



The Oliver Cromwell, St Ives 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.

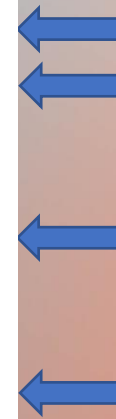


Data Set: MATCH - Consumer Segmentation by CGA

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		

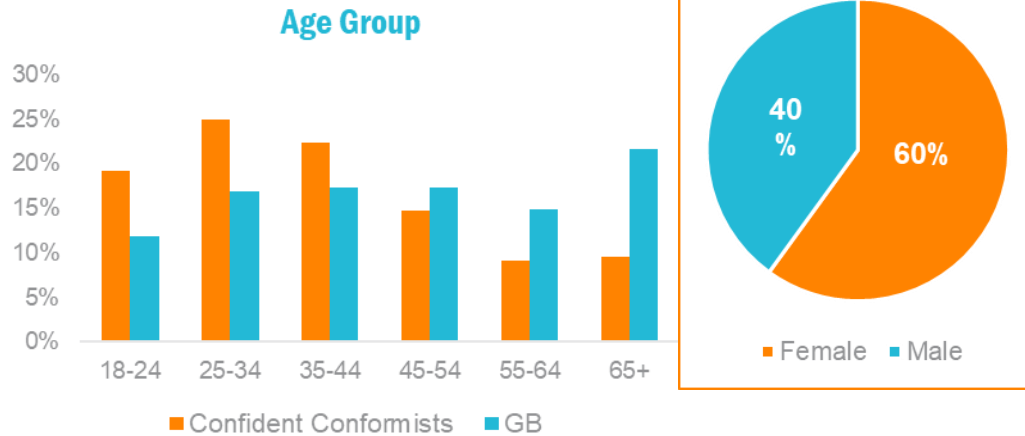


Confident Conformist

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

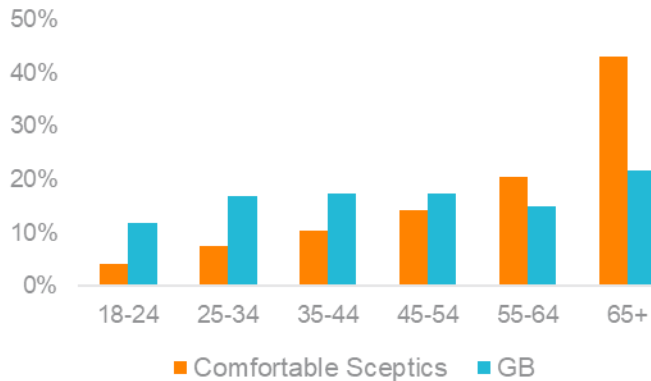
Comfortable Sceptics

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.

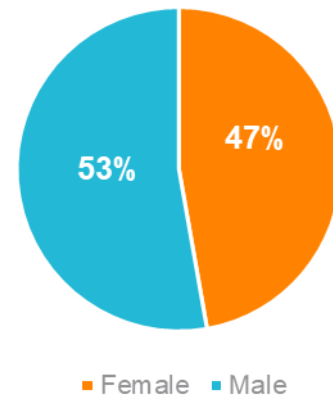


Demographics

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

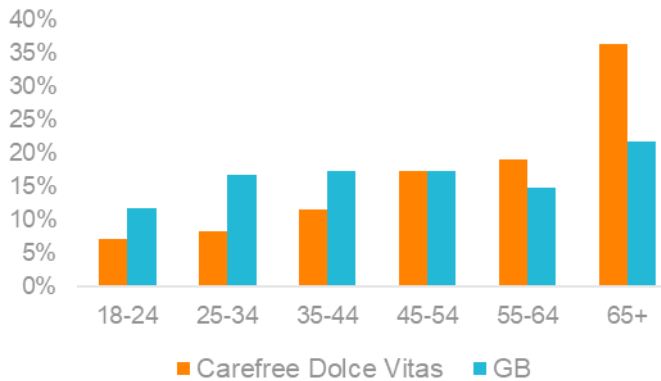
Care free Dolce vita

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

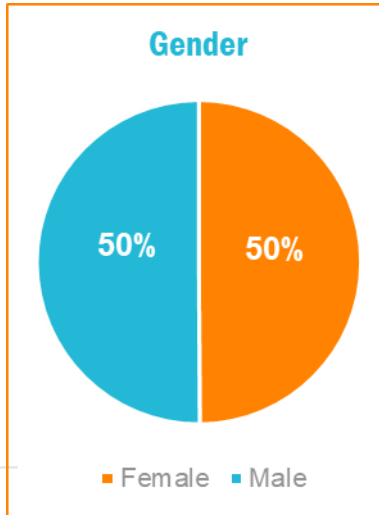


Demographics

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

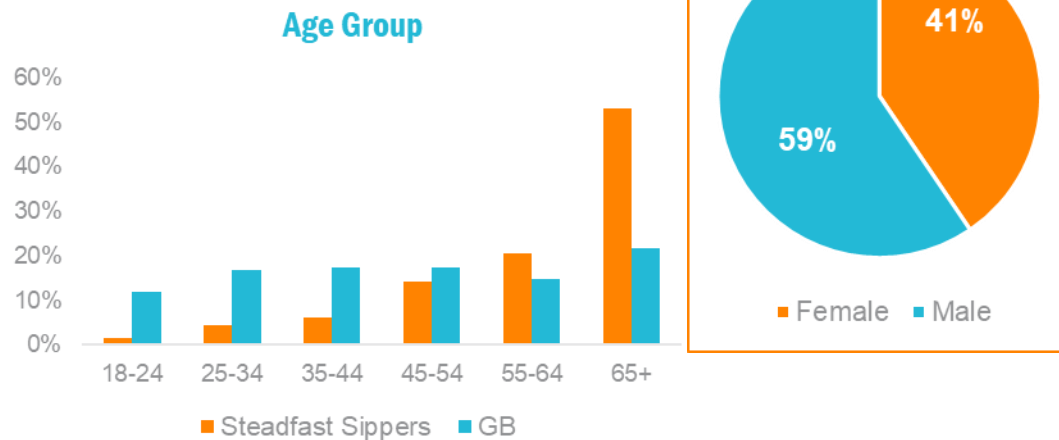
49% take a keen interest in food & drink

Steadfast Sipper

Sid is a 'Steadfast Sipper'. he has is 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