

Cityside Cindy



Key Qualities:

Family Focused

Locally Connected

Adventure

Age

41-years-old

Occupation

Business Manager

Location

Within/near St. Charles

Insights

* “Living in the St. Charles area fits my life and although my daily routine doesn’t change much, that doesn’t mean I don’t seek out new places, new people, or try new things. I might be predictable, but I’m not boring!”

* “My family is my priority and it does take a village and a lot convenient distractions and destinations to raise children. When my community is aligned with my priorities it makes it easier for me to parent.”

* “Enjoying life to its fullest is what it is all about. Engaging my physical, mental and social senses is energizing and exciting.”

Actions

- She enjoys an easily accessible and walkable city
- She craves destinations for family outings
- She thrives on entertainment and dining options
- She explores community knowing it is safe
- She develops her passions through a variety of choices
- She wants and tries to be a part of something bigger

Shopping Tendencies

- Researches items online before buying them in person
- Prefers shopping in person to have an “experience”
- Stays loyal to businesses she enjoys, disassociates from businesses she dislikes
- Buys online when her life is hectic in order to save time
- Looks at reviews to help her make a decision to buy or visit store

Top 5 Social Media Sites

1. Facebook
2. Instagram
3. Pinterest
4. YouTube
5. Twitter

Why “Cityside Cindy” is Important

- “Cityside Cindy” represents a demographic of people that frequently visit downtown St. Charles businesses.
- She gives businesses an insight into this demographic and what their motivations are for visiting stores and buying goods within downtown St. Charles.
- Businesses can then use “Cityside Cindy” as a way to shift their marketing and business efforts to attract the “Cityside Cindy” shoppers, helping them to increase business by bringing this demographic into business locations.