ISLE OF MAN MARKET SUMMARY

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INTRODUCTION

CACI has been instructed by the Isle of Man to create a bespoke demographic segmentation of the Island. This will be used to gain knowledge of which areas the Isle of Man is most similar to in the UK, for marketing and other purposes.

The analysis will included:

- Creating a correlation model from census data to discover which census districts of the Isle of Man were most like which postcode sectors in England and Wales. An Acorn profile of the Isle of Man is then calculated from the dominant Acorn groups of the most similar postcode sectors.

- Creating a separate correlation model out of the discovered Acorn profile of the Isle of Man to match it to towns across the UK.

The Isle of Man has an extremely **affluent Acorn profile**, with **55%** of households falling into the most affluent Acorn Category, **Affluent Achievers**, compared to 22% across both the regional North West and UK average.

The affluence of the Isle of Man's profile also exceeds all of the benchmark locations, highlighting the wealth of the area and opportunity for a brand to access a market with extremely high spending power.

This opportunity is strengthened by the Isle of Man's unique **captive audience**, meaning businesses operating on the island will benefit from an extremely high share of total expenditure, especially when compared with towns on the mainland UK.

Acorn is CACI's consumer segmentation model. Acorn combines geography with a wide range of demographics and lifestyle data sources to group the entire population into 5 Categories, 17 Groups, and 62 Types. For the purpose of this report, we are focussing on Group level.

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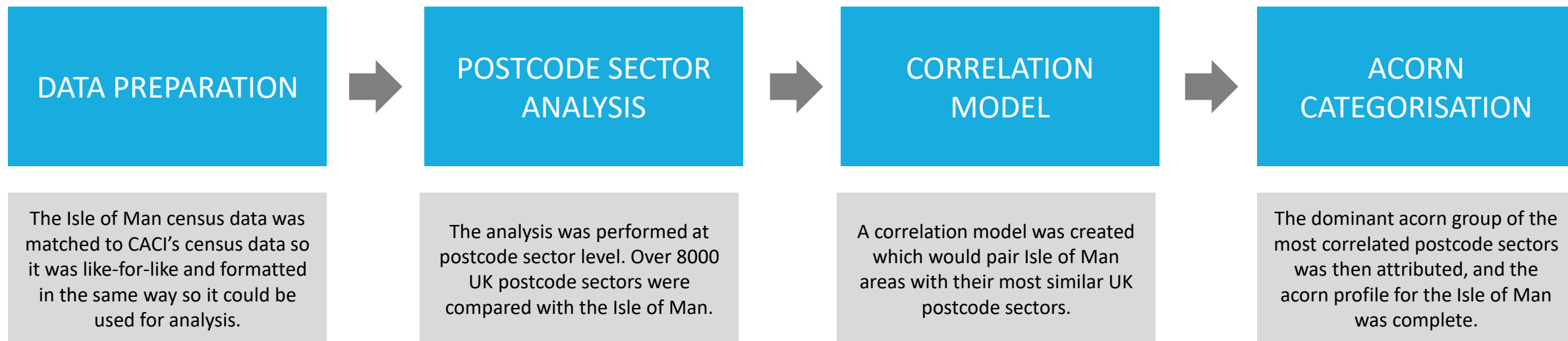**METHODOLOGY**

