



WELLS & CO PUB PARTNERS

The Unicorn CGA Report –
Heritage Premium

Data Set: MATCH - Consumer Segmentation by CGA

Target: Unicorn, BANBURY, OX15 0SE: 1000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	229	14.39	9,583,035	15.35	93.80	●	
C02 - Comfortable Sceptics	288	18.10	8,713,823	13.95	129.73		● ● ●
C03 - Mainstream Minded	141	8.86	6,388,194	10.23	86.64	● ●	
C04 - Cost Conscious Champions	187	11.75	7,857,998	12.58	93.41	●	
C05 - Carefree Dolce Vitas	115	7.23	4,527,939	7.25	99.69	●	
C06 - Family Pit Stoppers	86	5.41	4,593,126	7.35	73.49	● ● ●	
C07 - Trending Tastemakers	130	8.17	5,955,829	9.54	85.68	● ●	
C08 - Steadfast Sippers	129	8.11	4,164,917	6.67	121.57		● ● ●
C09 - Sparkling Socialisers	143	8.99	5,223,569	8.36	107.46		●
C10 - Business Class Seekers	143	8.99	5,441,256	8.71	103.16		●
Total Population (MATCH)	1,591	100.00	62,449,686	100.00	100.00		

Data Set: MATCH - Consumer Segmentation by CGA

Target: Unicorn, BANBURY, OX15 0SE: 5000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	1,081	14.62	9,583,035	15.35	95.30	●	
C02 - Comfortable Sceptics	1,297	17.55	8,713,823	13.95	125.75		●●●
C03 - Mainstream Minded	627	8.48	6,388,194	10.23	82.92	●●	
C04 - Cost Conscious Champions	825	11.16	7,857,998	12.58	88.70	●●	
C05 - Carefree Dolce Vitas	554	7.49	4,527,939	7.25	103.37		●
C06 - Family Pit Stoppers	390	5.28	4,593,126	7.35	71.73	●●●	
C07 - Trending Tastemakers	574	7.77	5,955,829	9.54	81.42	●●	
C08 - Steadfast Sippers	650	8.79	4,164,917	6.67	131.85		●●●●
C09 - Sparkling Socialisers	703	9.51	5,223,569	8.36	113.70		●●
C10 - Business Class Seekers	691	9.35	5,441,256	8.71	107.29		●
Total Population (MATCH)	7,392	100.00	62,449,686	100.00	100.00		

The background is a vibrant collage of overlapping squares in shades of blue, orange, pink, and teal. Scattered throughout are various icons: a person silhouette, a wine glass, a plate with a fork and knife, and speech bubbles.

You are a... Confident Conformist

You are up to date with the latest trends, you know what's hot and what's not. You consider yourself a bit of a foodie and appreciate good service. When it comes to places to eat and drink out you always choose wisely, although the relaxed atmosphere of a good quality pub is always a winner in your eyes! You never limit yourself when it comes to a night out and you'd rather spend a bit more in return for a great quality experience, and that always begins with a carefully chosen meal, tasty drinks and an inspiring atmosphere.



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.



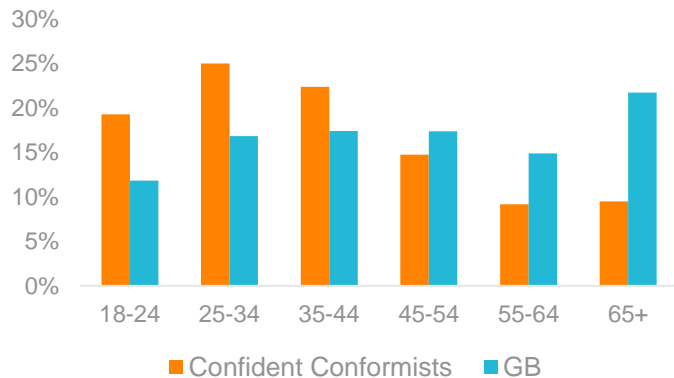
DEMOGRAPHICS



Age

25% are 25-34 years old

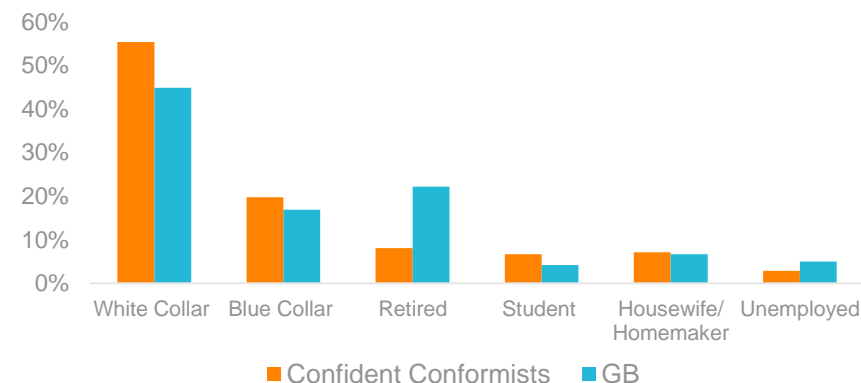
Age Group



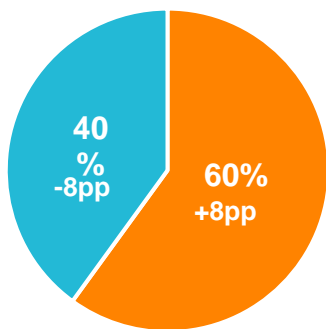
Employment

55% are white collar

Employment



Gender



Female Male

Population



Proportion of the population

Confident Conformists

16%



Proportion of total drink-led visits

21%



Proportion of total food-led visits

21%



Parents

48%

Index vs. GB

+12pp



Affluence

Medium: £30,001 - £50,000

Household Income





Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.



59%

Eat out weekly

£21.60

Avg. spend, per head on food-led occasion



40%

Drink out weekly

£15.07

Avg. spend, per head on drink-led occasion

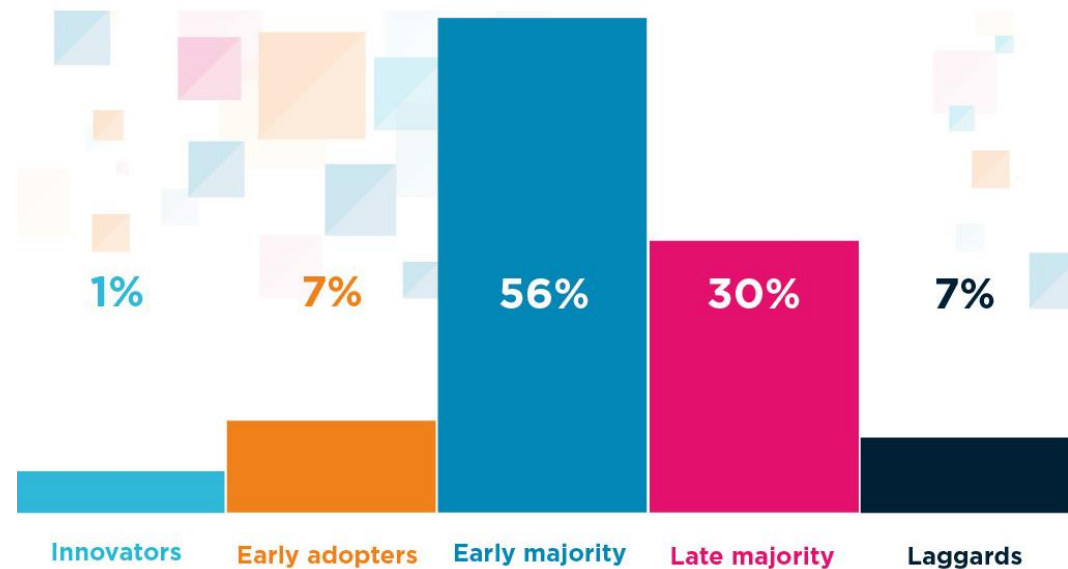


£65.32

Avg. monthly spend

Confident Conformists spent 24% *less than* the GB monthly average

Adoption of trends



Repertoire

	Confident Conformists	GB Avg.
Number of drinks categories	2.4	3.6
Number of eating out brands visited every 6 months	8.0	7.9



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.

I proactively try to lead a healthy lifestyle.



I like to keep up to date with the latest trends and fashions.



I check social media frequently throughout the day.



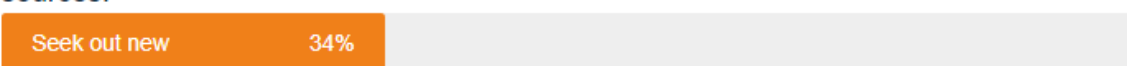
Social media has increased my awareness of eating and drinking out brands.



