The New Inn, New Bradwell
CGA Demographic Data

Understand the profitability and importance of different consumers

The New Inn 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: New Inn, MILTON KEYNES, MK13 0EN: 1000 metres Radius

Base: *GB: GB Outline

| Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	1,367	16.55	9,583,035	15.35	107.84		🟢
C02 - Comfortable Sceptics	1,053	12.75	8,713,823	13.95	91.35	🔴	
C03 - Mainstream Minded	936	11.33	6,388,194	10.23	110.76		🟢🟢
C04 - Cost Conscious Champions	1,108	13.41	7,857,998	12.58	106.59		🟢
C05 - Carefree Dolce Vitas	522	6.32	4,527,939	7.25	87.15	🔴🔴	
C06 - Family Pit Stoppers	702	8.50	4,593,126	7.35	115.54		🟢🟢
C07 - Trending Tastemakers	827	10.01	5,955,829	9.54	104.97		🟢
C08 - Steadfast Sippers	477	5.77	4,164,917	6.67	86.58	🔴🔴	
C09 - Sparkling Socialisers	601	7.28	5,223,569	8.36	86.98	🔴🔴	
C10 - Business Class Seekers	668	8.09	5,441,256	8.71	92.81	🔴	
Total Population (MATCH)	8,261	100.00	62,449,686	100.00	100.00		
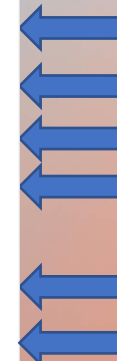
Confident Conformist

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

Age Group

Legend: ■ Confident Conformists ■ GB

Gender

40% / 60%

Legend: ■ Female ■ Male
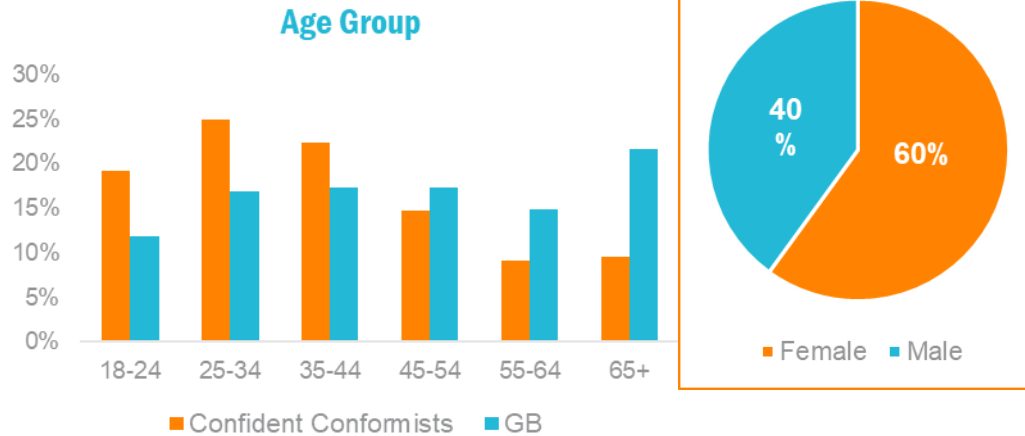
25% are 25-34 years old

48% are parents

55% are white collar

Behaviours & Attitudes

59% Eat out weekly

40% drink out weekly

72% check social media regularly

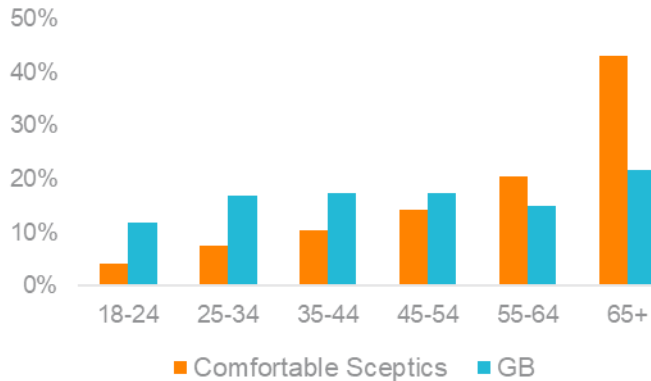**76%** take a keen interest in food & drink