EXECUTIVE SUMMARY

SIMILAR AREAS SUMMARY
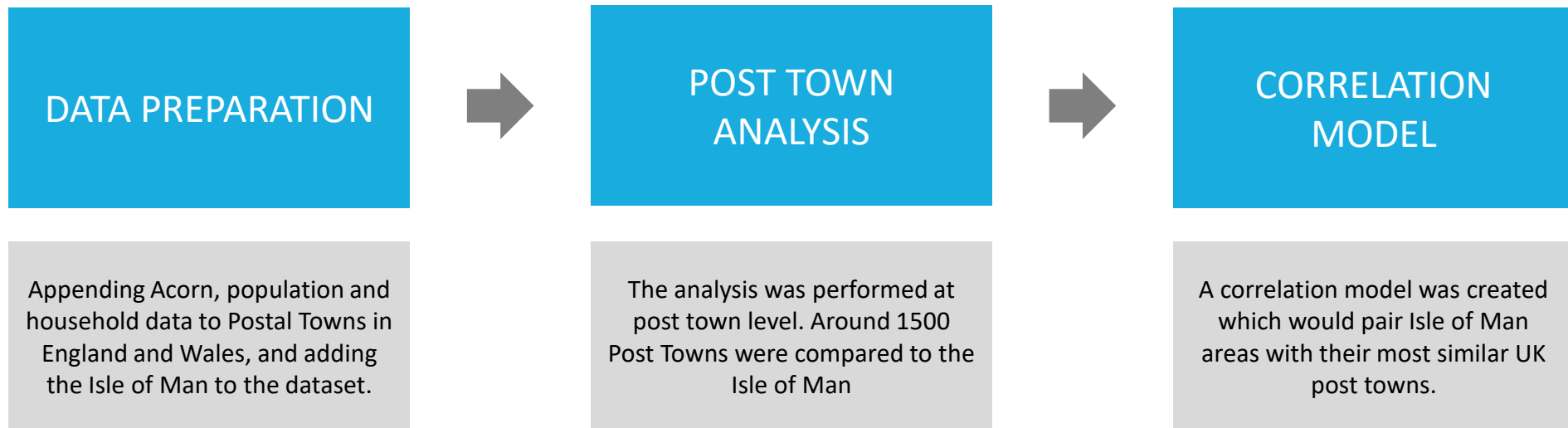
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METHODOLOGY

A bespoke correlation model was built to map areas in the Isle of Man to their corresponding, most similar areas in England and Wales*. The dominant acorn groups of these areas was found, and then attributed to areas of the Isle of Man.

DATA PREPARATION	POSTCODE SECTOR ANALYSIS	CORRELATION MODEL	ACORN CATEGORISATION
The Isle of Man census data was matched to CACI's census data so it was like-for-like and formatted in the same way so it could be used for analysis.	The analysis was performed at postcode sector level. Over 8000 UK postcode sectors were compared with the Isle of Man.	A correlation model was created which would pair Isle of Man areas with their most similar UK postcode sectors.	The dominant acorn group of the most correlated postcode sectors was then attributed, and the acorn profile for the Isle of Man was complete.

