



Oxford Blue CGA Demographic Data

Understand the profitability and importance of different consumers

The Oxford Blue – 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.



Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	2,932	18.52	9,583,035	15.35	120.69		●●●
C02 - Comfortable Sceptics	1,736	10.97	8,713,823	13.95	78.59	●●●	
C03 - Mainstream Minded	1,328	8.39	6,388,194	10.23	82.01	●●	
C04 - Cost Conscious Champions	1,050	6.63	7,857,998	12.58	52.71	●●●●●	
C05 - Carefree Dolce Vitas	1,037	6.55	4,527,939	7.25	90.34	●	
C06 - Family Pit Stoppers	1,063	6.71	4,593,126	7.35	91.29	●	
C07 - Trending Tastemakers	2,533	16.00	5,955,829	9.54	167.77		●●●●●●●
C08 - Steadfast Sippers	536	3.39	4,164,917	6.67	50.77	●●●●●	
C09 - Sparkling Socialisers	1,458	9.21	5,223,569	8.36	110.11		●●
C10 - Business Class Seekers	2,158	13.63	5,441,256	8.71	156.45		●●●●●●
Total Population (MATCH)	15,831	100.00	62,449,686	100.00	100.00		



Confident Conformist

15.60% of your target market



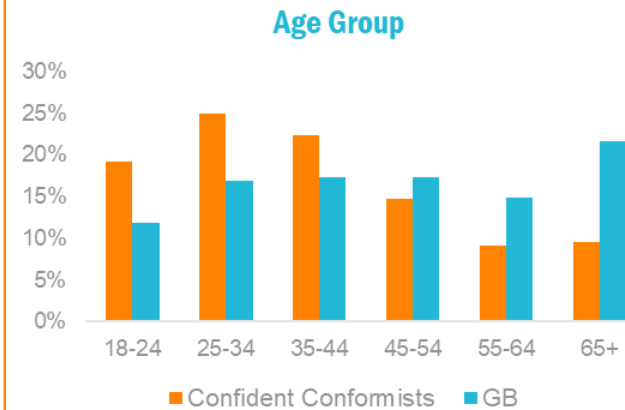
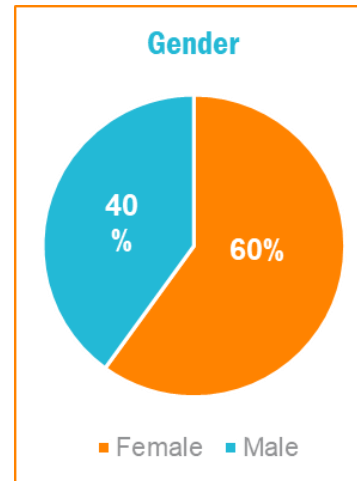
Olivia is fairly comfortably well off, she follows trends and regularly eats out, often in a pub restaurant with a delicious glass of wine.

Demographics

25% are 25-34 years old

48% are parents

55% are white collar



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Confident Conformist

Behaviours & Attitudes

59% Eat out weekly

40% drink out weekly

I proactively try to lead a healthy lifestyle.

Health 75%

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

Trends & fashion 75%

I check social media frequently throughout the day.

Social media 72%

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

Social media awareness 62%

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

Lifestyle 71%

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

Seek out new 34%

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

Familiarity 61%

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

Food expertise 76%

I consider myself a 'foodie'.

Foodie 63%

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

Prefer small chains 37%

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

Trendsetter 26%



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Top 5 drinks consumed



Soft Drinks

38%



Coffee

30%



Wine

35%



Tea

22%



Lager

19%

Confident Conformist

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

Drinks

- Premium draft offer
- Mix of value/premium spirits
- Cocktails
- Premium wine list with a small selection of entry level wines must include a good selection of sparkling wines
- Quality coffee offer

Food

- Traditional pub menu
- Specials board
- Innovative food focused Rhythm of the week
- Tapas/sharing platters
- Sunday Roast

