



WELLS & CO

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PUB PARTNERS



Red Lion Yardley Hastings

2000 meters

Data Set: MATCH - Consumer Segmentation by CGA

Target: Red Lion, NORTHAMPTON, NN 7 1ER: 2000 metres Radius

Base: *GB: GB Outline

Variable	Target Value	Target %	Base Value	Base %	Index To Base		
C01 - Confident Conformists	99	14.00	9,583,035	15.35	91.25	●	
C02 - Comfortable Sceptics	134	18.95	8,713,823	13.95	135.83		●●●●
C03 - Mainstream Minded	63	8.91	6,388,194	10.23	87.11	●●	
C04 - Cost Conscious Champions	75	10.61	7,857,998	12.58	84.31	●●	
C05 - Carefree Dolce Vitas	45	6.36	4,527,939	7.25	87.79	●●	
C06 - Family Pit Stoppers	38	5.37	4,593,126	7.35	73.08	●●●●	
C07 - Trending Tastemakers	56	7.92	5,955,829	9.54	83.05	●●	
C08 - Steadfast Sippers	68	9.62	4,164,917	6.67	144.22		●●●●●●
C09 - Sparkling Socialisers	69	9.76	5,223,569	8.36	116.68		●●
C10 - Business Class Seekers	60	8.49	5,441,256	8.71	97.40	●	
Total Population (MATCH)	707	100.00	62,449,686	100.00	100.00		



Red Lion Yardley Hastings

2000 meters

Data Set: Pub Segmentation

Target: Red Lion, NORTHAMPTON, NN 7 1ER: 3000 metres Radius

Base: *GB: GB Outline

Variable	Target Value
Best Fit Segmentation	Village All Rounder
How close is the Best Fit?	0.81
Second Best Fit Segmentation	Premium Village
How close is the Second Best Fit?	0.70
Third Best Fit Segmentation	none
How close is the Third Best Fit?	0.00

Heritage Premium

SEGMENTATION



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.

