Flint Cottage
CGA Demographic Data

Understand the profitability and importance of different consumers

Burleigh 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: Burleigh Arms, CAMBRIDGE, CB 5 8EG: 1000 metres Radius

Base: *GB: GB Outline

| Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	2,315	15.27	9,583,035	15.35	99.52	●	
C02 - Comfortable Sceptics	1,957	12.91	8,713,823	13.95	92.52	●	
C03 - Mainstream Minded	1,201	7.92	6,388,194	10.23	77.45	●●●	
C04 - Cost Conscious Champions	1,057	6.97	7,857,998	12.58	55.41	●●●●●	
C05 - Carefree Dolce Vitas	999	6.59	4,527,939	7.25	90.89	●	
C06 - Family Pit Stoppers	723	4.77	4,593,126	7.35	64.85	●●●●	
C07 - Trending Tastemakers	2,429	16.02	5,955,829	9.54	168.01		●●●●●●●
C08 - Steadfast Sippers	675	4.45	4,164,917	6.67	66.77	●●●●	
C09 - Sparkling Socialisers	1,961	12.94	5,223,569	8.36	154.66		●●●●●●
C10 - Business Class Seekers	1,842	12.15	5,441,256	8.71	139.46		●●●●
Total Population (MATCH)	15,159	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%

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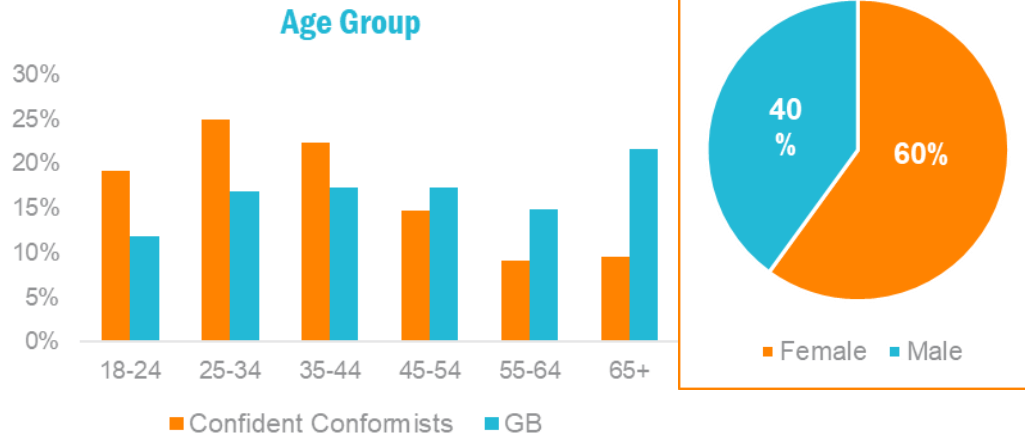
25% are 25-34 years old

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
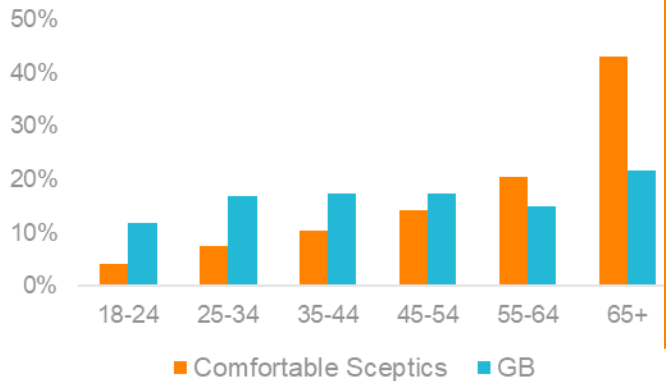
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Comfortable Sceptics

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.
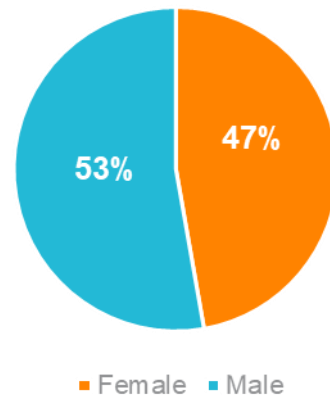
Demographics

Age Group

(Bar chart showing percentages by age group)

Age Group	
50%	
40%	
30%	
20%	
10%	
0%	

18-24 25-34 35-44 45-54 55-64 65+

■ Comfortable Sceptics ■ GB

Gender

53% Female
47% Male

■ 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

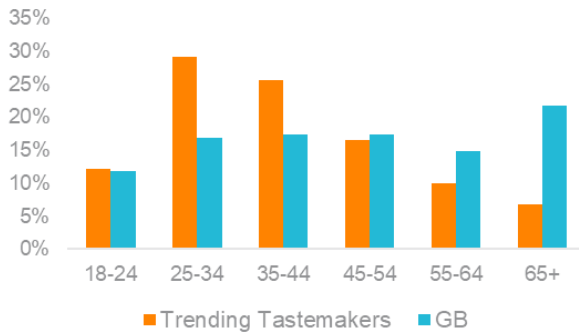**43%** take a keen interest in food & drink

