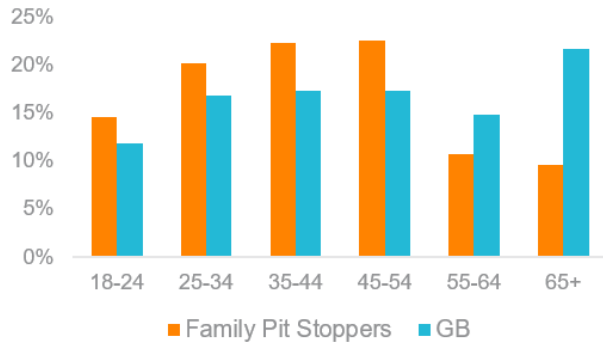
Family Pit Stopper

Claire is a 'Family Pit Stopper', she usually has the kids with her when out and about so looks for a quality quick bite to eat at a good price.

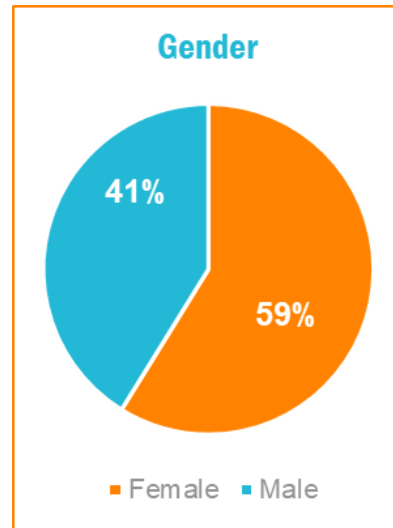


Demographics

Age Group



Gender



23% aged 45-54

47% are parents

29% are blue collar

Behaviours & Attitudes

40% eat out weekly

24% drink out weekly

63% check social media regularly

56% take a keen interest in food and drink

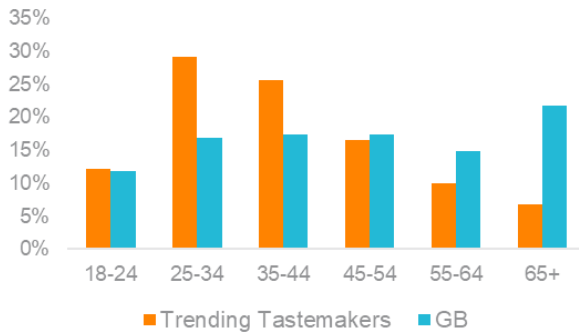
Trending Tastemaker

Emma is a Trending Tastemaker'. She is always busy but regularly makes time for eating and drinking out. She is the first to visit the latest trendy places and tell all of he friends about it on social media

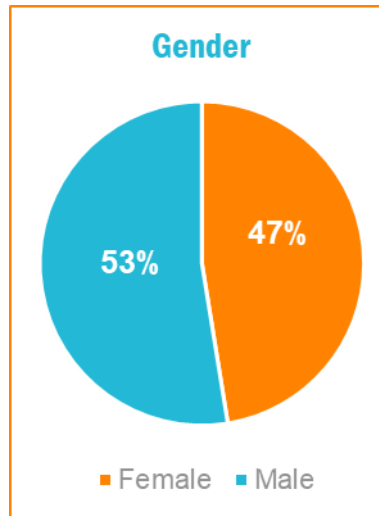


Demographics

Age Group



Gender



29% are 25-34 years old

55% are parents

74% are white collar

Behaviours & Attitudes

40% eat out weekly

24% drink out weekly

59% lead a healthy lifestyle

63% check social media regularly

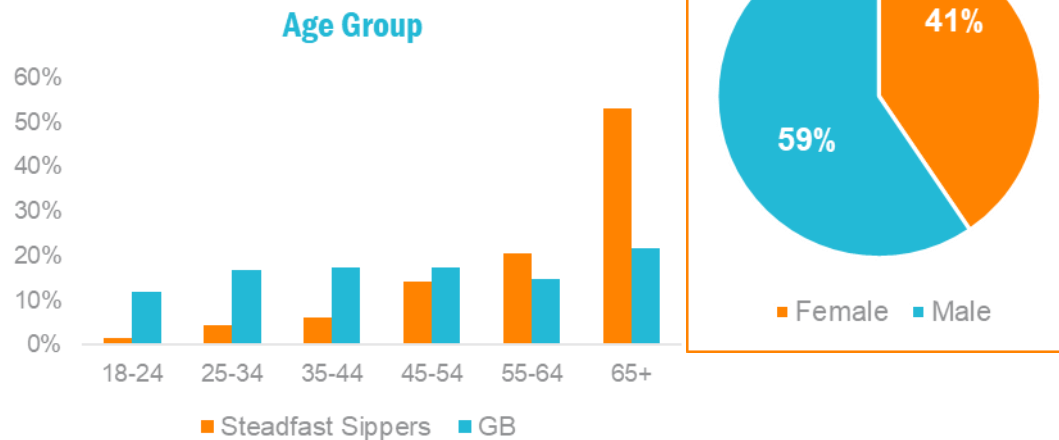
56% take a keen interest in food and drink

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