I lead a busy lifestyle and rarely have a large amount of free time.



I actively seek out information on new places to eat and drink out through all available sources.



I tend to stick to places that I know well when eating and drinking out.



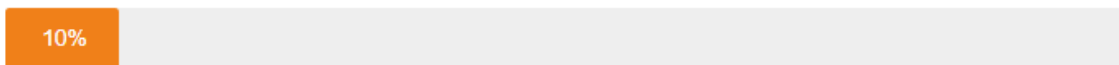
I take a keen interest in food and drink and consider myself knowledgeable on the subject.



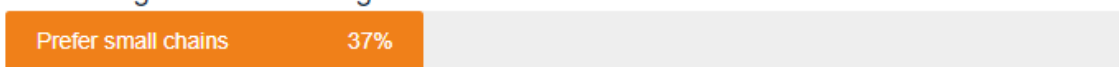
I consider myself a 'foodie'.



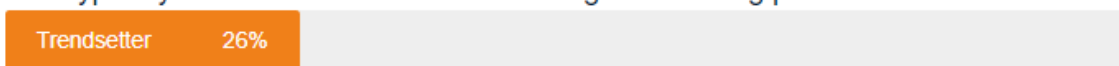
I am interested in deals and offers.



I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised



I am typically one of the first to visit new eating and drinking places.

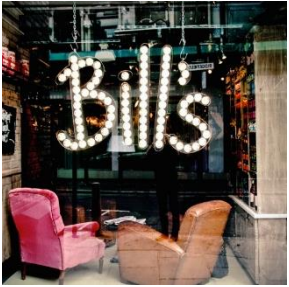




Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.

Top 5 brands they over index for drink-led visits



1. Bill's



2. Pizza Hut



3. Café Rouge





4. Browns



5. Beefeater

Top 5 brands they over index for food-led visits

1.  **27%** +4 p.p

2.  **25%** +3 p.p

3.  **10%** +3 p.p

4.  **23%** +2 p.p

5.  **21%** +2 p.p

Drivers they over index for drink-led visits

-  Location
-  Value for money
-  Choice of food
-  Service
-  Quality of experience

Drivers for food-led visits

-  Location
-  Convenience
-  Value for money
-  Food quality
-  Choice of food



10%
of Confident Conformists are interested in offers and deals



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.

Top 5 drinks consumed



1. Soft drinks



2. Coffee



3. Wine

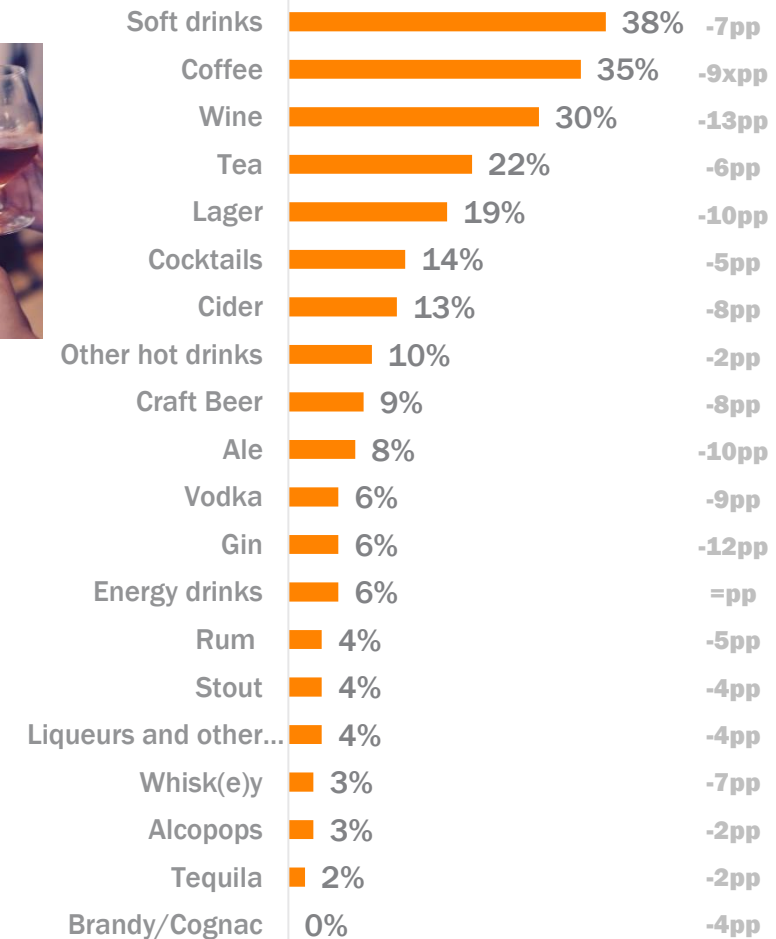


4. Tea



5. Lager

Drinks consumed vs GB



Top 5 drinks brands consumed



Coca Cola

1.



2.



Diet Coke

3.



4.



5.

DRINKING OUT



Confident Conformists

Fairly comfortably off, they follow trends and regularly eat and drink out, often in pub restaurants with a glass of wine.

Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Advertisements
2. TV adverts
3. Bar staff recommendation

Top 5 over indexing soft drink brands consumed



Coca Cola

Diet Coke

Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. Advertisements

Over indexing reasons choose soft drinks categories

1. Influence of friends
2. Advertisements
3. Special offers/discounts

DRINKING OUT



You are a... Comfortable Sceptic

You demand quality eats at good prices, preferably somewhere local. The familiarity of a nice cup of coffee is just what the doctor ordered – especially when you're on the go and picking up your weekly shopping. When going out for a meal you tend to stick to your favourite places and visiting somewhere new is usually based on recommendations from trusted friends. You have a lifestyle that allows you to take the time to enjoy the things you love – namely good food and even better company!



