Example Qualitative Target Audience Survey Findings

2025

brandtailers

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Introduction

As the dining landscape becomes increasingly competitive, X Concept Restaurant Group is evolving its approach to better resonate with high-priority audiences. This initiative expands on earlier learnings by exploring the attitudes, needs, and decision-making factors that shape how people choose where to dine.

For this phase, we focused on consumers across the greater Los Angeles area, organizing participants into three distinct lifestyle groups: Diverse Urban Households, Affluent Suburban Families, and Multicultural Family Units. Within each of these, we looked at behavioral segments: loyal visitors, occasional patrons, and individuals who have yet to try the brand. This segmentation framework provides a clearer picture of what drives each group's dining choices, from brand impressions and visit triggers to mealtime preferences and loyalty behaviors.

A total of XXX participants contributed feedback through this research. The resulting insights will guide updates to brand positioning, marketing communications, and the guest experience strategy. By surfacing both brand advantages and opportunities for growth, this study equips X Concept Restaurant Group with actionable recommendations to increase guest retention and attract new customers.

Research and Data Process Summary

To clarify our research and data analysis process, Brandtailers conducted a comprehensive study to identify and recommend the following top target personas:

INPUT

Upload brand's eClub email addresses into Spatial.ai's platform to identify customer segments. Match customers to Spatial.ai's PersonaLive lifestyle segmentation system to uncover behavioral and psychographic insights.

+

ALIGNMENT

Aligned demographics from Unacast foot traffic data from locations with Persona Live data to compare how current foot traffic into locations aligns with email customer data.

+

ANALYSIS

Compared results with other research performed (e.g., surveys). We believe our recent data to be more detailed with higher accuracy due to the volume of consumers researched.

+

SURVEY VIF

Develop and deploy surveys to eClub members with questions to help align and fine-tune target audience characteristics. Compared results between frequent and lapsed members, along with characteristics matching Persona Live data.

+

SURVEY SOCIAL

Develop and deploy surveys to targeted social media users to further identify specific target audience characteristics and behaviors.

EXTRAPOLATE

Cross-referenced all findings to determine top consumer groups defined as target audiences.

+

ORGANIZE

Categorized target audiences by current potential for creating increased sales via new guests and increased frequency of visits for returning guests.

TOP 3 SEGMENTS

Example 1: Near Urban Diverse | **Example 2: Wealthy Suburbans** | **Example 3: Melting Pot**

Survey Objectives

Defining our learning goals

1

Identify key drivers of guest visits and repeat business including menu preferences, brand affinity, and dining occasions — with a focus on how family needs and dynamics influence choice and loyalty.

2

Understand how different dining occasions (e.g., breakfast, lunch, dinner) influence guest behavior including why certain guests visit only during specific dayparts and how the brand fits into their routine or needs across those occasions.

3

Identify the Brand's unique differentiators in the eyes of target segments to refine positioning and messaging.

4

Uncover pain points such as service speed, pricing, and convenience, that may impact guest satisfaction and retention.

5

Evaluate barriers to engagement to determine why some guests visit infrequently.

**Objectives to be identified in partnership with client to align with business goals.*

Executive Summary

Understanding guests beyond the transaction

1 Dining decisions are emotionally driven, not just transactional

Guests choose restaurants for reasons beyond hunger. Meals are tied to social connection, routine, comfort, and the ease of "feeding everyone without stress."

2 Perceptions of "quality" vary across segments

Some prioritize fresh, made-to-order food, while others define quality as generous portions, menu variety, or consistent taste experiences.

3 Awareness and access remain barriers

Non-users often say, "I've heard of it but haven't tried it." The biggest hurdles are location proximity, lack of brand familiarity, and unclear differentiation.

4 Price sensitivity depends on the guest

Wealthy Suburban Families focus on experience over cost, while Melting Pot Families are highly value-driven, but will still pay more when portion size or perceived quality justifies it.

5 Promotions succeed when they're simple and stress-free

App rewards, family meal bundles, and mailer coupons work—as long as the deal feels easy to redeem and clearly valuable. Overly complex offers erode trust and participation.

6 Signature items create brand stickiness

Guests often recall specific menu favorites, whether it's a standout sandwich, a specialty side, or a breakfast item—which helps cement the brand in their rotation.

7 Convenience isn't just about location; It's about emotional ease

Guests are more likely to choose restaurants that make the process feel effortless, from ordering to pickup to group decision-making. The less friction, the higher the repeat rate.