Key Drivers



Wine tasting



Enticing food offer



Live music

Communication



Websites



Social Media



Email Marketing



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Trending Tastemaker



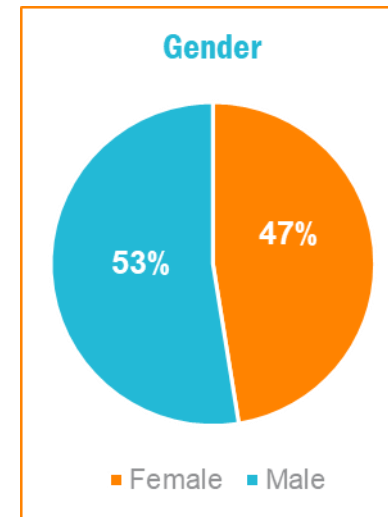
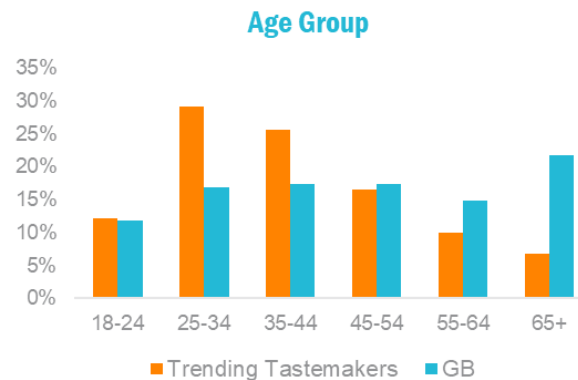
Emma is a Trending Tastemaker'. She is always busy but regularly makes time for eating and drinking out. She is the first to visit the latest trendy places and tell all of her friends about it on social media

Demographics

29% are 25-34 years old

55% are parents

74% are white collar



Behaviours & Attitudes

40% eat out weekly

24% drink out weekly

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.



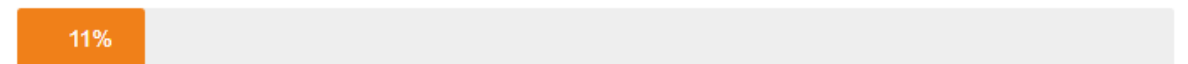
I take a keen interest in food and drink and consider myself knowledgeable on the subject.



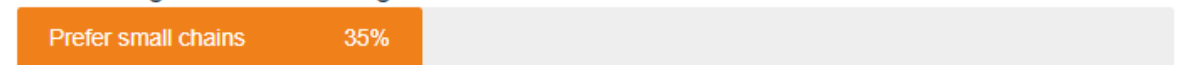
I consider myself a 'foodie'.



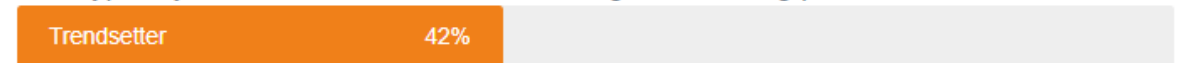
I am interested in deals and offers.



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.





Wine

65%



Coffee

57%



Gin

52%



Soft Drinks

50%



Cocktails

46%

Trending Tastemaker

Regularly makes time for eating and drinking out. She is the first to visit the latest trendy places and tell all of her friends about it on social media

Drinks

- Premium draft offer
- Premium spirits
- Premium softs
- Cocktails
- Premium wine list with a good selection of sparkling wines
- Brunch menu
- Quality coffee offer

Food

- Contemporary menu
- Specials board
- Innovative food focused
- Rhythm of the week
- Tapas/sharing platters
- Sunday Roast

Key Drivers



Wine tasting



Contemporary food offer



Live music



Bottomless brunch



Cocktail night



Instagramable moments

Communication



Websites



Social Media



Email Marketing



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Sparkling Socialiser



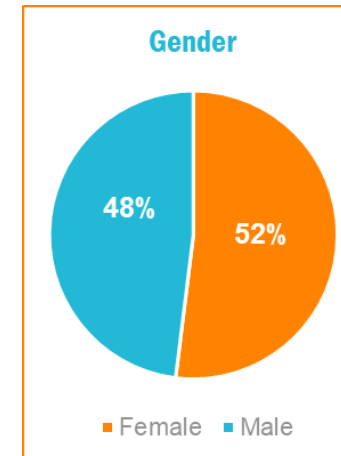
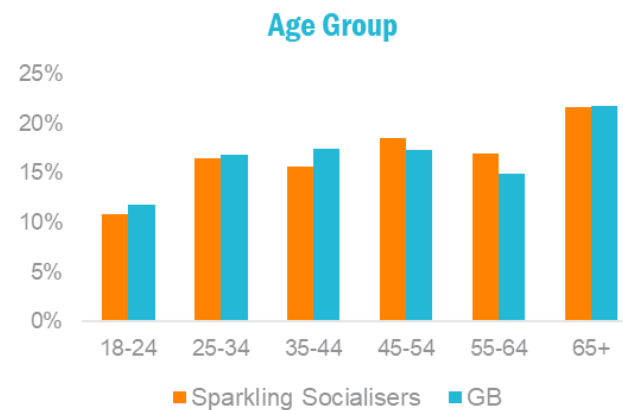
Lauren is a 'Sparkling Socialiser', she likes to wine and dine out with friends in upmarket casual dining restaurants. She appreciates great service and good quality food and drink are incredibly important to her which is why she tends to eat out in places that are highly recommended