METHODOLOGY - 2

Using the Acorn profile of the Island, with its population and household numbers, another model of the same type could be built to match up the whole up the Isle of Man with similar areas in the UK.

DATA PREPARATION		POST TOWN ANALYSIS		CORRELATION MODEL
Appending Acorn, population and household data to Postal Towns in England and Wales, and adding the Isle of Man to the dataset.		The analysis was performed at post town level. Around 1500 Post Towns were compared to the Isle of Man		A correlation model was created which would pair Isle of Man areas with their most similar UK post towns.

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ACORN MAP OF THE ISLE OF MAN

The Isle of Man possesses a highly affluent acorn profile. All but two areas outside of Douglas were found to be in the most affluent acorn categories. The two that were not were Countryside Communities.
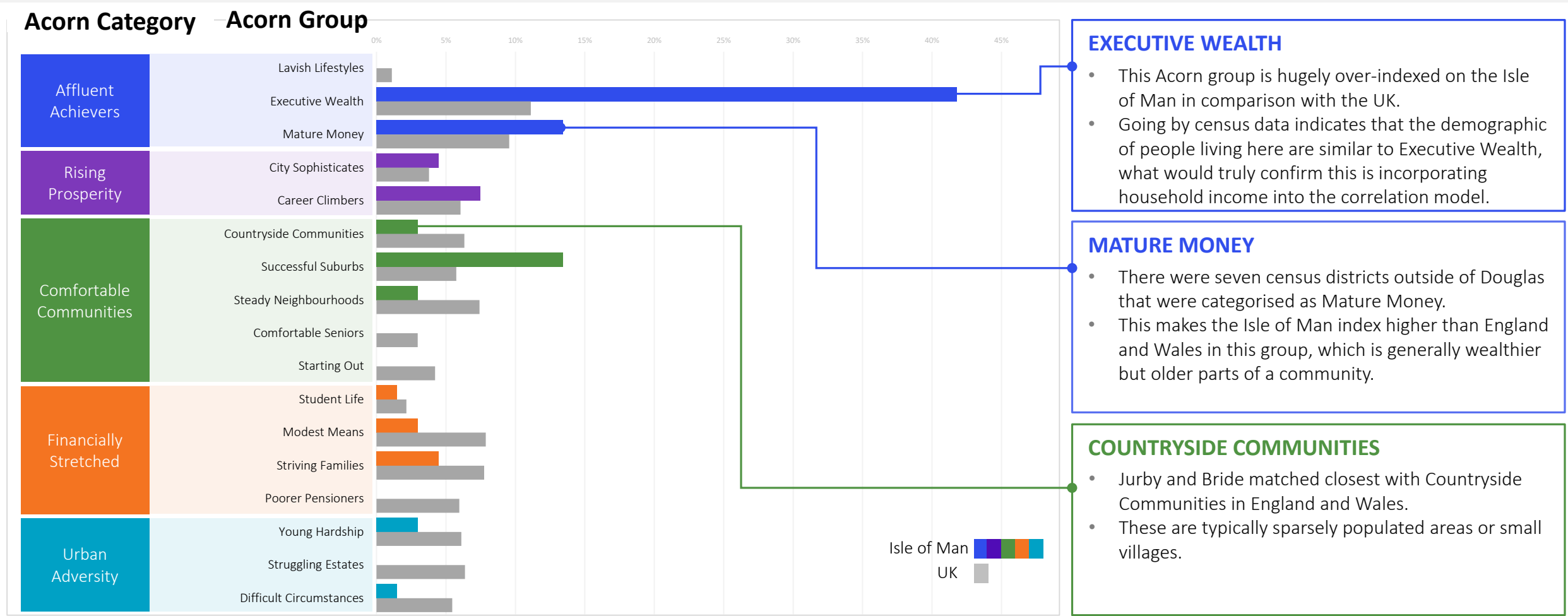