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



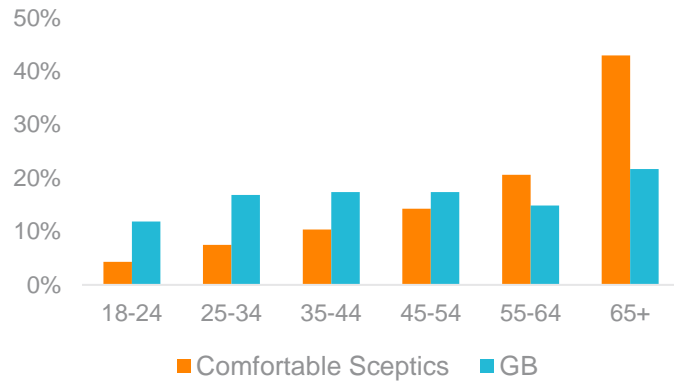
DEMOGRAPHICS



Age

43% are 65+ years old

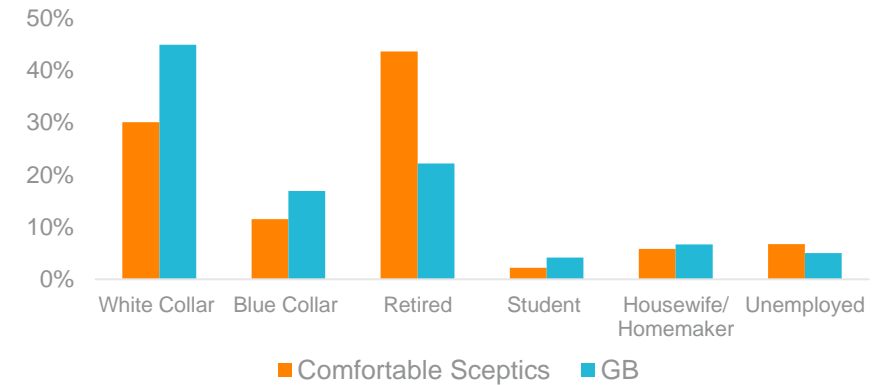
Age Group



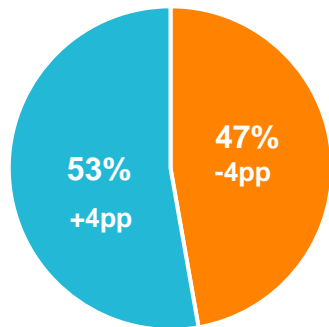
Employment

44% are retired

Employment



Gender



Female Male

Population



Proportion of the population

Comfortable Sceptics

10%



Proportion of total drink-led visits

5%



Proportion of total food-led visits

6%



Parents

17%

Index vs. GB
-19pp



Affluence

Low: less than £30,000

Household Income





Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



31%

Eat out weekly

£18.05

Avg. spend, per head on food-led occasion



16%

Drink out weekly

£11.04

Avg. spend, per head on drink-led occasion

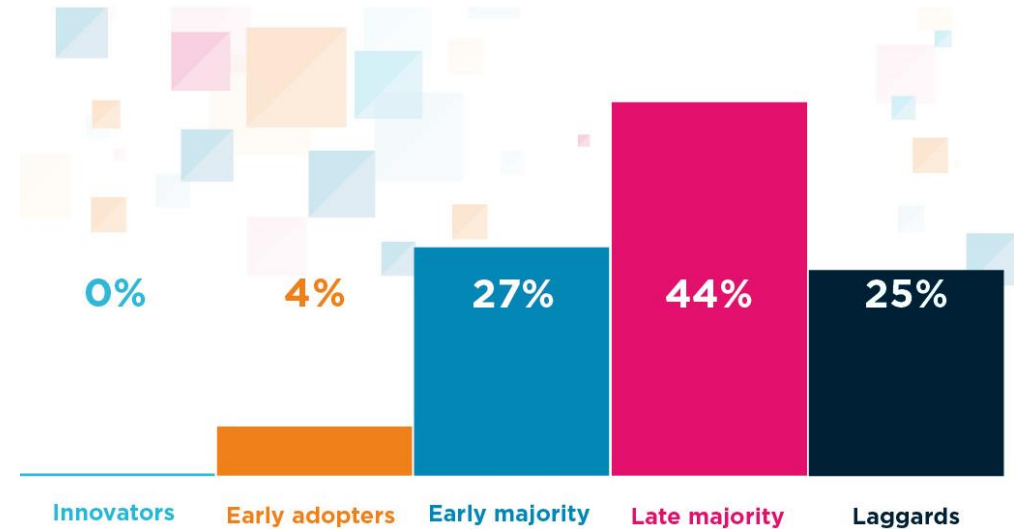


£55.85

Avg. monthly spend

Comfortable Sceptics spent *35% less than* the GB monthly average

Adoption of trends



Repertoire

Number of drinks categories

Comfortable Sceptics

2.8

GB Avg.

3.6

Number of eating out brands visited every 6 months

5.2

7.9



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.

Attitudes & behaviours

I proactively try to lead a healthy lifestyle.

Health 62%

I like to keep up to date with the latest trends and fashions.

7%

I check social media frequently throughout the day.

Social media 32%

Social media has increased my awareness of eating and drinking out brands.

17%

I lead a busy lifestyle and rarely have a large amount of free time.

15%

I actively seek out information on new places to eat and drink out through all available sources.

15%

I tend to stick to places that I know well when eating and drinking out.

Familiarity 55%

I take a keen interest in food and drink and consider myself knowledgeable on the subject.

Food expertise 43%

I consider myself a 'foodie'.

Foodie 26%

I am interested in deals and offers.

10%

I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised

25%

I am typically one of the first to visit new eating and drinking places.

6%



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



Top 5 brands they over index for drink-led visits



1. Wetherspoon



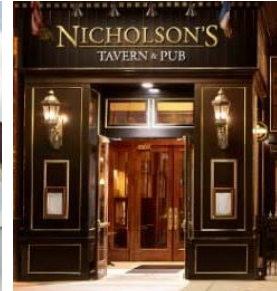
2. Everards



3. Shepherd Neame



4. McMullens



5. Nicholson's

Top 5 brands they over index for food-led visits

1. **COSTA** 76% +25 p.p






2. **CAFFÈ NERO** 27% +10 p.p

3.  39% +9 p.p





4.  17% +6 p.p

5.  24% +6 p.p

Top drivers for drink-led visits

1.  Location
2.  Value for money
3.  Previous visits consistently good
4.  Choice of food
5.  Ambience/ atmosphere

Top drivers for food-led visits

1.  Location
2.  Convenience
3.  Value for money
4.  Food quality
5.  Previous visits consistently good



10%
of Comfortable Sceptics are
interested in offers and
deals



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



Top 5 drinks consumed



1. Coffee



2. Wine



3. Soft drinks



4. Tea



5. Lager

Top 5 drinks brands consumed



1.



Diet Coke

2.



Coca Cola

3.

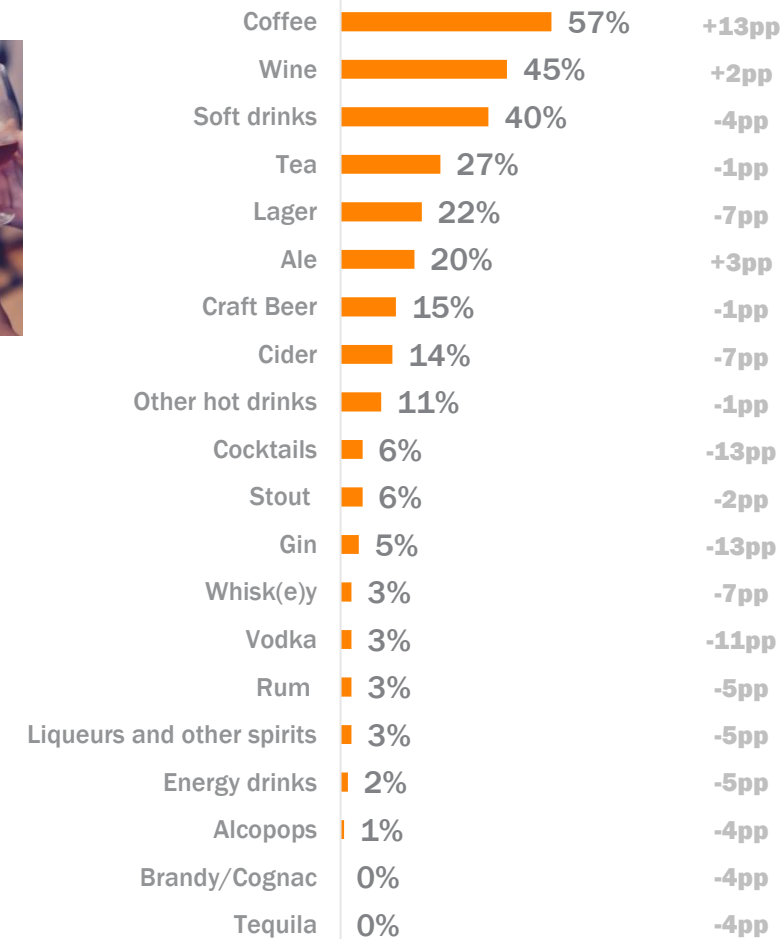


4.



5.

Drinks consumed vs GB



DRINKING OUT



Comfortable Sceptics

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Availability of brands I have not tried before
2. Availability of favourite brand
3. Quality of brands available

Top 5 over indexing soft drink brands consumed



Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. Price
2. Availability of favourite brand

Over indexing reasons choose soft drinks categories

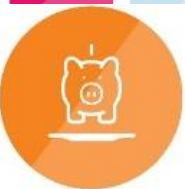
1. Quality of brands available
2. Visibility of brands
3. Availability of favourite brand

DRINKING OUT



You are a... Cost-Conscious Champion

You occasionally go out for a meal or a drink, but when it comes to how you spend your cash, you can think of better ways. You love what you know and tend to stick to dining and drinking out in the places where you know you can get a good offer. Convenience is important as well as good prices, and you love the feeling that you are getting great value for money!



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



PHENOMENAL DATA. EXPERT INSIGHT.

