



# **Flint Cottage CGA Demographic Data**

Understand the profitability and importance of different consumers

## Flint Cottage 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.

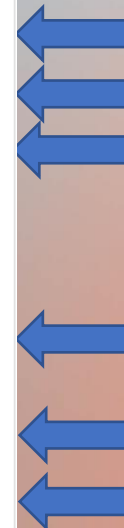


**Data Set:** MATCH - Consumer Segmentation by CGA

**Target:** Flint Cottage, HIGH WYCOMBE, HP13 6NQ: 1000 metres Radius

**Base:** \*GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	1,996	16.86	9,583,035	15.35	109.90		●
C02 - Comfortable Sceptics	1,350	11.41	8,713,823	13.95	81.74	● ●	
C03 - Mainstream Minded	1,219	10.30	6,388,194	10.23	100.68		●
C04 - Cost Conscious Champions	1,000	8.45	7,857,998	12.58	67.14	● ● ● ●	
C05 - Carefree Dolce Vitas	806	6.81	4,527,939	7.25	93.92		●
C06 - Family Pit Stoppers	694	5.86	4,593,126	7.35	79.72	● ● ●	
C07 - Trending Tastemakers	1,633	13.80	5,955,829	9.54	144.67		● ● ● ● ●
C08 - Steadfast Sippers	457	3.86	4,164,917	6.67	57.89	● ● ● ● ●	
C09 - Sparkling Socialisers	1,368	11.56	5,223,569	8.36	138.18		● ● ● ●
C10 - Business Class Seekers	1,313	11.09	5,441,256	8.71	127.32		● ● ●
Total Population (MATCH)	11,836	100.00	62,449,686	100.00	100.00		

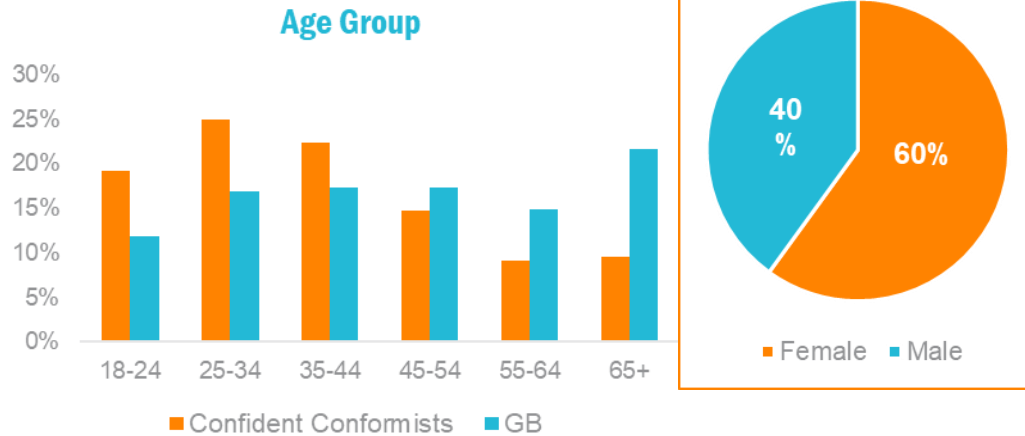


# Confident Conformist

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

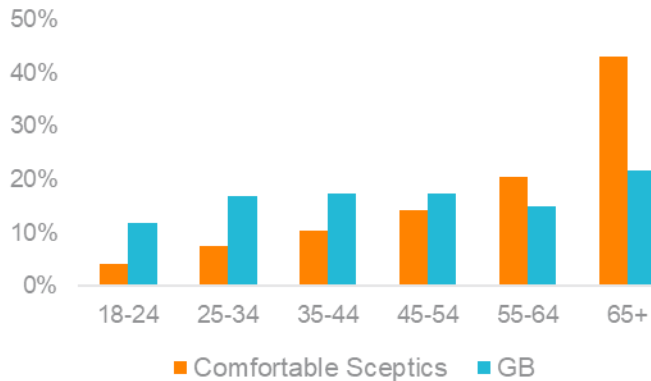
# Comfortable Sceptics

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.

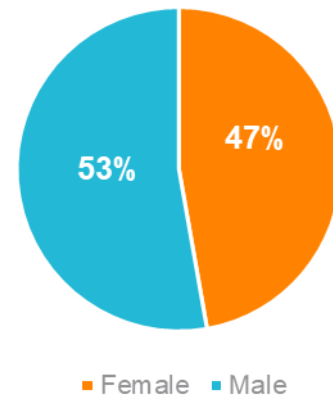


## Demographics

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

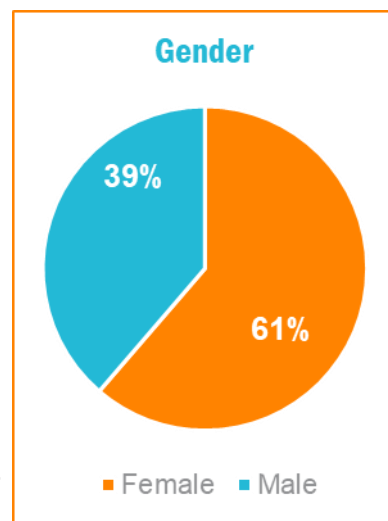
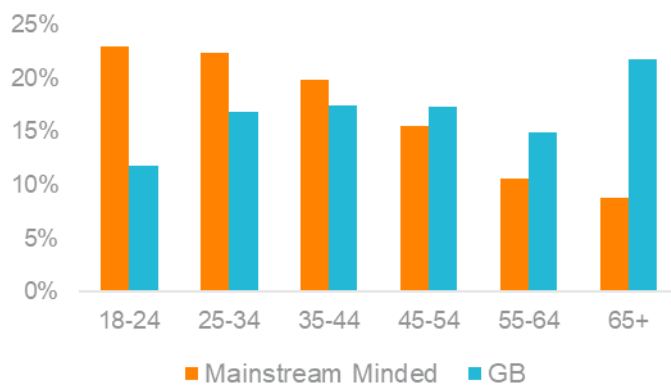
# Mainstream Minded