North-West England Dominant Acorn Groups

Isle of Man Dominant Acorn Groups
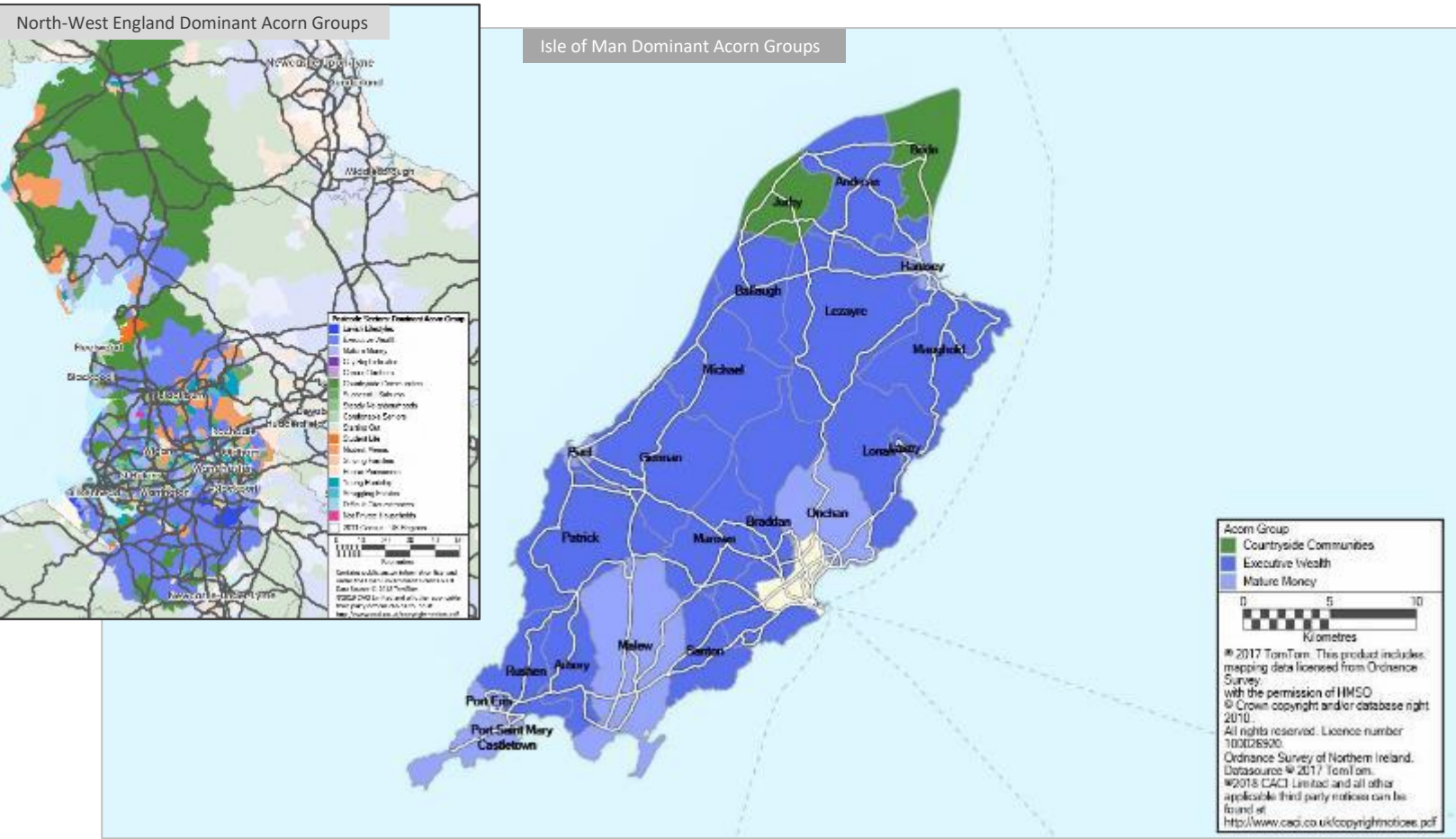
Summary of Findings