18.9% Way above GB average



Confident Conformists

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

14.0% Just below GB average



Steadfast Sippers

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

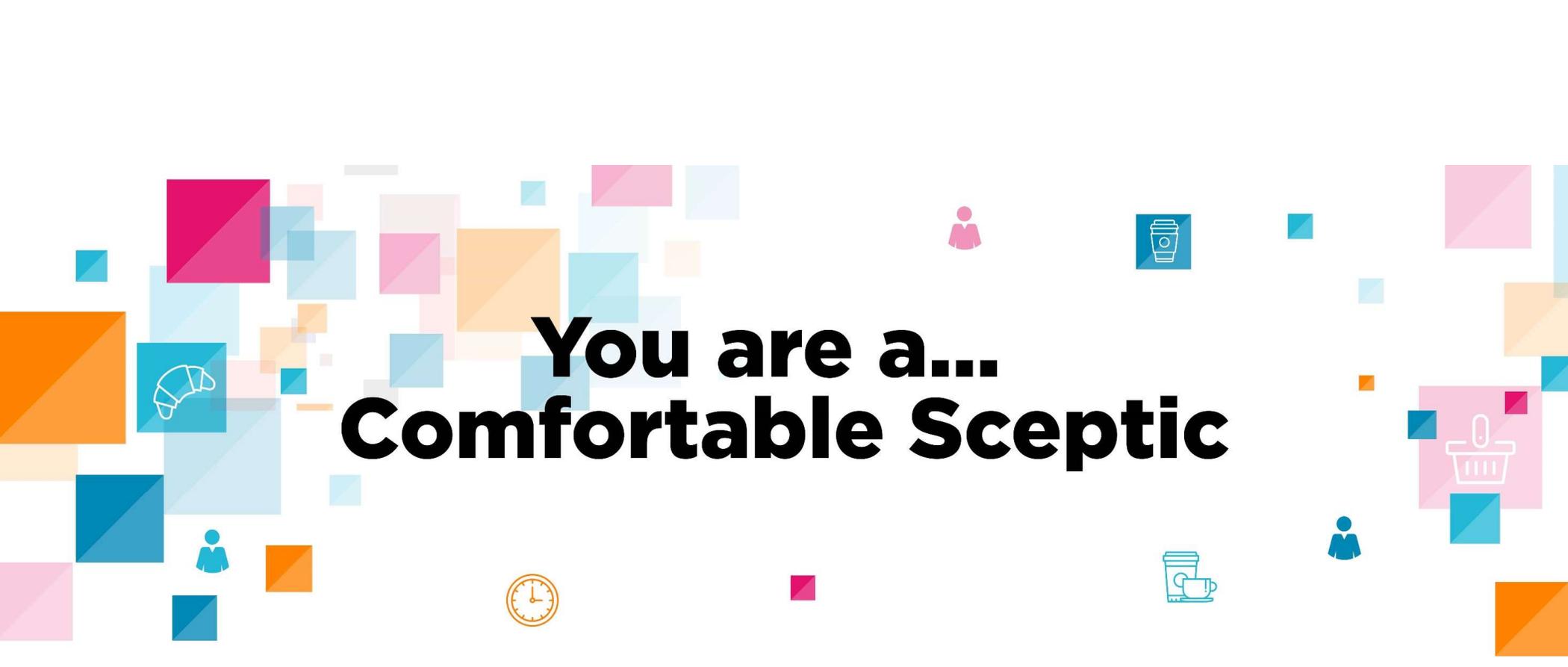
9.6% Way above GB average



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.

9.8% Above GB average



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



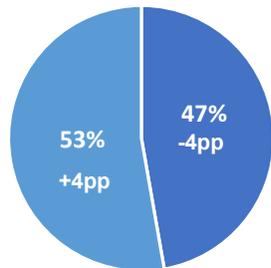
Affluence

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

COMFORTABLE SCEPTIC PROFILE



Samuel

Good food demander / Tried & tested /
Socialiser - good company / Familiarity fiend

Meet Samuel - our comfortable sceptic

Samuel demands good food and loves when it is paired with even better company. Samuel lives a more relaxed lifestyle which enables him to cycle, visit friends and go and grab a coffee after a weekly shop, which is likely to be done somewhere local that offers good prices.

For going out to eat Samuel will go somewhere tried and tested and is likely to only branch out to somewhere new on the recommendations of close friends.

What's the best way to contact Samuel?

Text, Whatsapp and Facebook (doesn't like email marketing)

Our Key Target Area for Samuel

Somewhere that feels like a home from home, knowing they are going to get good locally sourced food at affordable prices.

Samuel's Brand Associations

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



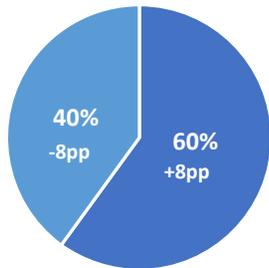
Affluence

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... 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.



Age

53% are 65+ years old



Employment

55% are retired



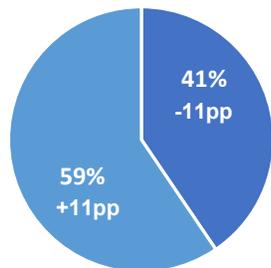
Affluence

Low: Less than £30,000

Top drivers for drink-led visits

1. Location
2. Value for money
3. Previous visits consistently good
4. Service
5. Place habitually visit

Gender



■ Female ■ Male

Top drivers for food-led visits

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



17%

of Steadfast Sippers are interested in offers and deals



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.



Age

35% are aged 45-64 years old



Employment

52% are white collar



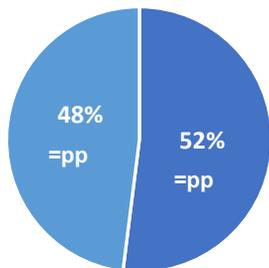
Affluence

High: £50,001 - £100,000+

Top drivers for drink-led visits

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

Gender



■ Female ■ Male

Top drivers for food-led visits

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



11%
of Sparkling Socialiser are
interested in offers and
deals

SPARKLING SOCIALISER

SPARKLING SOCIALISER PROFILE

Lucas

Eating out enthusiast / Label lover /
Restaurant recommender / Out out aficionado

Meet Lucas - our sparkling socialiser

Lucas loves to have a good time & when he gets the chance to go out he wants a fun atmosphere and only top notch drinks will do. A creature of habit Lucas visits places that are tried & trusted (or highly recommended by his friends) & can guarantee a good time! Receiving great service will make Lucas your biggest word of mouth advocate.

What's the best way to contact Lucas?

Whatsapp & Email

Our Key Target Area for Harper

A place that is familiar but with great service levels and fab food & drink, where he wants to bring friends and know that his recommendation will be applauded.



Lucas' Brand Associations

