



## **The Star and Garter, Chelveston CGA Demographic Data**

Understand the profitability and importance of different consumers

## The Star and Garter 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:** Star & Garter, WELLINGBOROUGH, NN 9 6AJ: 2000 metres Radius

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

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	114	13.97	9,583,035	15.35	91.04	●	
C02 - Comfortable Sceptics	139	17.03	8,713,823	13.95	122.08		● ● ●
C03 - Mainstream Minded	65	7.97	6,388,194	10.23	77.87	● ● ●	
C04 - Cost Conscious Champions	98	12.01	7,857,998	12.58	95.45	●	
C05 - Carefree Dolce Vitas	57	6.99	4,527,939	7.25	96.34	●	
C06 - Family Pit Stoppers	45	5.51	4,593,126	7.35	74.98	● ● ●	
C07 - Trending Tastemakers	64	7.84	5,955,829	9.54	82.24	● ●	
C08 - Steadfast Sippers	79	9.68	4,164,917	6.67	145.16		● ● ● ● ●
C09 - Sparkling Socialisers	77	9.44	5,223,569	8.36	112.81		● ●
C10 - Business Class Seekers	78	9.56	5,441,256	8.71	109.71		●
Total Population (MATCH)	816	100.00	62,449,686	100.00	100.00		

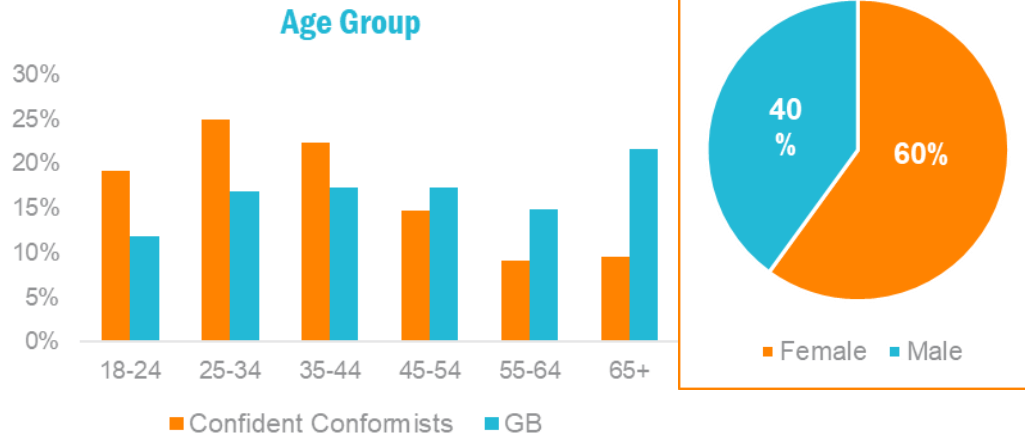


# Confident Conformist

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

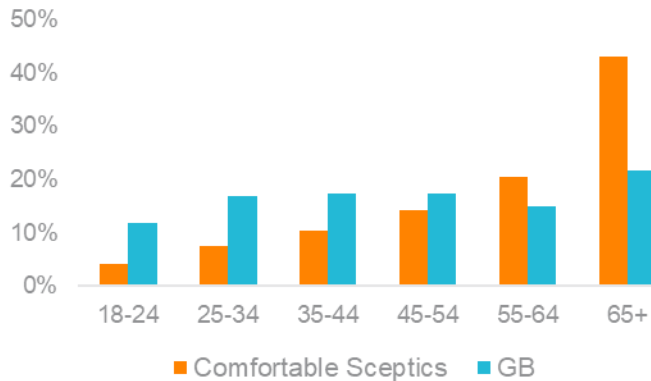
# Comfortable Sceptics

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.

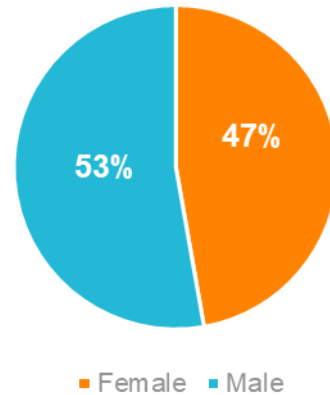


## Demographics

### 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

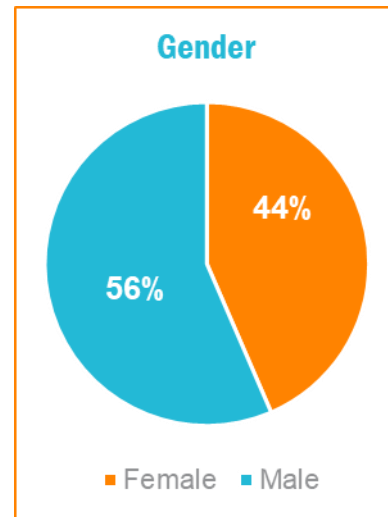
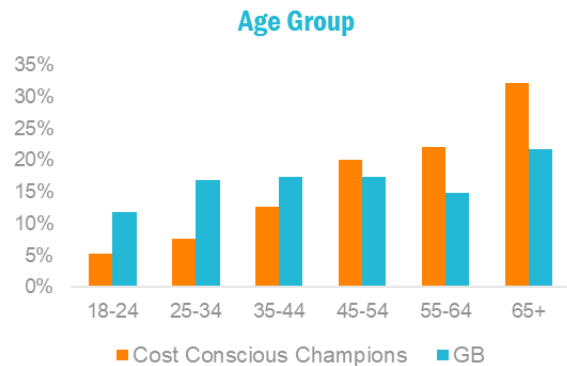
**43%** take a keen interest in food & drink