➢ Almost every area outside of Douglas was found to have a high correlation with postcode sectors that were predominantly in the Affluent Achievers Acorn group.

➢ The only three Acorn groups that correlated with parts of the Isle of Man outside of Douglas were Executive Wealth, Mature Money and Countryside Communities. When compared to the North-West of England, Isle of Man has a much more affluent profile whereas the North-West has areas where the dominant groups are lower affluence Acorn groups.

➢ This indicates a demographic presence of the kind that is wealthy, educated and semi-rural. This correlation was done purely by attaining the same census data in England and Wales and seeing which areas were most similar.

➢ Compared to the North West, the demographic of the Isle of Man is skewed towards the most affluent households, with an under-representation of Financially Stretched and Urban Adversity groups. This demonstrates the wealth of the island and resulting purchasing power from these households.
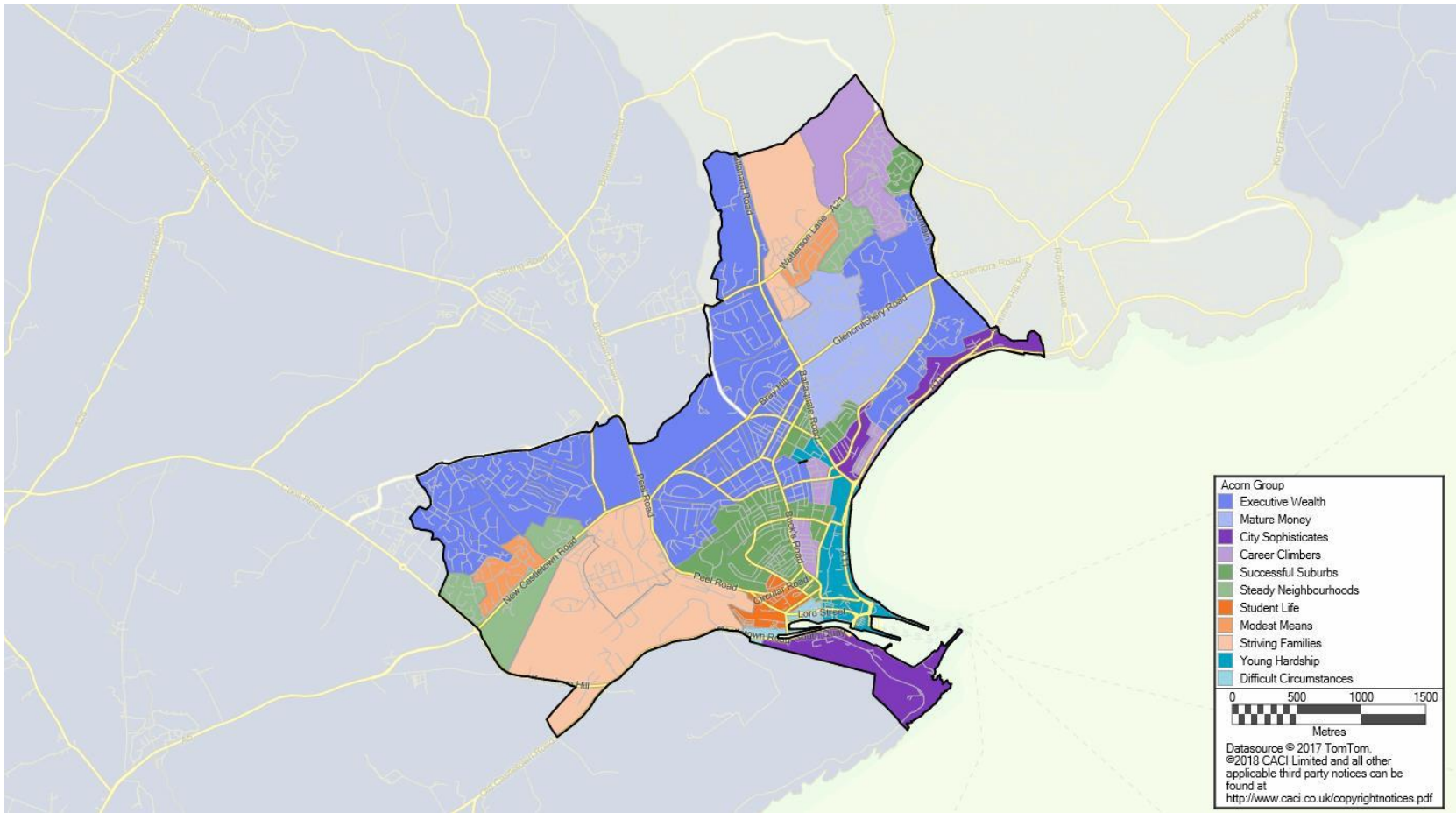
ISLE OF MAN ACORN PROFILE – INCLUDING DOUGLAS