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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.
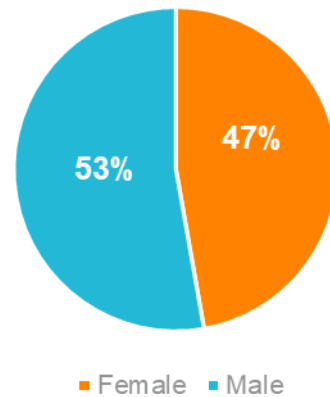
Demographics

Age Group

Legend:
- Comfortable Sceptics
- GB

Gender

53% Female
47% Male

Legend:
- Female
- Male

43% are 65 and over

17% are parents

44% are retired

Behaviours & Attitudes

31% eat our weekly

16% drink out weekly

32% check social media regularly

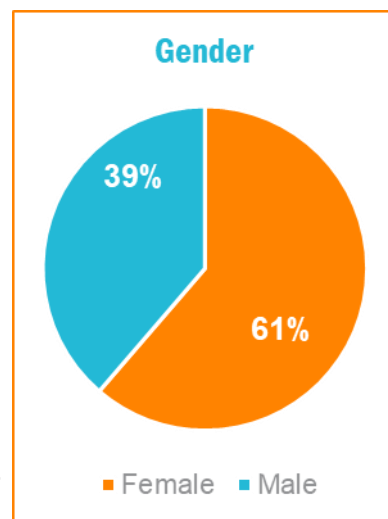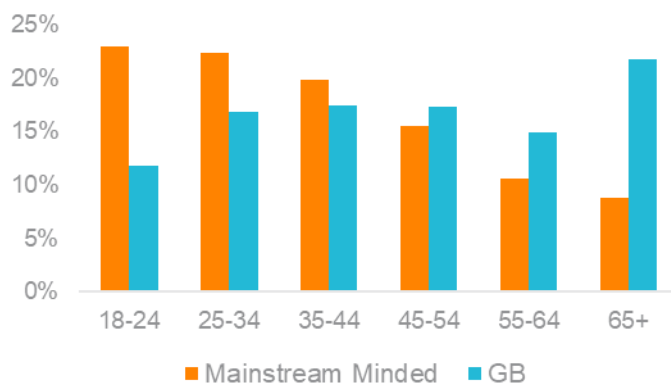**43%** take a keen interest in food & drink

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Mainstream Minded

Tom is 'Mainstream Minded' he is a social media user to whom going out means drinking in the most popular places. However he tends to save it for the weekend with a more health conscious mindset during the week.

Demographics

Age Group

Legend: Mainstream Minded, GB

Gender

39%
61%

Legend: Female, Male

45% are 18-34 years old

41% are parents

48% are White Collar

Attitudes and behaviours

57 % eat out weekly

38% drink out weekly

73% check social media regularly
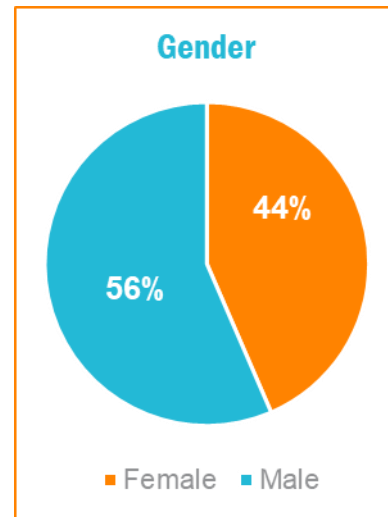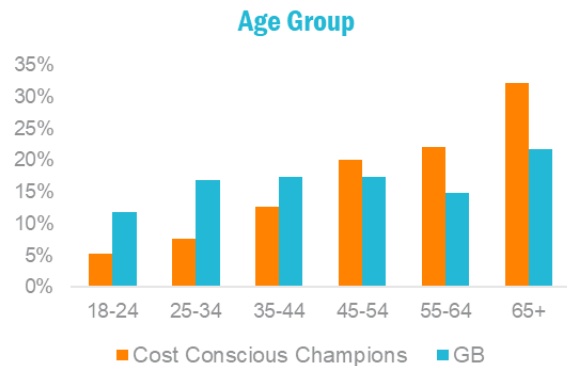
74% take a keen interest in food & drink

