

Downtown David and Taylor



Key Qualities:

Social

Interest Driven

Trendy

Thrill Seeker

Tech-Savvy

Single/Independent

Age

21-35 years old

Occupation Status

Entry Level/Temp Positions

Location

Within/near St. Charles

Insights

* "I'm not sure if I'll make St. Charles my permanent home, but I have grown up in or around the area or moved here for work and heard that this is a great community so I feel very comfortable here. I enjoy going to vibrant, exciting places where there are people my age."

* "Money is tight with student loans and living expenses, but living with the parents or with roommates frees up the budget so I want to get out there and have fun, even if it means going over budget some nights."

* "Since I'm working in or around St. Charles or commuting to work, having plenty of options that are convenient for me is key."

Actions

- They enjoy convenience for a fast-paced lifestyle.
- They enjoy social spots where they can meet or be around other people their age
- They thrive on entertainment and innovative ideas
- They are interest-based: they tend to enjoy that catch their eye or match their interests
- Live in the present and last minute ideas

Shopping Tendencies

- Online shopping is dominant
- Shops in person, but usually solo or with a close friend
- Enjoy their favorite places, but research and compare options
- Internet driven – will mostly look things up online for reviews, information, etc.
- Price and interest is key: high prices usually turn them off, but if the item is interesting, they make reasons to purchase anyway.

Top 5 Social Media Sites

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

Why “Downtown David and Taylor” is Important

- “Downtown David and Taylor” represents a demographic of people that frequently visit downtown St. Charles businesses.
- They give 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 “Downtown David and Taylor” as a way to shift their marketing and business efforts to attract the “Downtown David Taylor” shoppers, helping them to increase business by bringing this demographic into business locations or purchasing merchandise.