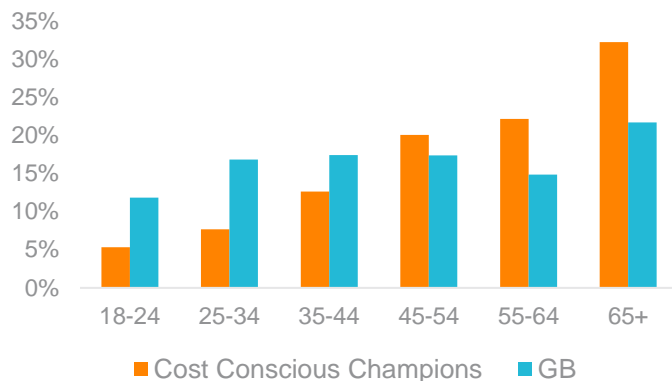
DEMOGRAPHICS



Age

32% are 65+ years old

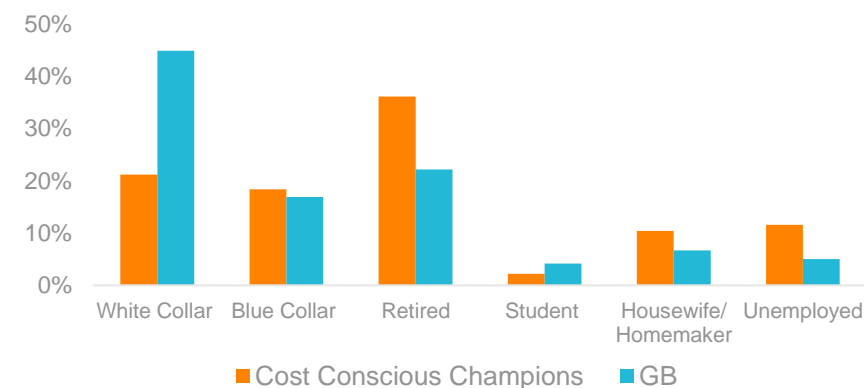
Age Group



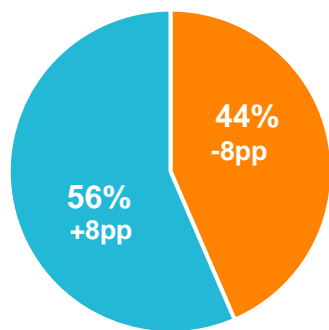
Employment

36% are retired

Employment



Gender



Female Male

Population



Proportion of the population

Cost Conscious Champions

11%



Proportion of total drink-led visits

6%



Proportion of total food-led visits

6%



Parents

24%

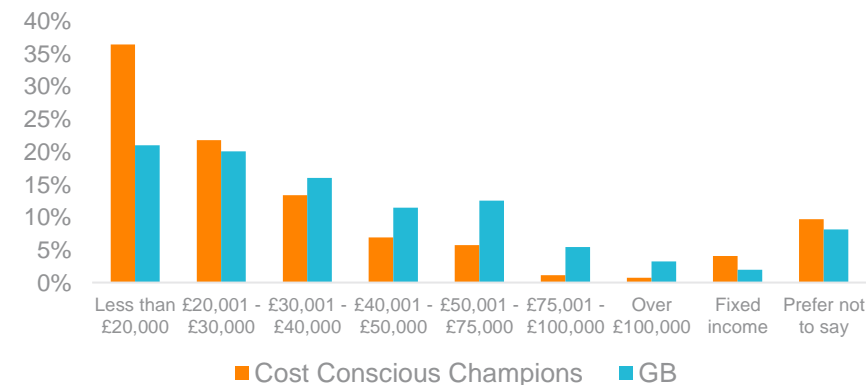
Index vs. GB -12pp

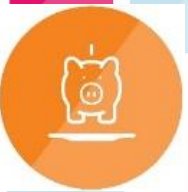


Affluence

Low: less than £30,000

Household Income





Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



27%

Eat out weekly

£15.71

Avg. spend, per head on food-led occasion



20%

Drink out weekly

£10.80

Avg. spend, per head on drink-led occasion

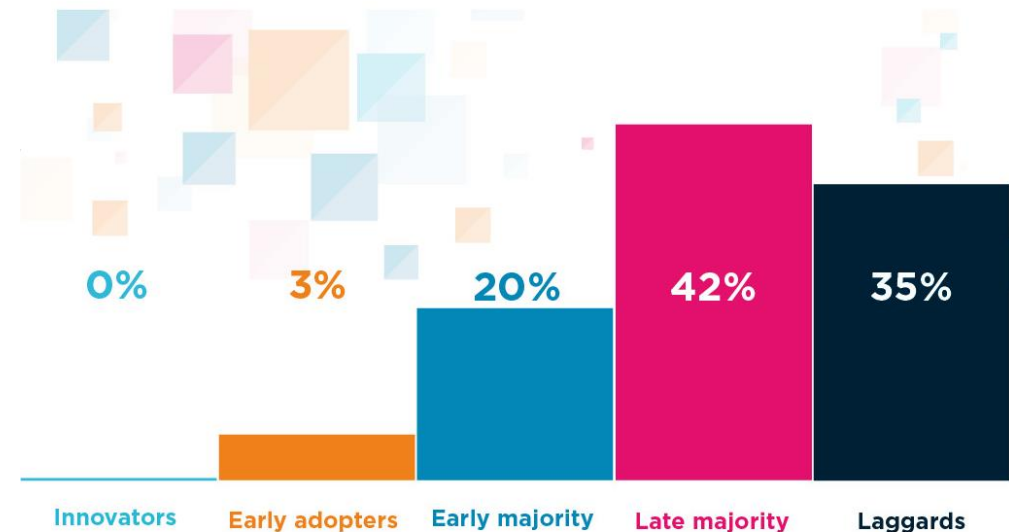


£47.24

Avg. monthly spend

Cost Conscious Champions spent *45% less than* the GB monthly average

Adoption of trends



Repertoire

Number of drinks categories

Cost Conscious Champions

2.7

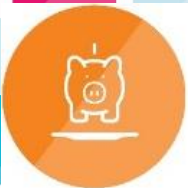
GB Avg.

3.6

Number of eating out brands visited every 6 months

4.5

7.9



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.

I proactively try to lead a healthy lifestyle.

Health 44%

I like to keep up to date with the latest trends and fashions.

8%

I check social media frequently throughout the day.

Social media 38%

Social media has increased my awareness of eating and drinking out brands.

17%

I lead a busy lifestyle and rarely have a large amount of free time.

6%

I actively seek out information on new places to eat and drink out through all available sources.

12%

I tend to stick to places that I know well when eating and drinking out.

Familiarity 64%

I take a keen interest in food and drink and consider myself knowledgeable on the subject.

Food expertise 34%

I consider myself a 'foodie'.

Foodie 21%

I am interested in deals and offers.

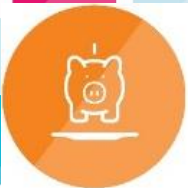
10%

I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised

18%

I am typically one of the first to visit new eating and drinking places.

3%



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



Top 5 brands they over index for drink-led visits



1. Wetherspoon



2. Marston's



3. Toby Carvery



4. Everards



5. McMullens

Top 5 brands they over index for food-led visits

1.  **71%** +23 p.p






2.  **70%** +10 p.p

3.  **43%** +4 p.p

4.  **37%** +3 p.p

5.  **29%** +2 p.p

Top drivers for drink-led visits

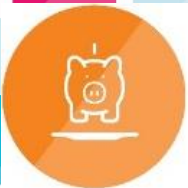
-  Location
-  Value for money
-  Previous visits consistently good
-  Choice of food
-  Ambience/ atmosphere

Top drivers for food-led visits

-  Location
-  Convenience
-  Value for money
-  Food quality
-  Choice of food



10%
of Cost Conscious
Champions are interested in
offers and deals



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.

Top 5 drinks consumed



1. Soft drinks



2. Coffee



3. Lager

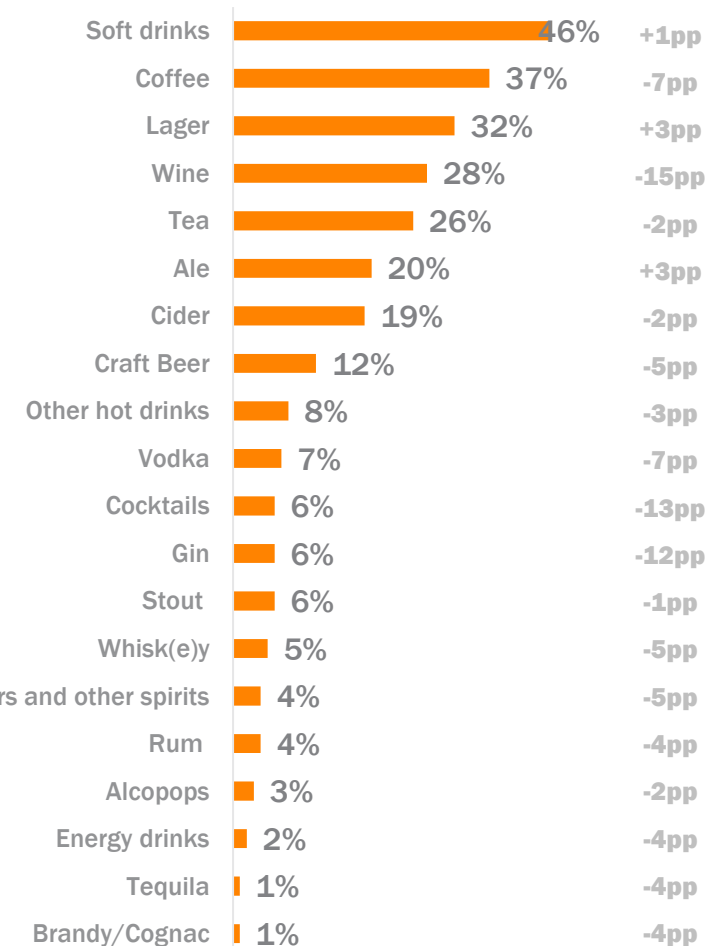


4. Wine



5. Tea

Drinks consumed vs GB



Top 5 drinks brands consumed



Coca Cola

1.