As is clear on the map, the Isle of Man is most similar in census data to Affluent Achievers.

Acorn Category | **Acorn Group**

Acorn Category	Acorn Group
Affluent Achievers	Lavish Lifestyles
	Executive Wealth
	Mature Money
Rising Prosperity	City Sophisticates
	Career Climbers
Comfortable Communities	Countryside Communities
	Successful Suburbs
	Steady Neighbourhoods
	Comfortable Seniors
	Starting Out
Financially Stretched	Student Life
	Modest Means
	Striving Families
	Poorer Pensioners
Urban Adversity	Young Hardship
	Struggling Estates
	Difficult Circumstances

Isle of Man
UK

EXECUTIVE WEALTH

- This Acorn group is hugely over-indexed on the Isle of Man in comparison with the UK.
- Going by census data indicates that the demographic of people living here are similar to Executive Wealth, what would truly confirm this is incorporating household income into the correlation model.

MATURE MONEY

- There were seven census districts outside of Douglas that were categorised as Mature Money.
- This makes the Isle of Man index higher than England and Wales in this group, which is generally wealthier but older parts of a community.

COUNTRYSIDE COMMUNITIES

- Jurby and Bride matched closest with Countryside Communities in England and Wales.
- These are typically sparsely populated areas or small villages.

ACORN MAP OF DOUGLAS

Douglas also enjoys an affluent Acorn profile overall. Its demographics are more mixed though as can be seen by the presence of eleven different Acorn groups as opposed to three on the rest of the Island.
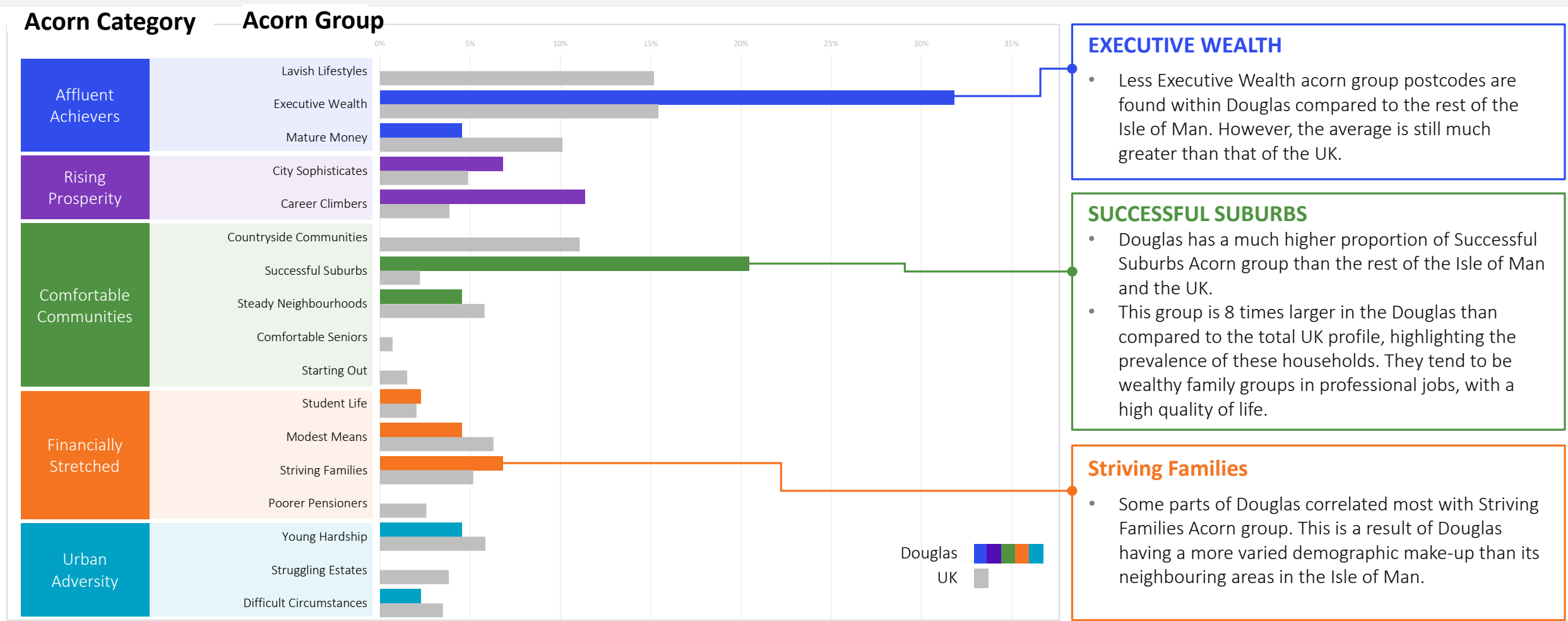

Acorn Group
- Executive Wealth
- Mature Money
- City Sophisticates
- Career Climbers
- Successful Suburbs
- Steady Neighbourhoods
- Student Life
- Modest Means
- Striving Families
- Young Hardship
- Difficult Circumstances

0 500 1000 1500
Metres

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Summary of Findings

➤ A portion of Douglas' coastline matches closest with City Sophisticates, an Acorn group predominantly seen in Central London and the centre of other cities.

➤ Douglas has the type of variety seen in a city, with wealthy parts, middling suburbs and lower socio-economic areas.

➤ Executive Wealth is still the most present Acorn group in Douglas, similar to the Isle of Man.

DOUGLAS ACORN PROFILE

Douglas has a much more varied Acorn profile than other parts of the Isle of man. Despite this, most postcode sectors here correlated with affluent Acorn groups. Slightly more Rising Prosperity can be seen compared to the rest of the Isle of Man.

EXECUTIVE WEALTH

- Less Executive Wealth acorn group postcodes are found within Douglas compared to the rest of the Isle of Man. However, the average is still much greater than that of the UK.

SUCCESSFUL SUBURBS

- Douglas has a much higher proportion of Successful Suburbs Acorn group than the rest of the Isle of Man and the UK.
- This group is 8 times larger in the Douglas than compared to the total UK profile, highlighting the prevalence of these households. They tend to be wealthy family groups in professional jobs, with a high quality of life.

Striving Families

- Some parts of Douglas correlated most with Striving Families Acorn group. This is a result of Douglas having a more varied demographic make-up than its neighbouring areas in the Isle of Man.

