



CGA Demographic Data

Understand the profitability and importance of different consumers

Golden Ball 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: Golden Ball, CAMBRIDGE, CB23 4LY: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base	
C01 - Confident Conformists	25	12.95	9,583,035	15.35	84.41	●●
C02 - Comfortable Sceptics	37	19.17	8,713,823	13.95	137.39	●●●●
C03 - Mainstream Minded	14	7.25	6,388,194	10.23	70.91	●●●
C04 - Cost Conscious Champions	26	13.47	7,857,998	12.58	107.06	●
C05 - Carefree Dolce Vitas	13	6.74	4,527,939	7.25	92.90	●
C06 - Family Pit Stoppers	10	5.18	4,593,126	7.35	70.45	●●●
C07 - Trending Tastemakers	11	5.70	5,955,829	9.54	59.76	●●●●●
C08 - Steadfast Sippers	17	8.81	4,164,917	6.67	132.07	●●●●
C09 - Sparkling Socialisers	23	11.92	5,223,569	8.36	142.47	●●●●●
C10 - Business Class Seekers	17	8.81	5,441,256	8.71	101.09	●
Total Population (MATCH)	193	100.00	62,449,686	100.00	100.00	

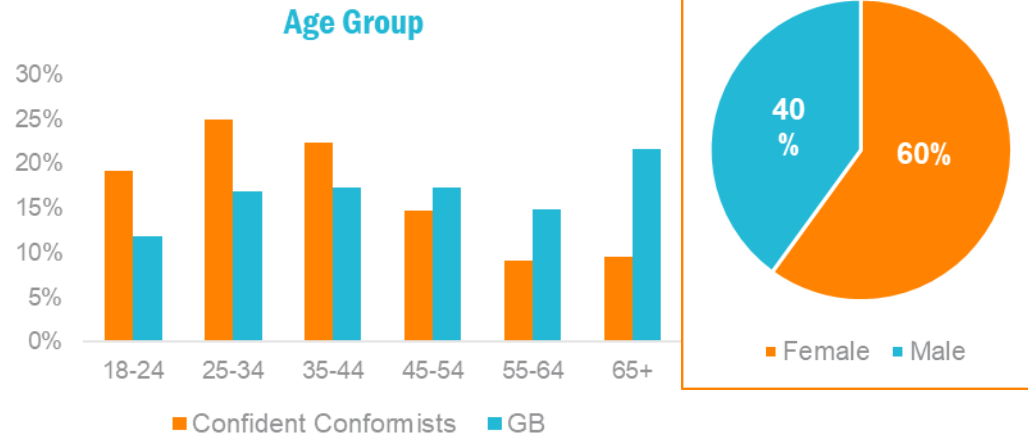


Confident Conformist

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

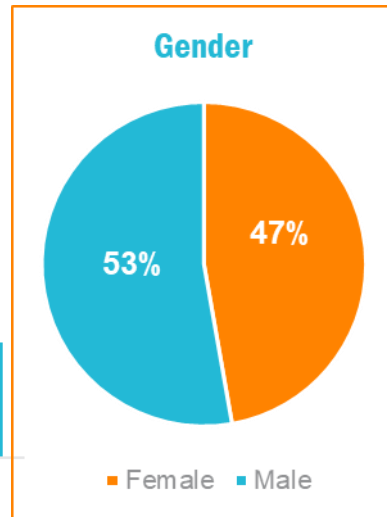
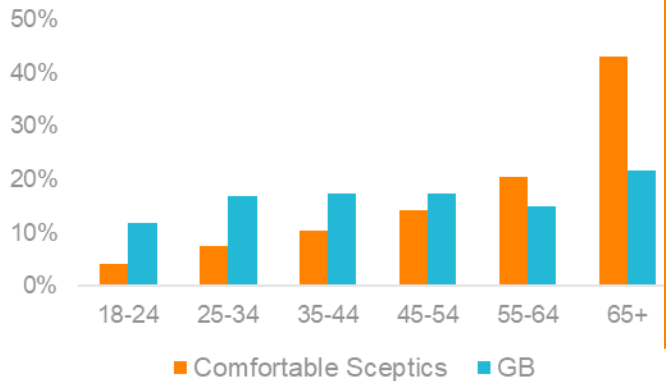
Comfortable Sceptics

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



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

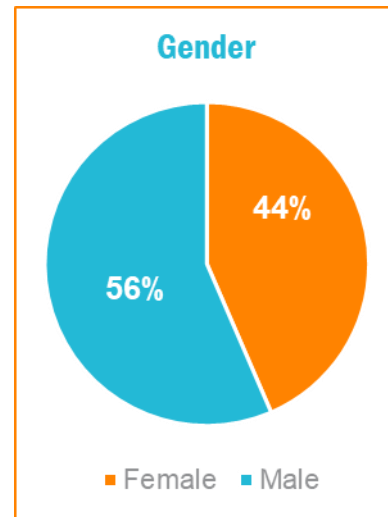
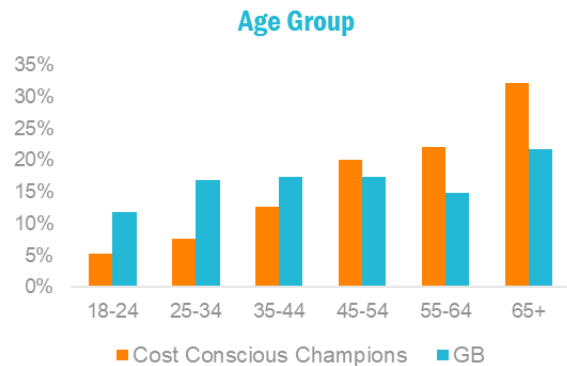
43% take a keen interest in food & drink