Diet Coke

2.



3.



4.



5.

DRINKING OUT



Cost Conscious Champions

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Price
2. Visibility of price
3. Availability of favourite brand

Top 5 over indexing soft drink brands consumed



Coca Cola Diet Coke

Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. Price
2. Special offers/ discounts

Over indexing reasons choose soft drinks categories

1. Price
2. Availability of favourite brand

DRINKING OUT



You are a... Steadfast Sipper

Pubs are your main attraction when it comes to looking for a place to go out. Convenient and low-key with a great selection of beers, ales and ciders is your go-to for a night out. Prices need to be low enough to get you through the door while quality needs to be high enough to keep you coming back! Normally, as long as there's cold brew, good music and even better prices, you're on board!



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



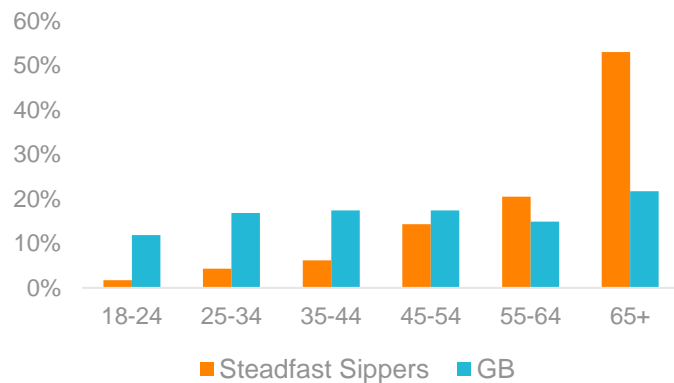
DEMOGRAPHICS



Age

53% are 65+ years old

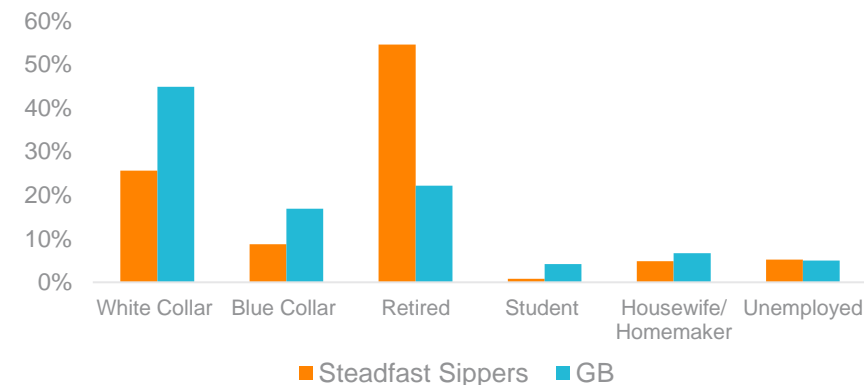
Age Group



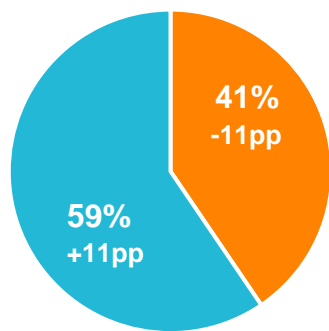
Employment

55% are retired

Employment

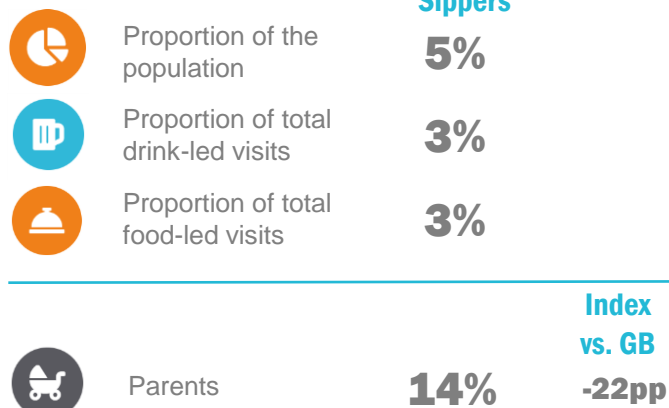


Gender



Female Male

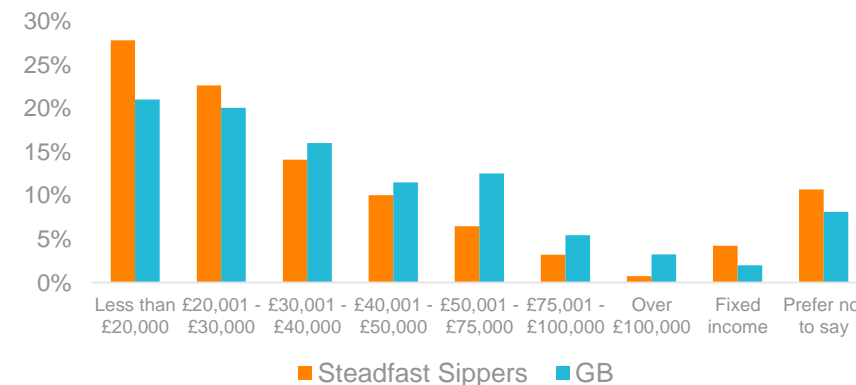
Population



Affluence

Low: Less than £30,000

Household Income





Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



24%

Eat out weekly

£17.30

Avg. spend, per head on food-led occasion



21%

Drink out weekly

£10.92

Avg. spend, per head on drink-led occasion

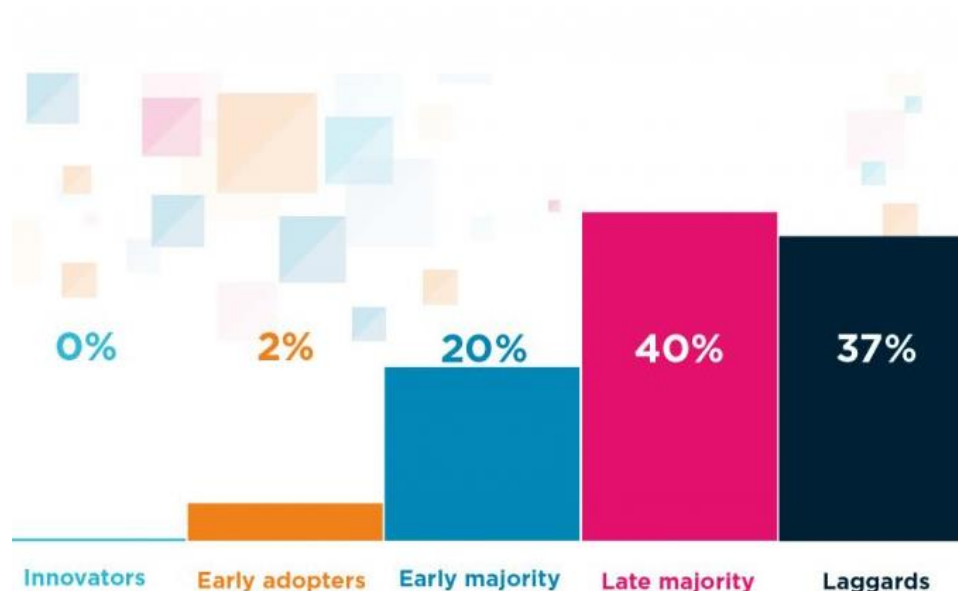


£53.16

Avg. monthly spend

Steadfast Sippers spent *38% less than* the GB monthly average

Adoption of trends



Repertoire

Number of drinks categories

2.3

Steadfast Sippers

3.6

Number of eating out brands visited every 6 months

3.6

7.9



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



I proactively try to lead a healthy lifestyle.

Health 56%

I like to keep up to date with the latest trends and fashions.

6%

I check social media frequently throughout the day.

Social media 23%

Social media has increased my awareness of eating and drinking out brands.