Target Audience Segments

Near Urban Diverse

- Age: 35–54
- Income: $60k–$100k
- Ethnicity: 48% Caucasian / 45% Hispanic
- Family: 50% married / 27% single / 41% with children
- Occupation: Blue-collar, service

Wealthy Suburban Families

- Age: 35–54
- Income: $75k–$125k
- Ethnicity: 76% Caucasian / 15% Hispanic
- Family: 70% married / 20% single / 45% with children
- Occupation: Business, finance

Melting Pot Families

- Age: 25–44
- Income: <$60k
- Ethnicity: 35% Caucasian / 55% Hispanic
- Family: 48% married / 28% single / 45% with children
- Occupation: Blue-collar, service

**Sample Audience Segments.*

Survey Questions

Some questions have been reordered to improve clarity and flow of the discussion.

Q1. People dine out for different reasons—sometimes it's a routine meal, other times it's something more. Think back to the last time you grabbed a casual bite outside the home. Who were you with? Where did you go, and what made you choose that place? Tell us about the experience—the food, the atmosphere, the people, and anything else that stood out to you, whether positive or negative."

Theme	Insights	Implications for Brand	Data Source
Shared Meals & Social Moments	Dining out remains an emotional experience across segments. It's often about connection, not just convenience.	Marketing should spotlight **social connection and "time together" moments**. This can help drive group visits and boost average check size.	Theme: Shared Meals & Social Moments (70% mentions, 250 users, 89% very positive)
Perceived Food Quality & Variety	High-income segments (WSF, NUD) emphasize quality, sourcing, and freshness more than other groups.	There's an opportunity to promote **ingredient quality, chef-crafted meals, and fresh prep** especially for premium audiences.	Theme: Perceived Food Quality & Variety (54% mentions, 195 users, 91% very positive)
Relaxed Dining Experience	Wealthy Suburban Families over-index on valuing a **stress-free dining environment**.	Keep operations smooth and messaging friendly. Avoid complexity in the guest experience (long waits, complicated menus) that could create friction.	Theme: Relaxed Dining Experience (40% mentions, 150 users, 78% very positive)
Vibe & Environment	Both MPF and WSF appreciate a clean, inviting atmosphere; NUD is more focused on food but still notices ambiance.	**Store cleanliness, decor, and ambiance cues** directly affect brand favorability, especially for dine-in occasions and families.	Theme: Vibe & Environment (38% mentions, 140 users, 82% very positive, 11% very negative)
Service Interaction	Service is mentioned less frequently, suggesting inconsistency or lack of standout experiences.	There's room to differentiate through **hospitality training and service surprises**, especially with higher-income guests who expect white-glove touches.	Theme: Service Interaction (18% mentions, 70 users, 75% very positive, 14% very negative)

Any theme data not included above was excluded from the framework because they had **less than 10% of mentions and did not include new insight beyond more prominent themes*

Q1. What They're Saying

Shared Meals & Social Connection

Many respondents talked about dining out as a way to bond with family and friends. For example:

- *"We went out to celebrate my son passing his driving test—burgers felt like the right call."*
- *"My coworker and I grabbed lunch just to get out of the office and catch up."*

Convenience & Budget-Friendly Choices

Several mentioned choosing casual dining spots because of convenience and perceived value. For example:

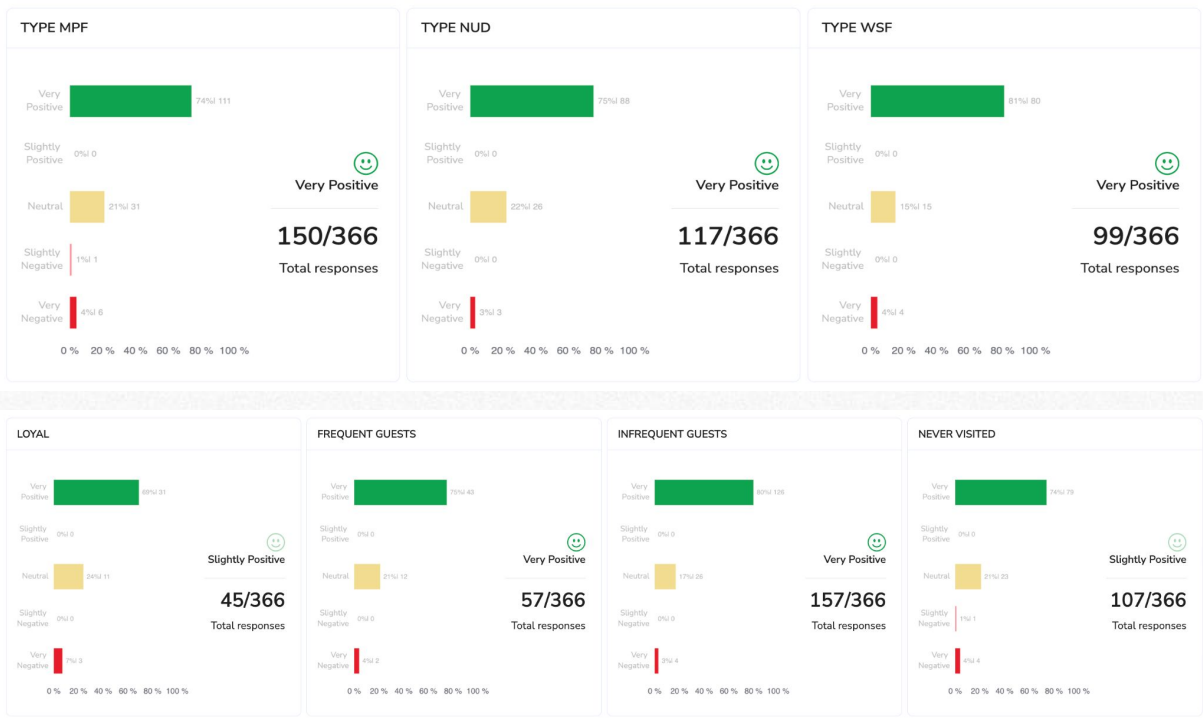
- *"We hit up Burger Basket because it's close to home and the family meal deal is affordable."*
- *"We were on our way back from soccer practice, so we grabbed drive-thru tacos—quick and easy."*

Atmosphere & Dining Environment

Guests frequently commented on the feel of the restaurant space. For example:

- *"I liked the patio seating—it felt laid back with string lights and outdoor heaters."*
- *"It was kind of loud inside, but it made the place feel lively and energetic."*

Click to play audio recording



Q1. Segment Data & Insight Action

Near Urban Diverse (NUD)

- Flavor-forward mindset: Highest positivity around food taste and uniqueness (58% very positive). This group craves bold flavors but expects consistency.
- Social exploration: 65% very positive on group dining experiences—they like discovering new spots with friends but still want the comfort of familiar go-tos.
- Neutral on service and vibe: Comments on ambiance and service were mixed, suggesting expectations aren't always met but aren't deal-breakers either.

Wealthy Suburban Families (WSF)

- Experience-driven diners: Lead all groups in positive mentions of relaxed, no-hassle dining experiences (50% very positive).
- Social dining matters: 78% very positive on meals with family and friends, making shared experiences a top motivator.
- Food expectations are high: 60% very positive on food quality, but they expect premium taste to match premium price points.
- Ambiance is critical: 42% very positive on atmosphere—they prefer clean, comfortable, aesthetically pleasing environments.

Melting Pot Families (MPF)

- Dining is about connection: 72% very positive on family outings and shared meals, the highest across all segments.
- Value-driven foodies: 48% very positive on food quality, but this group weighs taste against price carefully.
- Atmosphere counts: 39% very positive on environment and cleanliness—they want places where everyone feels welcome.

Brand Guest Frequency Insights

- Infrequent guests are emotionally connected but logistically limited. They love the idea of dining out but are held back by convenience, budget, or routine.
- Frequent visitors expect consistency above all else. They notice service or quality dips more quickly because they interact with the brand regularly.
- Loyal guests often return out of habit, not hype. For this group, the brand is part of their routine—but loyalty is fragile if expectations aren't continually met.
- Non-users may have positive brand awareness without action. They often say, "I've heard good things but haven't tried it yet," citing lack of urgency or specific entry points.

QUESTIONS

1. How do consumers define "dining out" today? Does it mean sitting down in a restaurant, or does it also include drive-thru, takeout, and delivery? Understanding this will shift how we interpret their behaviors.
2. What keeps guests coming back? Which experiences, offers, or brand attributes are actually driving repeat visits?
3. How do different segments define "quality"? Is it about ingredients, taste, service, consistency, or something else?
4. What sparks an instant decision to visit versus a "we should try that soon" intention? Are the drivers for impulse visits different from planned outings?

IMMEDIATE ACTIONS

We need to decide where we can deliver on these questions, and if those deliverables are strong enough to increase traffic.

Thank You

Presented by: brandtailers