# 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

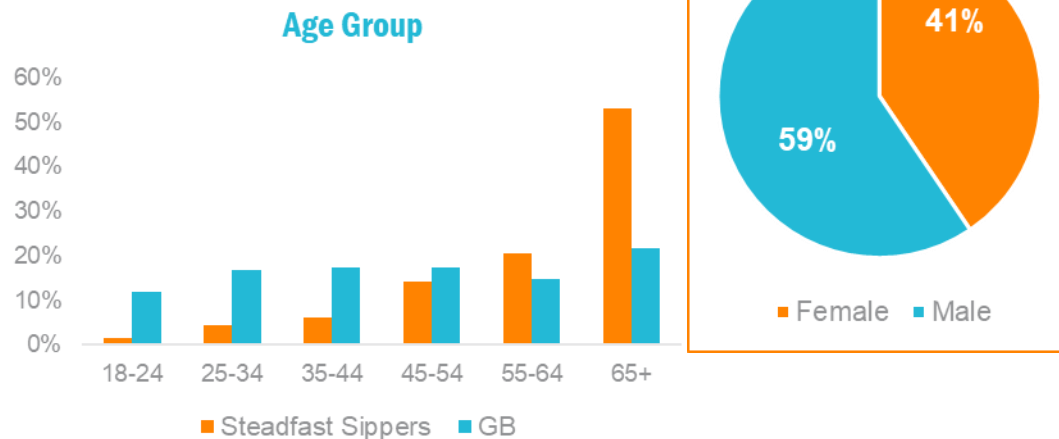
**36%** are retired

# Steadfast Sipper

Sid is a 'Steadfast Sipper'. he has 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

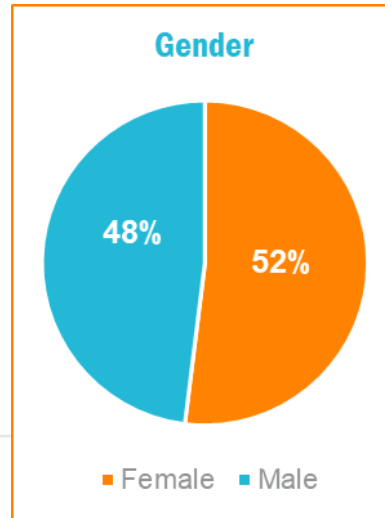
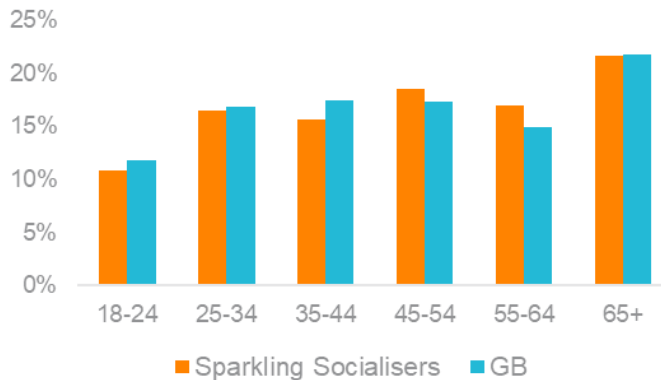
# Sparkling Socialiser

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

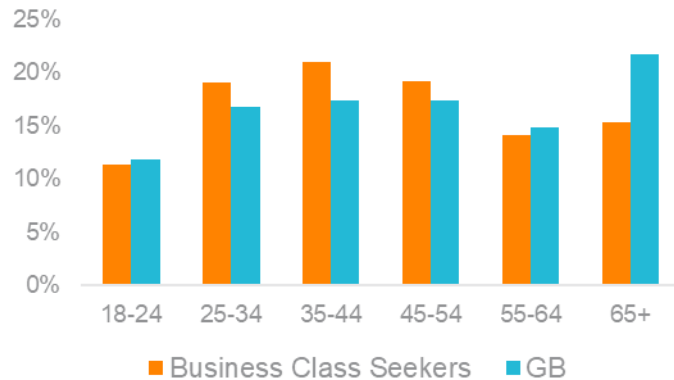
# Business Class Seeker

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

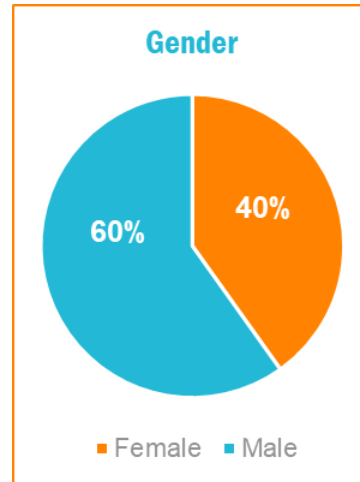


## Demographics

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