9%

I lead a busy lifestyle and rarely have a large amount of free time.

13%

I actively seek out information on new places to eat and drink out through all available sources.

13%

I tend to stick to places that I know well when eating and drinking out.

Familiarity 59%

I take a keen interest in food and drink and consider myself knowledgeable on the subject.

Food expertise 39%

I consider myself a 'foodie'.

Foodie 21%

I am interested in deals and offers.

Offers 17%

I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised

Prefer... 17%

I am typically one of the first to visit new eating and drinking places.

5%

ATTITUDES & BEHAVIOUR



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



Top 5 brands they over index for drink-led visits



1. Wetherspoon's



2. Greene King



3. Hungry Horse



4. Toby Carvery



5. Vintage Inns

Top 5 brands they over index for food-led visits

1.		30%	+11 p.p
2.	wetherspoon	50%	+8 p.p
3.		20%	+8 p.p
4.		19%	+8 p.p
5.		18%	+6 p.p

Top drivers for drink-led visits

- Location
- Value for money
- Previous visits consistently good
- Service
- Place habitually visit

Top drivers for food-led visits

- Location
- Value for money
- Convenience
- Food quality
- Choice of food



17%
of Steadfast Sippers are
interested in offers and
deals



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



Top 5 drinks consumed



1. Wine



2. Coffee



3. Soft Drinks



4. Ale



5. Tea

Top 5 drinks brands consumed



1.



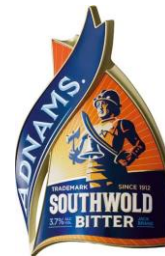
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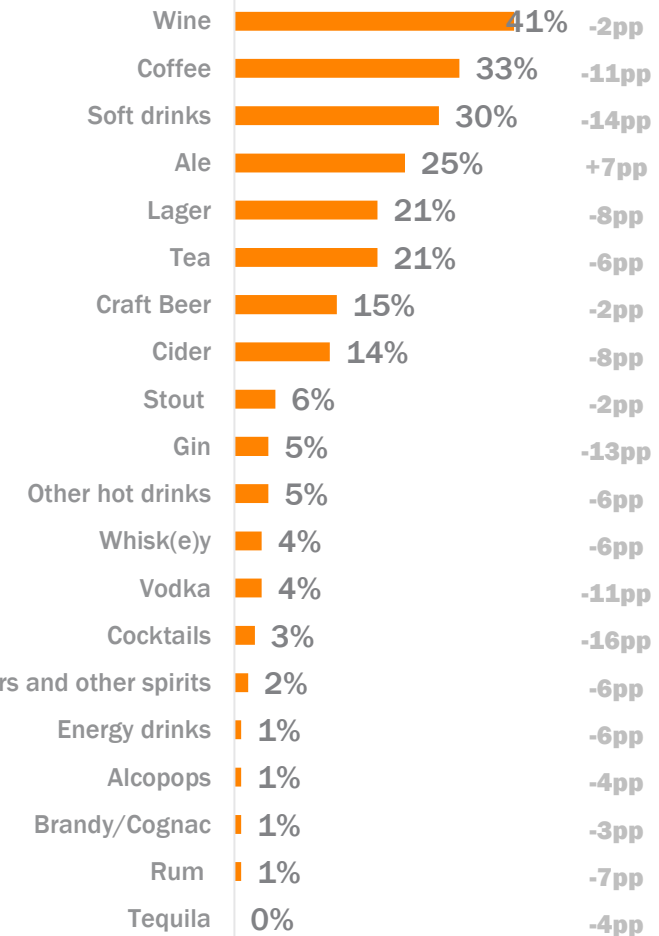


4.



5.

Drinks consumed vs GB



DRINKING OUT



Steadfast Sippers

They've got their favourite places, rarely push the boat out, and prefer to stay close to home.



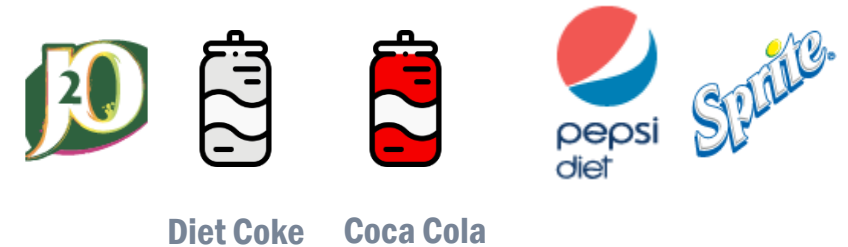
Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Availability of brands not tried yet
2. Availability of favourite brand
3. Tasting notes

Top 5 over indexing soft drink brands consumed



Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. Availability of favourite brand

Over indexing reasons choose soft drinks categories

DRINKING OUT



You are a... Sparkling Socialiser

Like to wine and dine out with friends in upmarket casual dining restaurants when the opportunity arises. Great service and good quality food and drink are incredibly important, which is why they generally opt to eat out in places that are tried and trusted or places that come highly recommended.