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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

Age Group

- Cost Conscious Champions
- GB

Gender

44%

56%

- Female
- Male

32% are 65 and over

24% are parents

36% are retired

Behaviours & Attitudes

27% eat out weekly

20% drink out weekly

38% check social media regularly

34% take a keen interest in food & drink
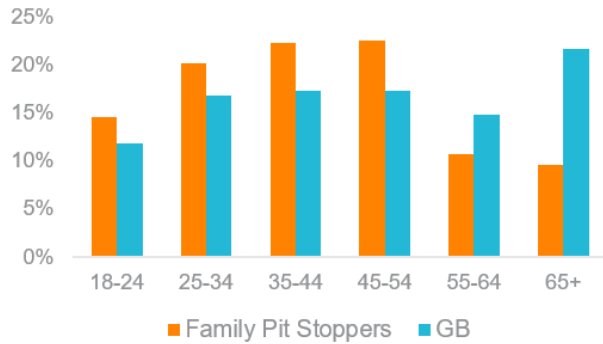

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Family Pit Stopper

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.
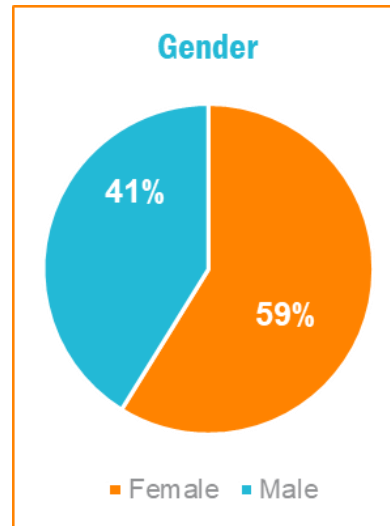
Demographics

Age Group

Chart legend: Family Pit Stoppers (orange), GB (blue)

Age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Gender

- 41% Male
- 59% Female

Legend: Female, Male

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

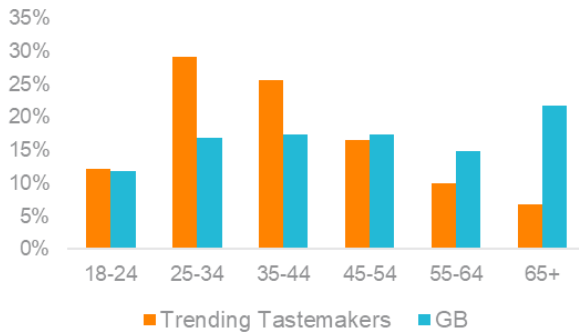**56%** take a keen interest in food and drink

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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
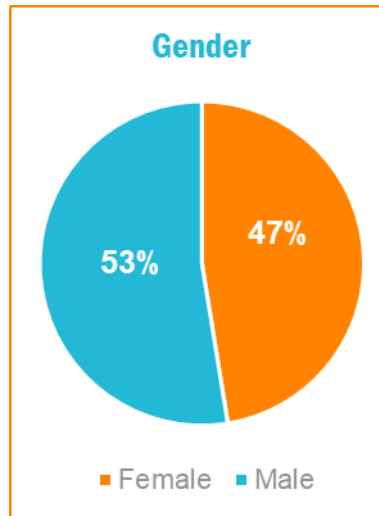
Demographics

Age Group

Legend: ■ Trending Tastemakers ■ GB

Gender

53% / 47%

Legend: ■ Female ■ Male

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

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