

What is going to appeal to my customer?

Place Customer Profile

**Knowing your customer on a deeper level
through qualitative and ethnographic profiling**

Place Customer Profile (PCP)

Qualitative Profiling for Property Owners

Service overview

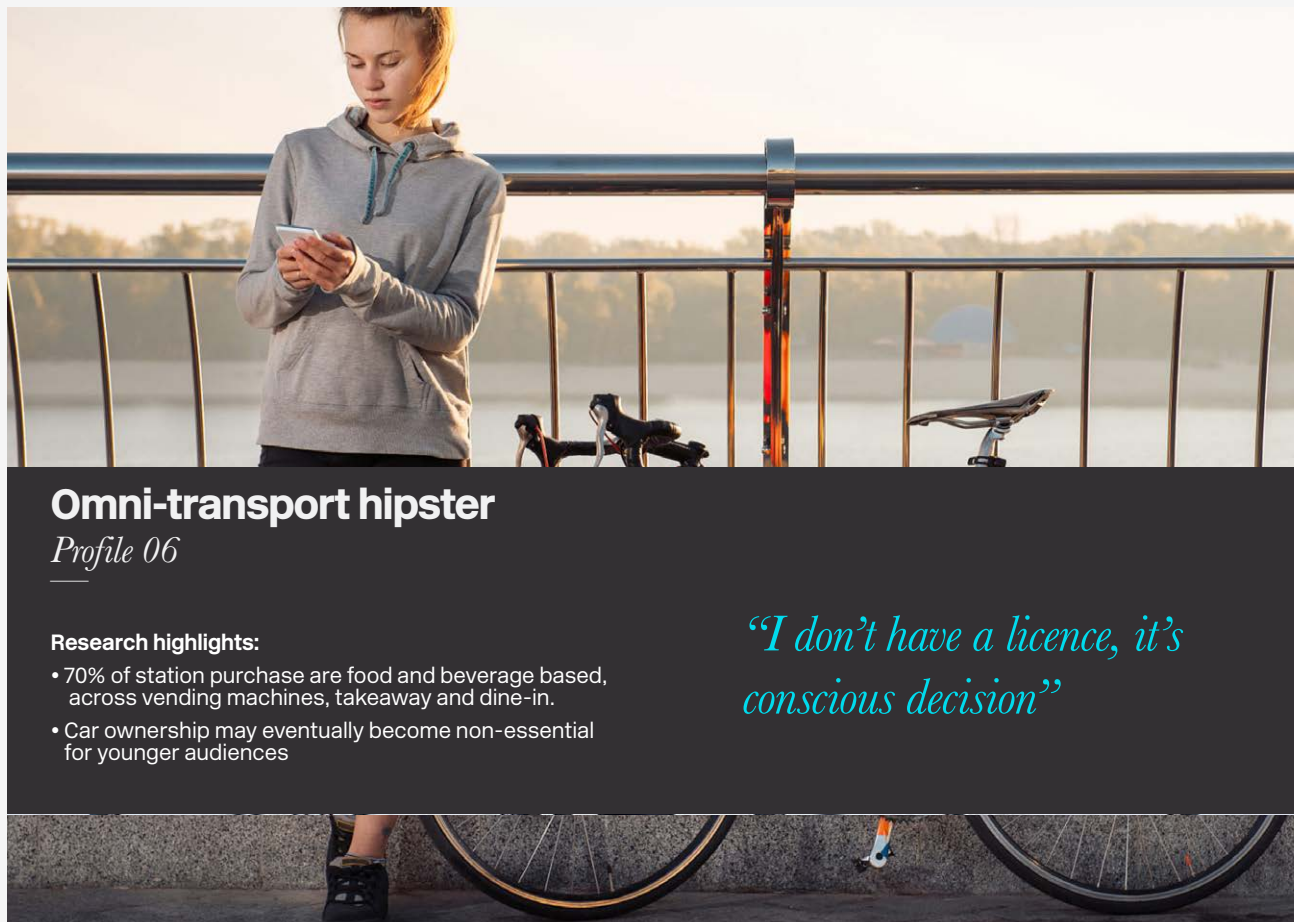
Primary research with customers and tenants, both users and non-users of assets, to give an understanding of distinct behaviours, lifestyle attributes and existing recreational pursuits among key audiences. This piece of research provides critical evidence in justifying investment in recommendations, strategies and informing capital expenditure.

Who

Any asset owner, developer or manager seeking in-depth insight into key audiences that visit their place.

Value

Informs more targeted design, leasing and marketing, leading to higher rates of conversion and the ability to charge a premium.



Omni-transport hipster
Profile 06

Research highlights:

- 70% of station purchase are food and beverage based, across vending machines, takeaway and dine-in.
- Car ownership may eventually become non-essential for younger audiences

“I don’t have a licence, it’s conscious decision”

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A_ Young singles and DINKS



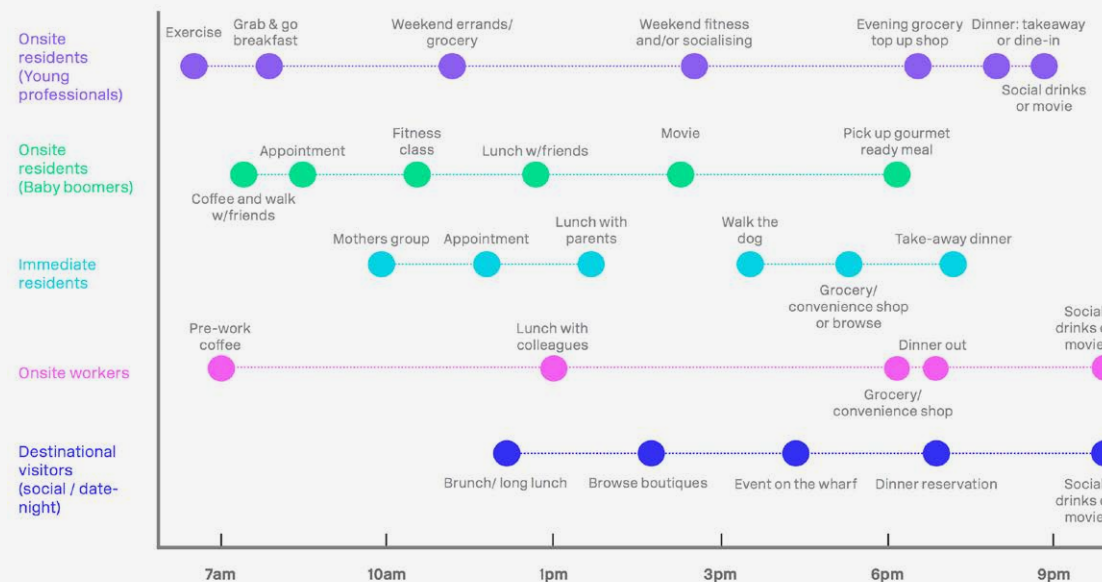
B_ Young - mid families – 'Providers'



C_ Established 'well to do' families



Key Visitation Patterns



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