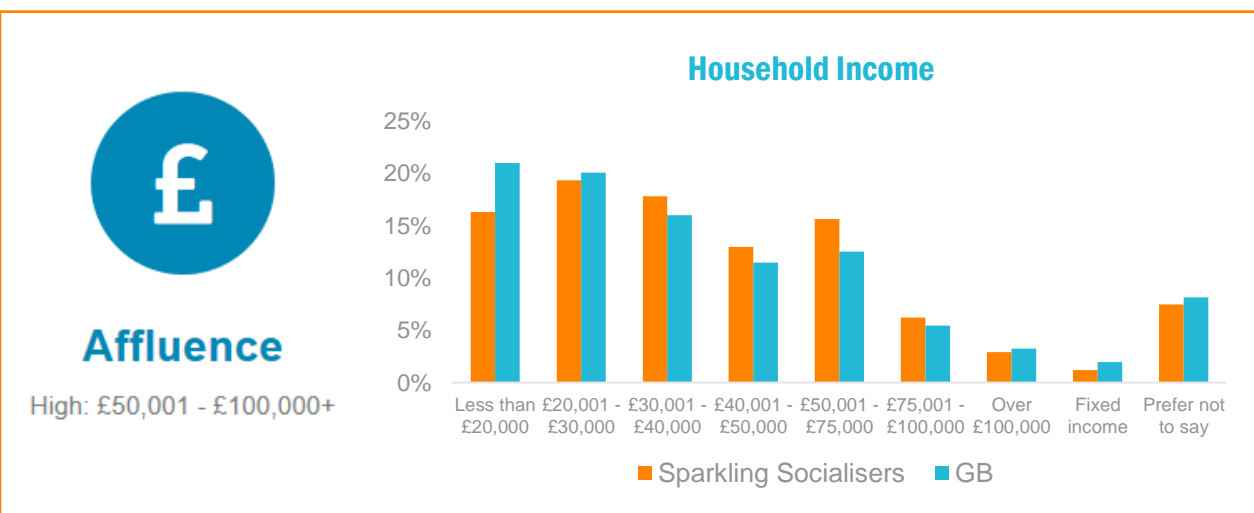
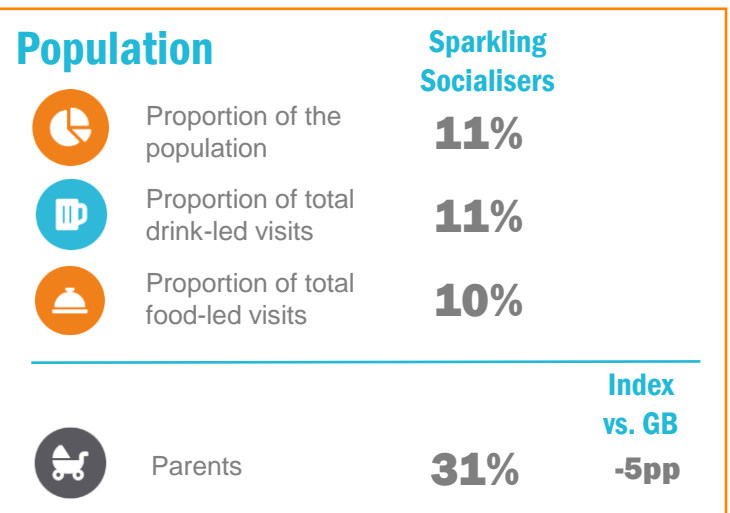
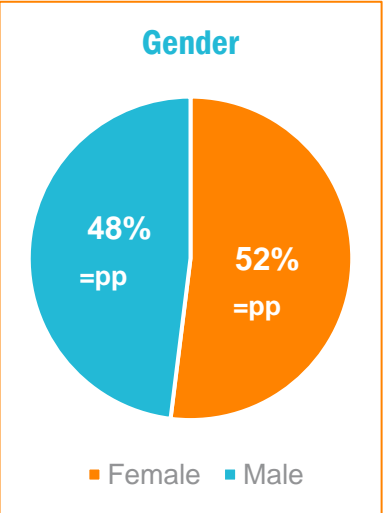
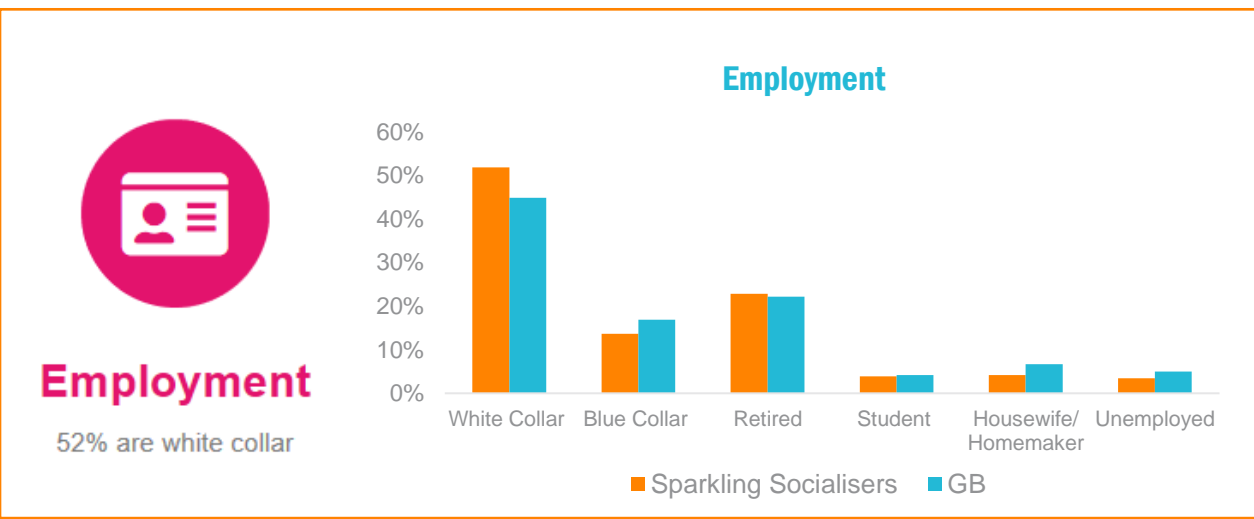
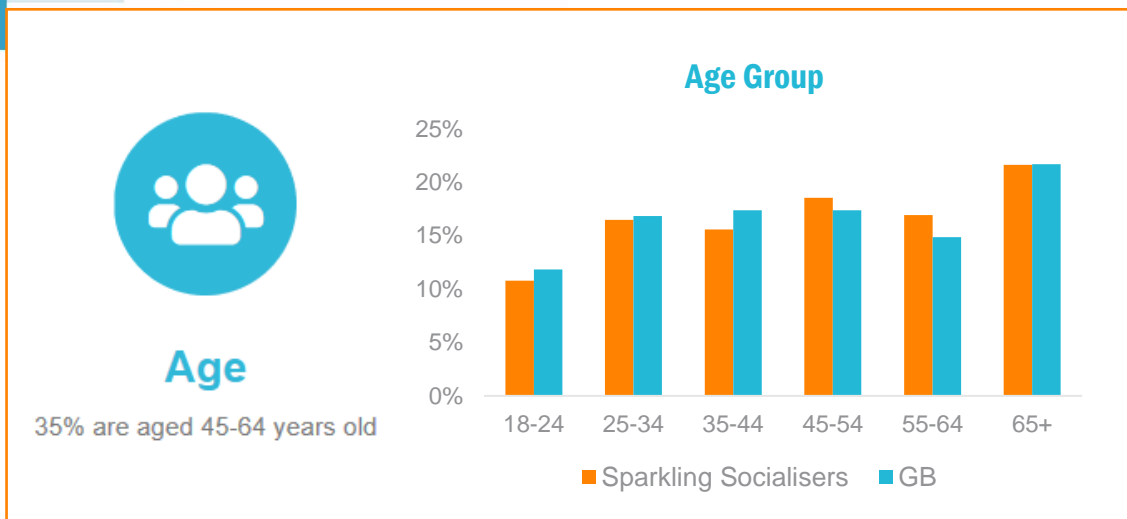


Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



DEMOGRAPHICS





Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



47%

Eat out weekly

£20.47

Avg. spend, per head on food-led occasion



35%

Drink out weekly

£14.09

Avg. spend, per head on drink-led occasion

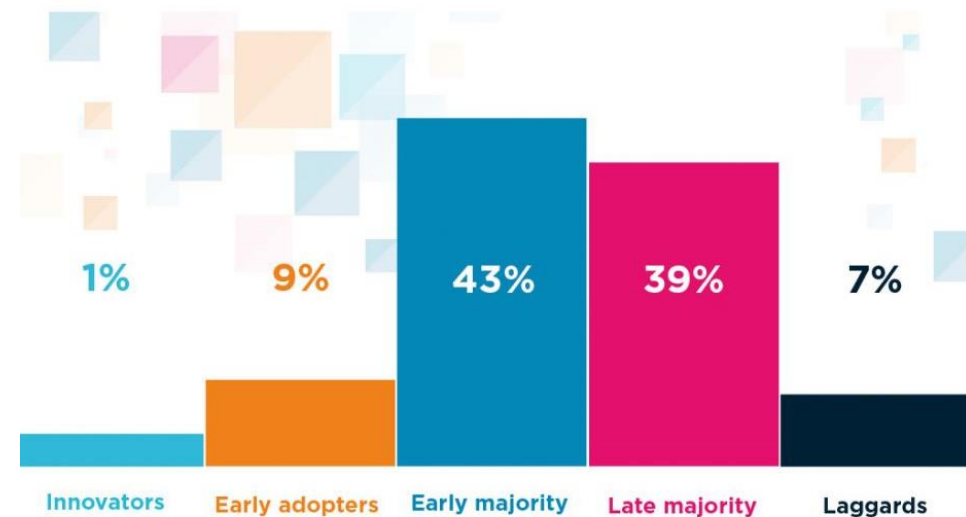


£70.80

Avg. monthly spend

Sparkling Socialisers spent *18% less than* the GB monthly average

Adoption of trends



Repertoire

	Sparkling Socialisers	GB Avg.
Number of drinks categories	4.5	3.6
Number of eating out brands visited every 6 months	8.0	7.9



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



I proactively try to lead a healthy lifestyle.

Health 65%

I like to keep up to date with the latest trends and fashions.

Trends & fashion 34%

I check social media frequently throughout the day.

Social media 55%

Social media has increased my awareness of eating and drinking out brands.

Social media awareness 42%

I lead a busy lifestyle and rarely have a large amount of free time.

Lifestyle 35%

I actively seek out information on new places to eat and drink out through all available sources.

Seek out new 28%

I tend to stick to places that I know well when eating and drinking out.

Familiarity 44%

I take a keen interest in food and drink and consider myself knowledgeable on the subject.

Food expertise 70%

I consider myself a 'foodie'.

Foodie 49%

I am interested in deals and offers.

11%

I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised.

Prefer small chains 37%

I am typically one of the first to visit new eating and drinking places.

15%



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



Top 5 brands they over index for drink-led visits



1. Brewdog



2. All Bar One



3. Wetherspoon's



4. Greene King



5. Revolucion De Cuba

Top 5 brands they over index for food-led visits

1. **wagamama** 13% +3 p.p






2. **wetherspoon** 44% +2 p.p

3. *Carluccio's* 9% +2 p.p


4.  23% +2 p.p

5.  11% +2 p.p

Top drivers for drink-led visits

-  Location
-  Value for money
-  Choice of food
-  Previous visits consistently good
-  Ambience/ atmosphere

Top drivers for food-led visits

-  Location
-  Convenience
-  Value for money
-  Food quality
-  Choice of food



11%

of Sparkling Socialiser are interested in offers and deals



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.

Top 5 drinks consumed



1. Wine



2. Gin



3. Coffee



4. Soft Drinks



5. Lager

Top 5 drinks brands consumed



1.



2.



3.



4.



5.