Demographics

35% are 45-64 years old

31% are parents

52% are white collar



Behaviours & Attitudes

47% eat out weekly

35% drink out weekly

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%



Wine

57%



Gin

56%



Coffee

47%



Soft Drinks

33%



Lager

32%

Sparkling Socialisers

Meet up with friends in upmarket casual dining restaurants. Great service and good quality food and drink are incredibly important

Drinks

- Premium draft offer
- Premium spirits
- Premium softs
- Cocktails
- Premium wine list with a good selection of sparkling wines
- Brunch menu
- Quality coffee offer

Food

- Contemporary menu
- Specials board
- Innovative food focused
- Rhythm of the week
- Tapas/sharing platters
- Sunday Roast

Key Drivers



Wine tasting



Contemporary food offer



Live music



Bottomless brunch



Cocktail night



Instagramable moments

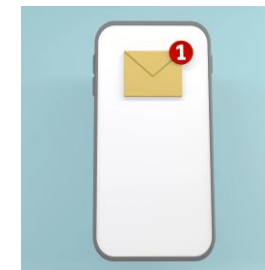
Communication



Websites



Social Media



Email Marketing



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Business Class Seeker



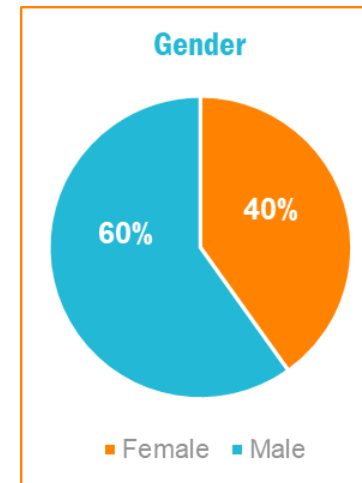
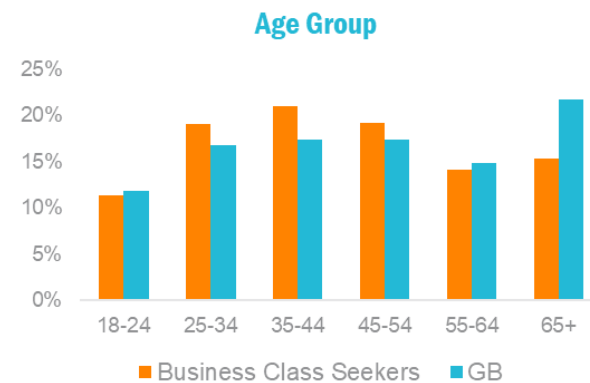
Charles is a big spender on food and drink whether on business or out with the family. He thinks nothing of dining out and take regular trips away which always includes a meal somewhere luxurious

Demographics

19% are 45-54 years old

49% are parents

63% are white collar



Behaviours & Attitudes

80% eat our weekly

57% drink our weekly

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 Seeker

Big spenders on food and drink whether on business or out with the family. They think nothing of dining out and take regular trips away which always includes a meal somewhere luxurious

Gin



Wine

45%



Coffee

38%



Soft Drinks

35%



Lager

29%



Tea

32%

Drinks

- Premium draft offer
- Premium spirits
- Premium softs
- Cocktails
- Premium wine list with a good selection of Champagne and sparkling wines

Food

- Premium food offer
- Specials board
- Wine Pairing

Key Drivers



Wine tasting and menu pairing



Premium food offer

Live acoustic background music (pianist)

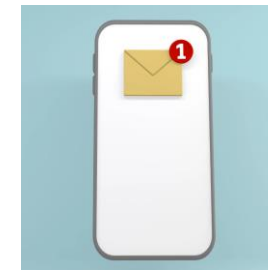
Communication



Websites and Google



Social Media



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