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
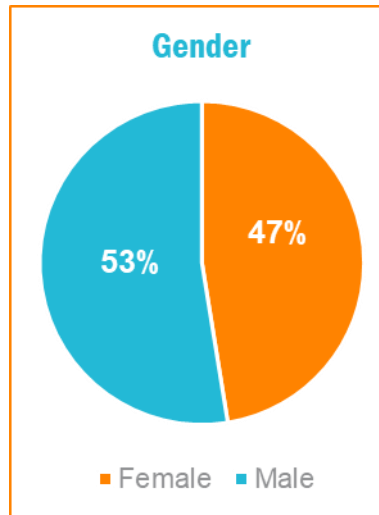
Demographics

Age Group

Trending Tastemakers | GB

Gender

53% Male | 47% Female

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

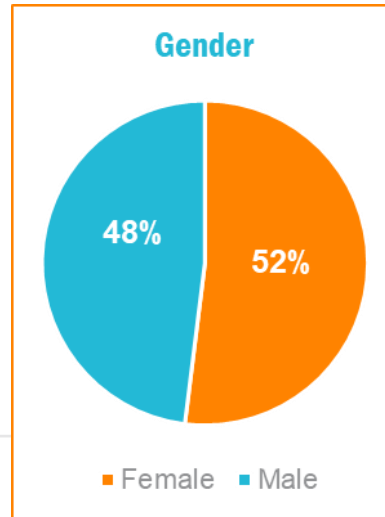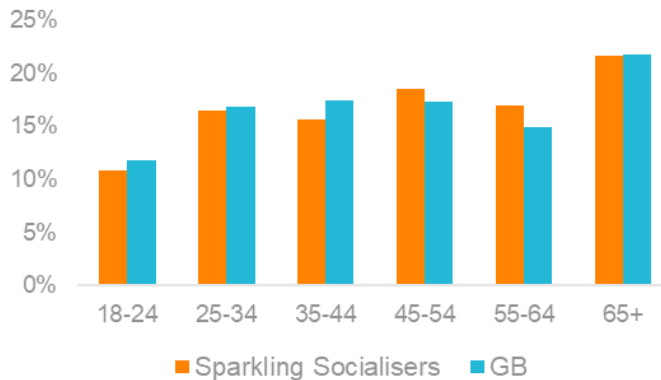**56%** take a keen interest in food and drink

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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

Sparkling Socialisers   GB

Gender

48%   52%

Female   Male

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

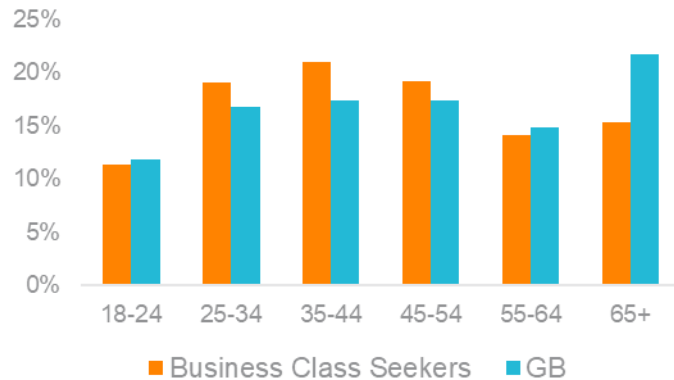**70%** take a keen interest in food a drink

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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
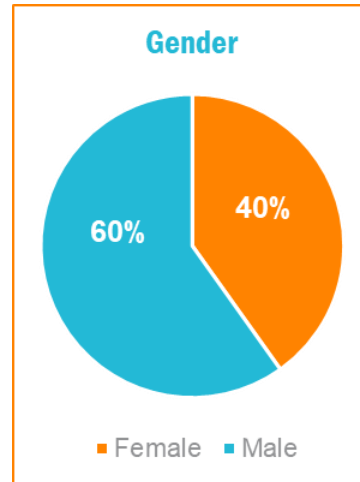

Demographics

Age Group

Legend: ■ Business Class Seekers ■ GB

Gender

60% 40%

Legend: ■ Female ■ Male

19% are 45-54 years old

49% are parents

63% are white collar

Behaviours & Attitudes

80% eat our weekly

57% drink our weekly

60% check social media regularly

79% take a keen interest in food & drink

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