



WELLS & CO

EST 1876

WELLS & CO PUB PARTNERS **W**



SHIP, CAMBRIDGE

Neighbourhood

Mainstream/traditional

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	797	15.43	9,583,035	15.35	100.56		●
C02 - Comfortable Sceptics	527	10.20	8,713,823	13.95	73.12	● ● ●	
C03 - Mainstream Minded	484	9.37	6,388,194	10.23	91.61	●	
C04 - Cost Conscious Champions	744	14.40	7,857,998	12.58	114.48		● ●
C05 - Carefree Dolce Vitas	277	5.36	4,527,939	7.25	73.97	● ● ●	
C06 - Family Pit Stoppers	517	10.01	4,593,126	7.35	136.09		● ● ● ●
C07 - Trending Tastemakers	634	12.27	5,955,829	9.54	128.71		● ● ●
C08 - Steadfast Sippers	329	6.37	4,164,917	6.67	95.51		●
C09 - Sparkling Socialisers	345	6.68	5,223,569	8.36	79.86	● ● ●	
C10 - Business Class Seekers	511	9.89	5,441,256	8.71	113.55		● ●
Total Population (MATCH)	5,165	100.00	62,449,686	100.00	100.00		

The background features a collage of colorful squares in shades of blue, orange, pink, and teal. Interspersed among these squares are various icons: a person silhouette, a plate with a fork and knife, two wine glasses, and a speech bubble. The overall aesthetic is modern and vibrant.

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.



Age

25% are 25-34 years old



Employment

55% are white collar



Affluence

Medium: £30,001 - £50,000

Drivers they over index for drink-led visits

1. Location
2. Value for money
3. Choice of food
4. Service
5. Quality of experience

Gender



■ Female ■ Male

Drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food



10%

of Confident Conformists are interested in offers and deals



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.



Age

32% are 65+ years old



Employment

36% are retired



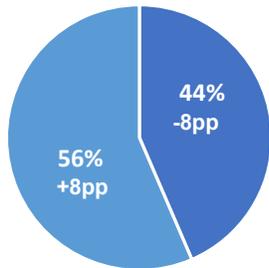
Affluence

Low: less than £30,000

Top drivers for food-led visits

1. Location
2. Convenience
3. Value for money
4. Food quality
5. Choice of food

Gender



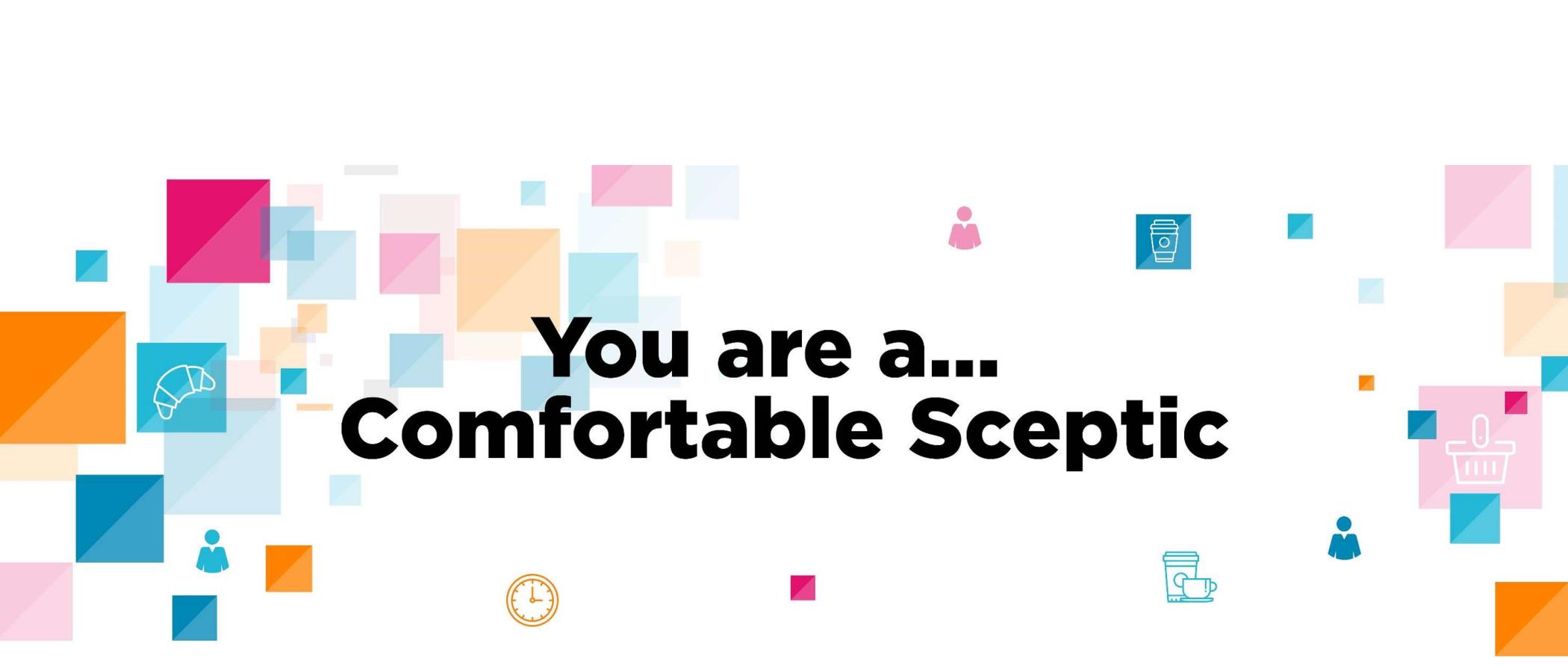
■ Female ■ Male

Top drivers for drink-led visits

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



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



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.



Age

43% are 65+ years old



Employment

44% are retired



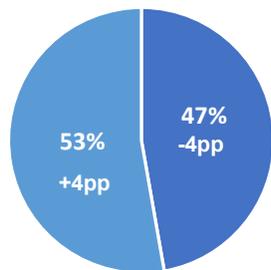
Affluence

Low: less than £30,000

Top drivers for drink-led visits

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

Gender



■ Female ■ Male

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



You are a... Family Pit-stopper

Family comes first and sometimes that means it's going to be a hectic day! The kids certainly don't have the patience for places where the service is outlandishly long. You value convenience and speed of service over all else! Finding somewhere which is family friendly with food the kids love is like finding a rare gemstone, so when you discover a restaurant the whole family likes, you stick with it!



Family Pit Stoppers

They've normally got the kids with them so look for a quality, quick bite while they're out and about.



Age

23% are 45-54 years old



Employment

29% are blue collar



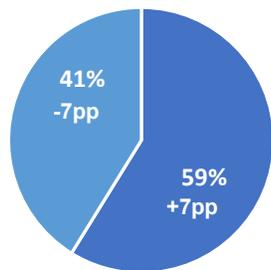
Affluence

Low: Less than £30,000

Top drivers for food-led visits

1. Location
2. Value for money
3. Convenience
4. Food quality
5. Choice of food

Gender



■ Female ■ Male

Top drivers for drink-led visits

1. Location
2. Value for money
3. Choice of food
4. Service
5. Ambience/ atmosphere



11%
of Family Pit Stoppers are
interested in offers and
deals