Drinks consumed vs GB



DRINKING OUT



Sparkling Socialisers

Regularly wine and dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. Visibility of brands on bar/fridge
2. Quality of brands available
3. Availability of favourite brand

Top 5 over indexing soft drink brands consumed



Diet Coke

Coca Cola

Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. Visibility of brands
2. Quality of brands available
3. More visible pricing

Over indexing reasons choose soft drinks categories

1. Visibility of brands
2. Influence of friends
3. Bar staff recommendation

DRINKING OUT



You are a... Business Class-Seeker

You don't care about prices – you care about quality, reputation and prestige! That's not to say you wouldn't sit down in a pub with a nice pint, it just means that the pub and pint need to be the best that London can offer. You have a terribly busy lifestyle packed with entertaining clients and back-to-back business meetings, who has time to cook? Not you! That's why you tend to eat out regularly and since you can expense most of it, why not try the expensive red or the best filet mignon the restaurant can offer? You deserve it after all!



Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

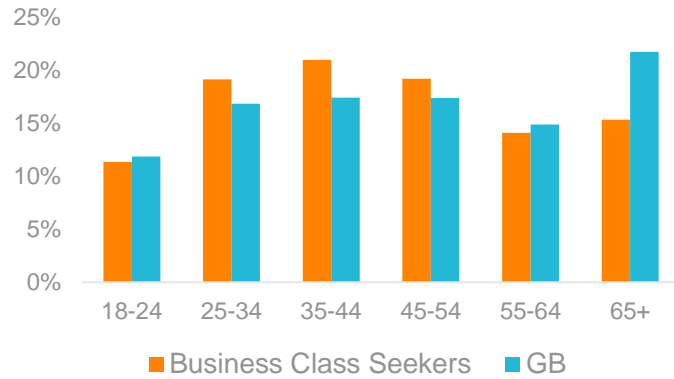
DEMOGRAPHICS



Age

19% are 45-54 years old

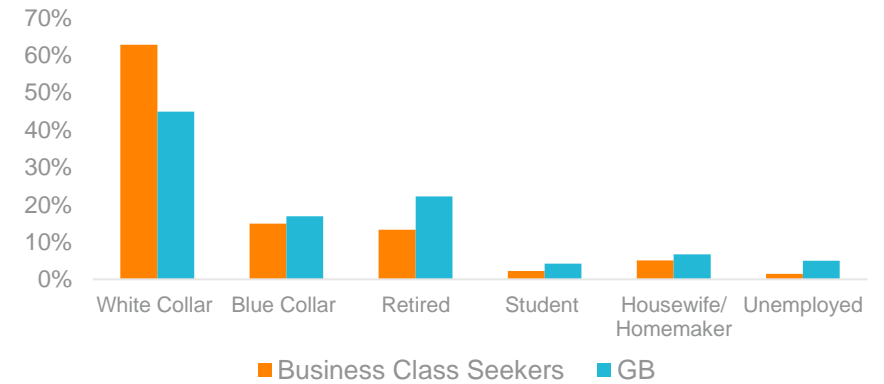
Age Group



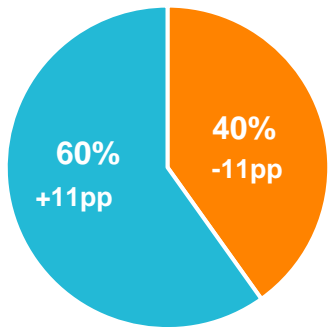
Employment

63% are white collar

Employment



Gender



60% +11pp Female 40% -11pp Male

Population



Proportion of the population

7%



Proportion of total drink-led visits

13%



Proportion of total food-led visits

12%



Parents

49%

Index vs. GB

+13pp

Business Class Seekers



Affluence

High: £50,001 - £100,000+

Household Income





Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.



80%

Eat out weekly

£24.27

Avg. spend, per head on food-led occasion



57%

Drink out weekly

£17.90

Avg. spend, per head on drink-led occasion

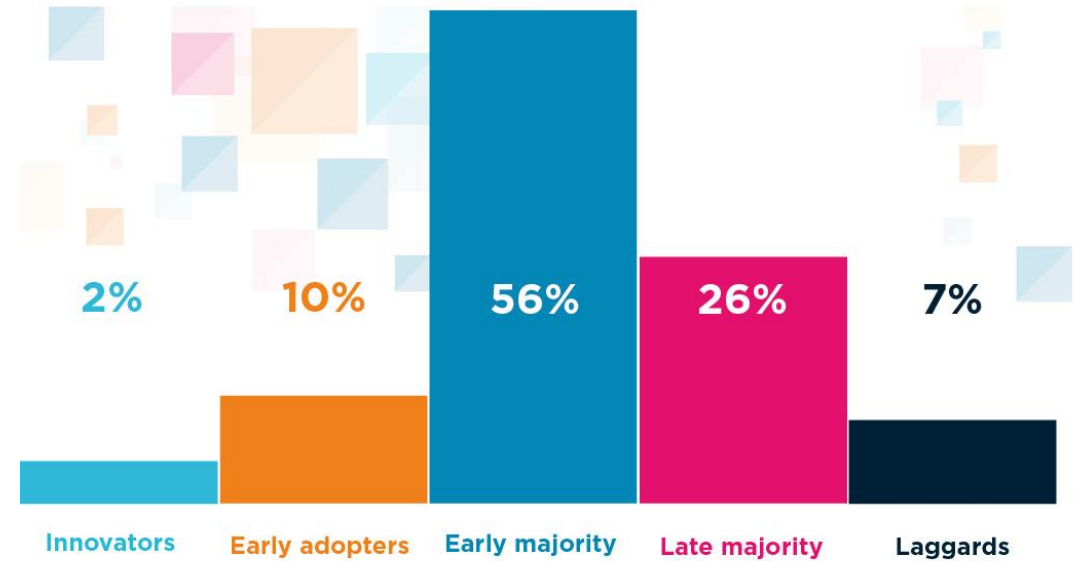


£251.37

Avg. monthly spend

Business Class Seekers spent **191% more** than the GB monthly average

Adoption of trends



Repertoire

	Business Class Seekers	GB Avg.
Number of drinks categories	2.8	3.6
Number of eating out brands visited every 6 months	9.8	7.9



Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

I proactively try to lead a healthy lifestyle.

Health 71%

I like to keep up to date with the latest trends and fashions.

Trends & fashion 58%

I check social media frequently throughout the day.

Social media 60%

Social media has increased my awareness of eating and drinking out brands.

Social media awareness 55%

I lead a busy lifestyle and rarely have a large amount of free time.

Lifestyle 52%

I actively seek out information on new places to eat and drink out through all available sources.

Seek out new 46%

I tend to stick to places that I know well when eating and drinking out.

Familiarity 50%

I take a keen interest in food and drink and consider myself knowledgeable on the subject.

Food expertise 79%

I consider myself a 'foodie'.

Foodie 63%

I am interested in deals and offers.

9%

I enjoy visiting new eating and drinking out brands whilst they are still small chains but are starting to become recognised.

Prefer small chains 32%

I am typically one of the first to visit new eating and drinking places.

Trendsetter 35%



Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.



Top 5 brands they over index for drink-led visits



1. All Bar One



2. Fuller's



3. Café Rouge



4. Bella Italia



5. The Alchemist

Top 5 brands they over index for food-led visits

1.		26%	+9 p.p
2.		29%	+8 p.p
3.		15%	+8 p.p
4.		38%	+7 p.p
5.		30%	+6 p.p

Top drivers for drink-led visits

- Location
- Value for money
- Choice of food
- Service
- Ambience/atmosphere

Top drivers for food-led visits

- Location
- Convenience
- Value for money
- Food quality
- Choice of food



9%

of Business Class Seekers are interested in offers and deals



Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

Top 5 drinks consumed



1. Wine



2. Coffee



3. Soft Drinks



4. Lager

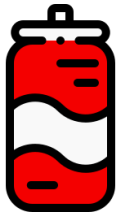


5. Tea

Drinks consumed vs GB



Top 5 drinks brands consumed



Coca Cola

1.



2.



Diet Coke

3.



4.



5.

DRINKING OUT



Business Class-Seekers

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.



Top 5 over indexing LAD Brands Consumed



Over indexing reasons choose LAD categories

1. The quality of brands available
2. Availability of interesting new brands
3. Visibility of price

Top 5 over indexing soft drink brands consumed



Coca Cola Diet Coke

Top 5 over indexing Spirit Brands Consumed



Over indexing reasons choose spirit categories

1. The quality of mixer available
2. Influence of friends
3. Special events

Over indexing reasons choose soft drinks categories

1. Bar staff recommendation
2. The quality of brands available
3. Serve style

DRINKING OUT