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



## Attitudes and behaviours

**57%** eat out weekly

**38%** drink out weekly

**73%** check social media regularly

**74%** take a keen interest in food & drink

**45%** are 18-34 years old

**41%** are parents

**48%** are White Collar

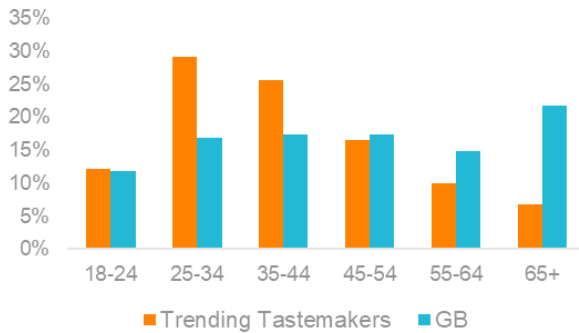
# Trending Tastemaker

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

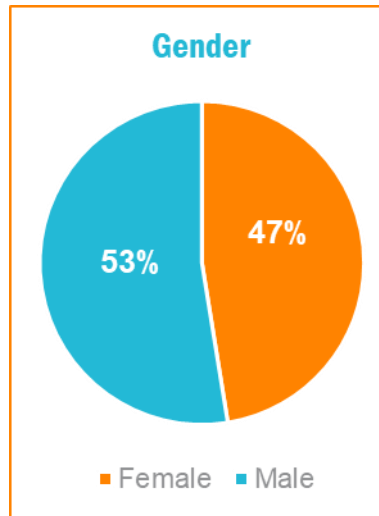


## Demographics

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

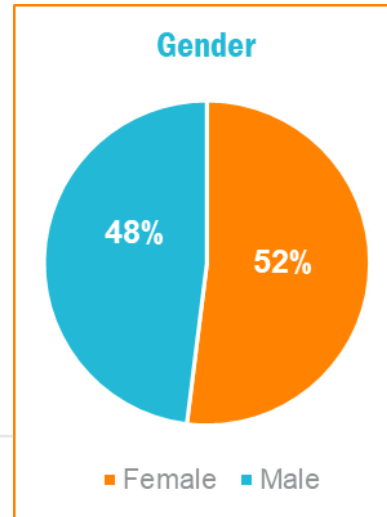
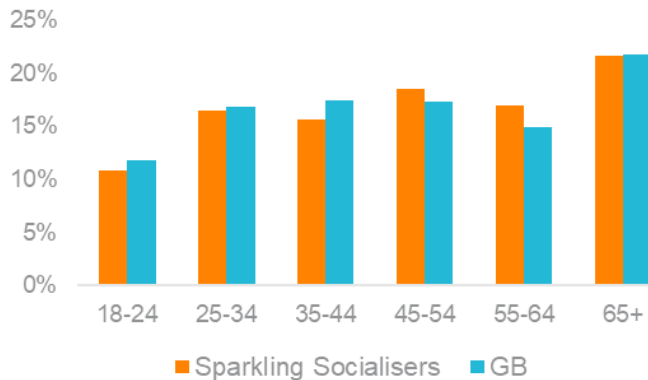
# Sparkling Socialiser

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

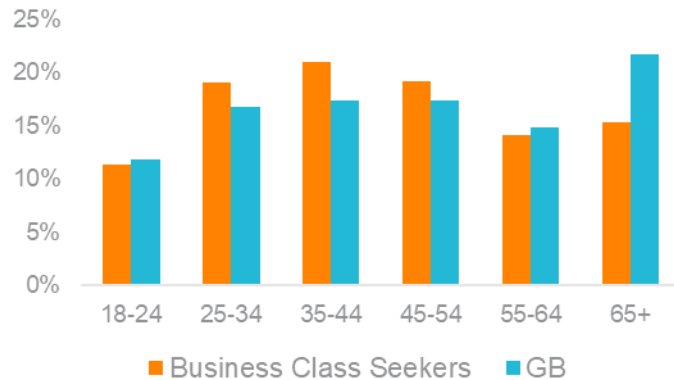
# Business Class Seeker

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

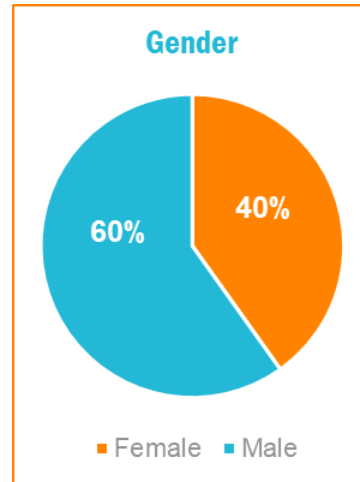


## Demographics

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