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

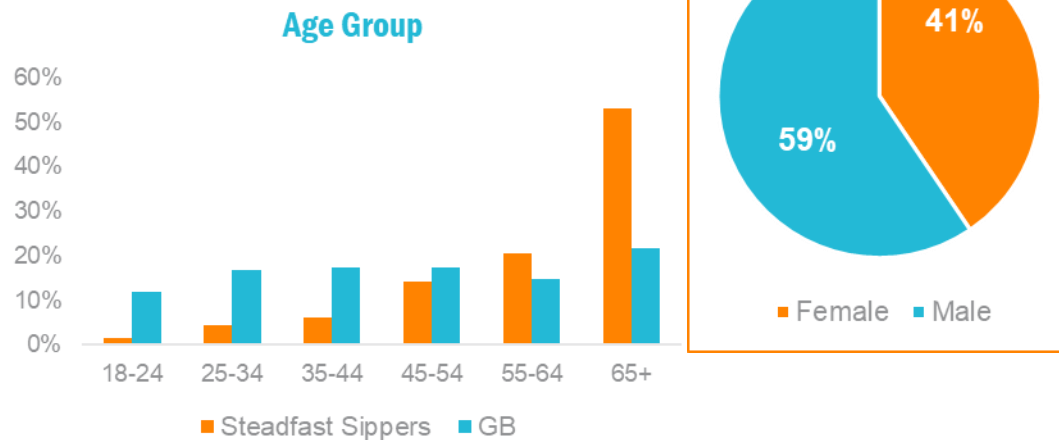
36% are retired

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

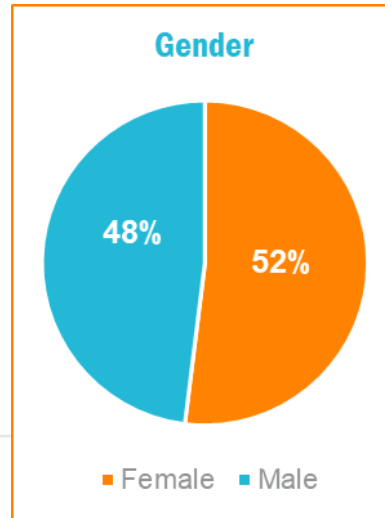
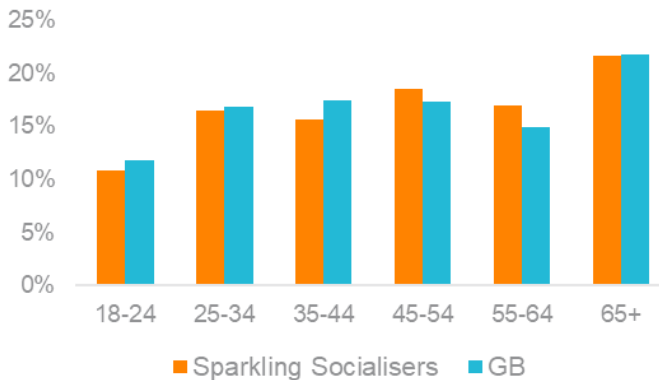
Sparkling Socialiser

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

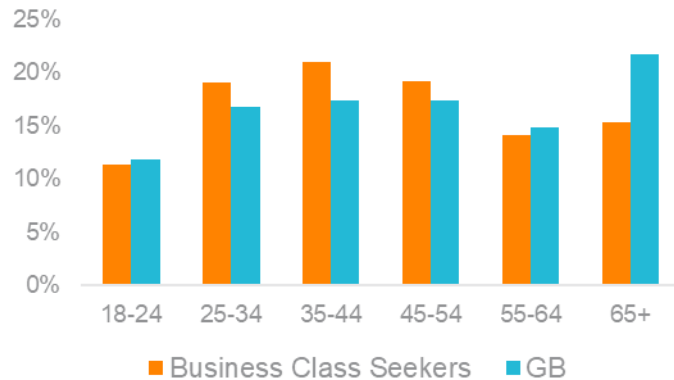
Business Class Seeker

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

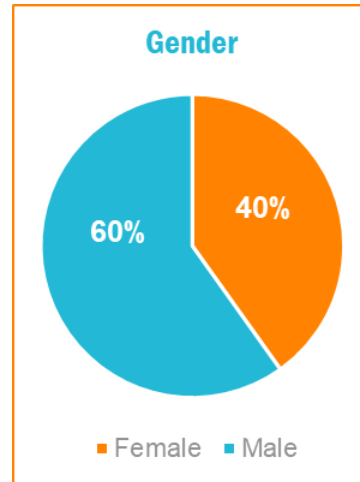


Demographics

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