



The Moorings, Leamington Spa CGA Demographic Data

Understand the profitability and importance of different consumers

The Moorings, 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.

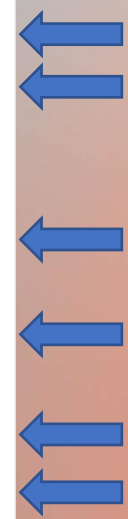


Data Set: MATCH - Consumer Segmentation by CGA

Target: Moorings, LEAMINGTON SPA, CV31 3NY: 2000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	6,571	16.24	9,583,035	15.35	105.86		●
C02 - Comfortable Sceptics	5,000	12.36	8,713,823	13.95	88.59	● ●	
C03 - Mainstream Minded	3,845	9.51	6,388,194	10.23	92.92	●	
C04 - Cost Conscious Champions	3,765	9.31	7,857,998	12.58	73.97	● ● ●	
C05 - Carefree Dolce Vitas	2,999	7.41	4,527,939	7.25	102.26		●
C06 - Family Pit Stoppers	2,576	6.37	4,593,126	7.35	86.59	● ●	
C07 - Trending Tastemakers	5,283	13.06	5,955,829	9.54	136.95		● ● ● ●
C08 - Steadfast Sippers	2,076	5.13	4,164,917	6.67	76.95	● ● ●	
C09 - Sparkling Socialisers	4,073	10.07	5,223,569	8.36	120.38		● ● ●
C10 - Business Class Seekers	4,262	10.54	5,441,256	8.71	120.93		● ● ●
Total Population (MATCH)	40,450	100.00	62,449,686	100.00	100.00		

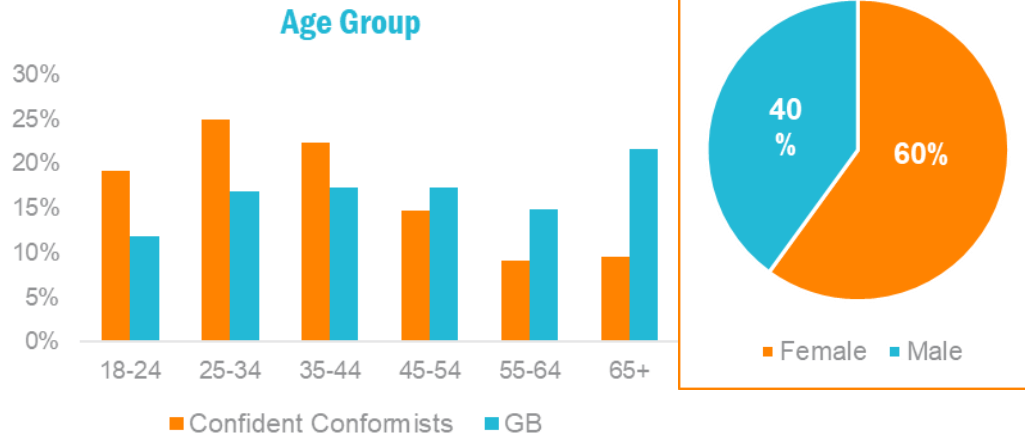


Confident Conformist

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

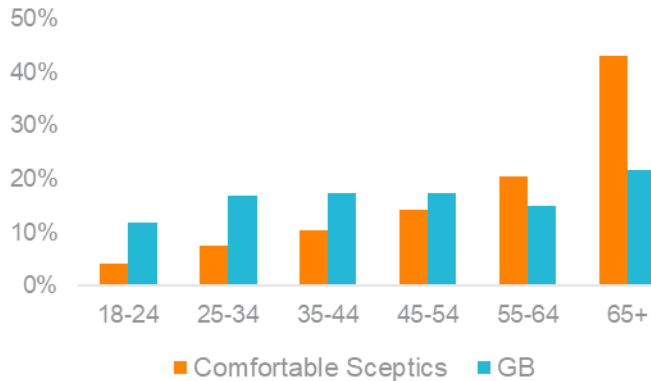
Comfortable Sceptics

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.

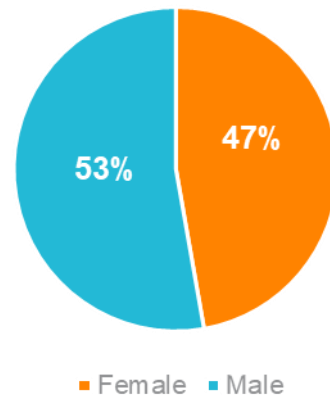


Demographics

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

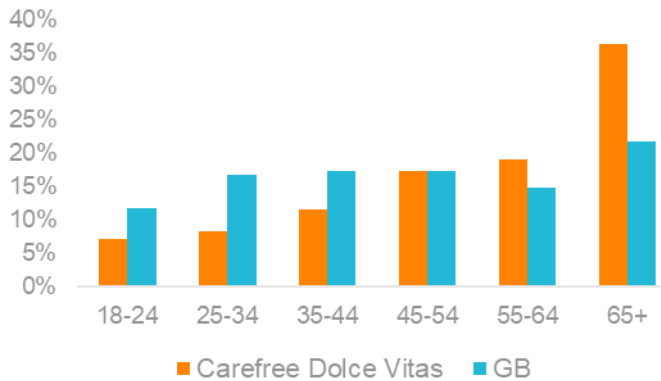
Care free Dolce vita

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

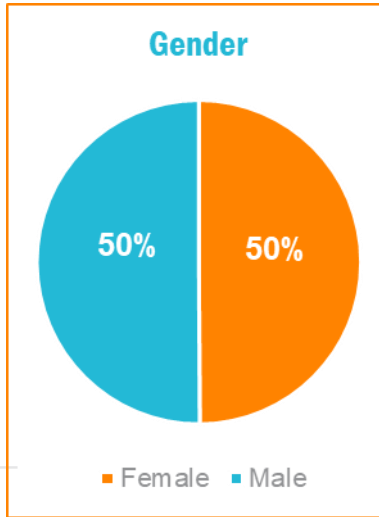


Demographics

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

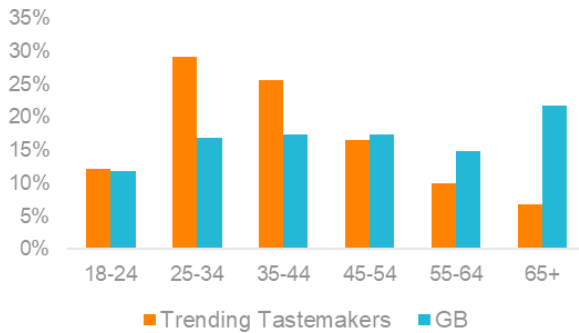
Trending Tastemaker

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

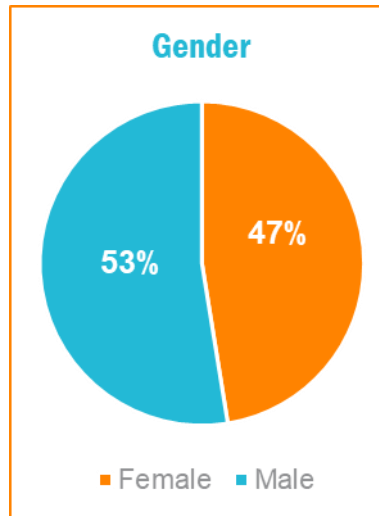


Demographics

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

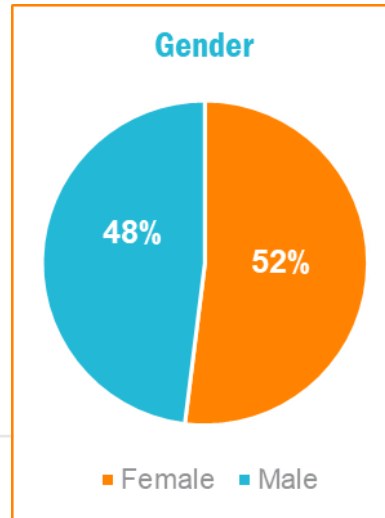
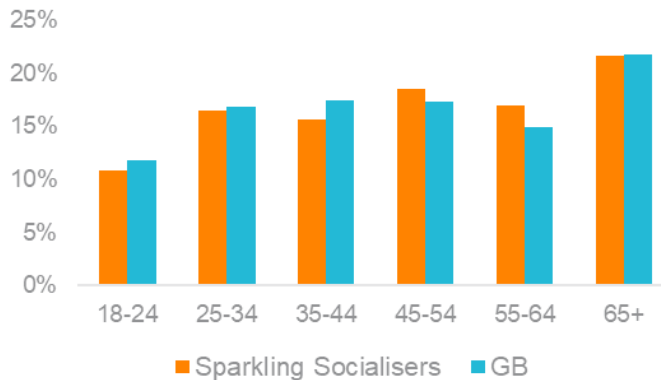
Sparkling Socialiser

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

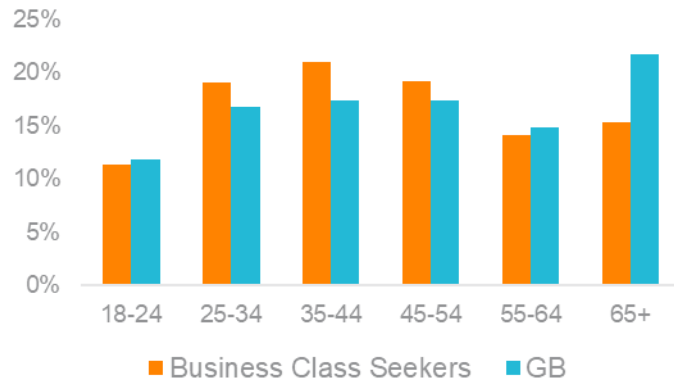
Business Class Seeker

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

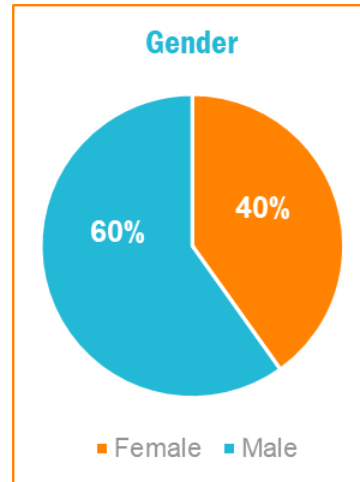


Demographics

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