UNDERSTANDING YOUR CORE ACORN GROUPS

Executive Wealth

Household income is
+63% higher than the UK average

Total expenditure per person per week is
+17% more than the UK average

Spend on Clothing & Footwear: **+27%**

Spend on Catering & Hospitality: **+20%**

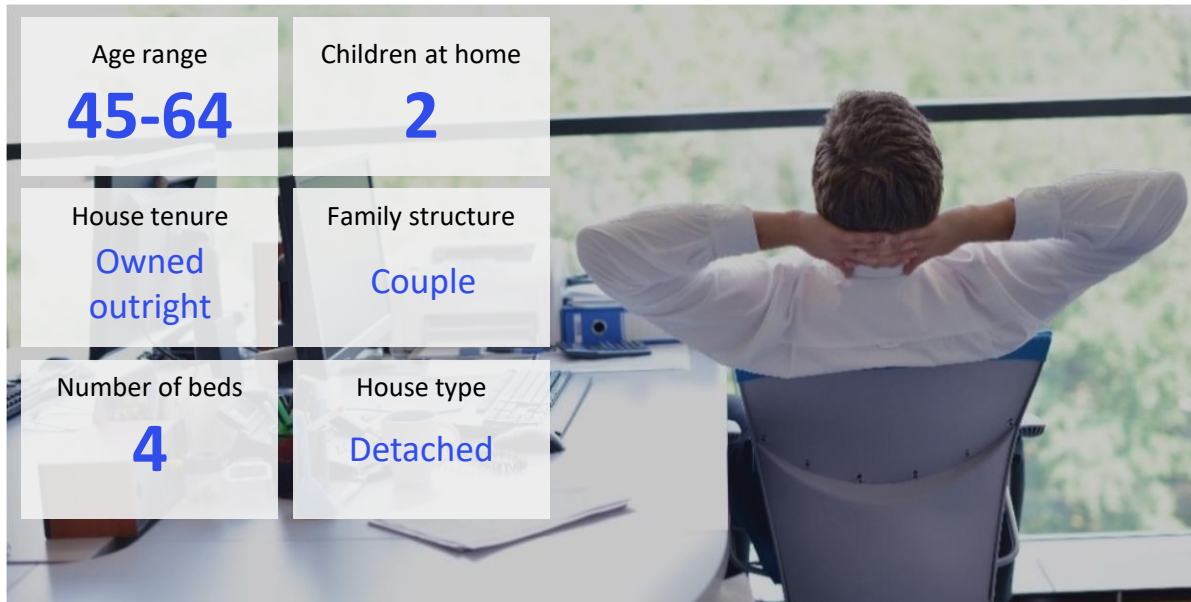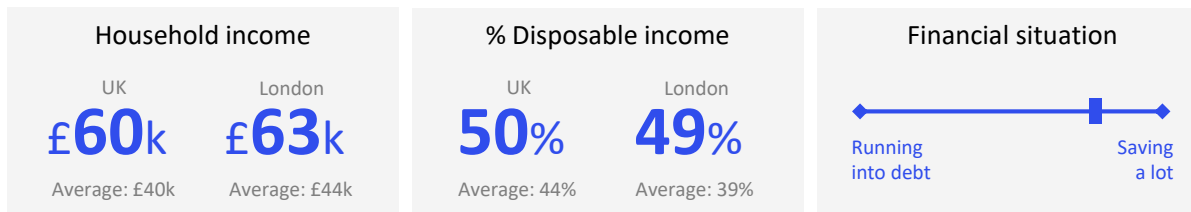Spend on Culture & Leisure: **+26%**

vs UK average

Mature Money

Household income is
+17% higher than the UK average

Total expenditure per person per week is
+2% more than the UK average

Spend on Clothing & Footwear: **+6%**

Spend on Catering & Hospitality: **+4%**

Spend on Culture & Leisure: **+10%**

vs UK average

Countryside Communities

Household income is
+3% higher than the UK average

Total expenditure per person per week is
+2% more than the UK average

Spend on Clothing & Footwear: **+11%**

Spend on Catering & Hospitality: **+3%**

Spend on Culture & Leisure: **+8%**

vs UK average

Executive Wealth

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range **45-64**	Children at home **2**
House tenure **Owned outright**	Family structure **Couple**
Number of beds **4**	House type **Detached**

BRANDS

SHOPPING
Cath Kidston · THE WHITE COMPANY LONDON · JOHN LEWIS · Russell&Bromley

LEISURE
M&S SIMPLY FOOD · ★ PRET A MANGER ★ · WHOLE FOODS MARKET · wahaca

WEBSITES
BBC SPORT · rightmove · M&S EST. 1884 · MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
58%	**58%**	**31%**
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for hotels** online

This group are more likely to **purchase holidays** online

TECHNOLOGY USAGE
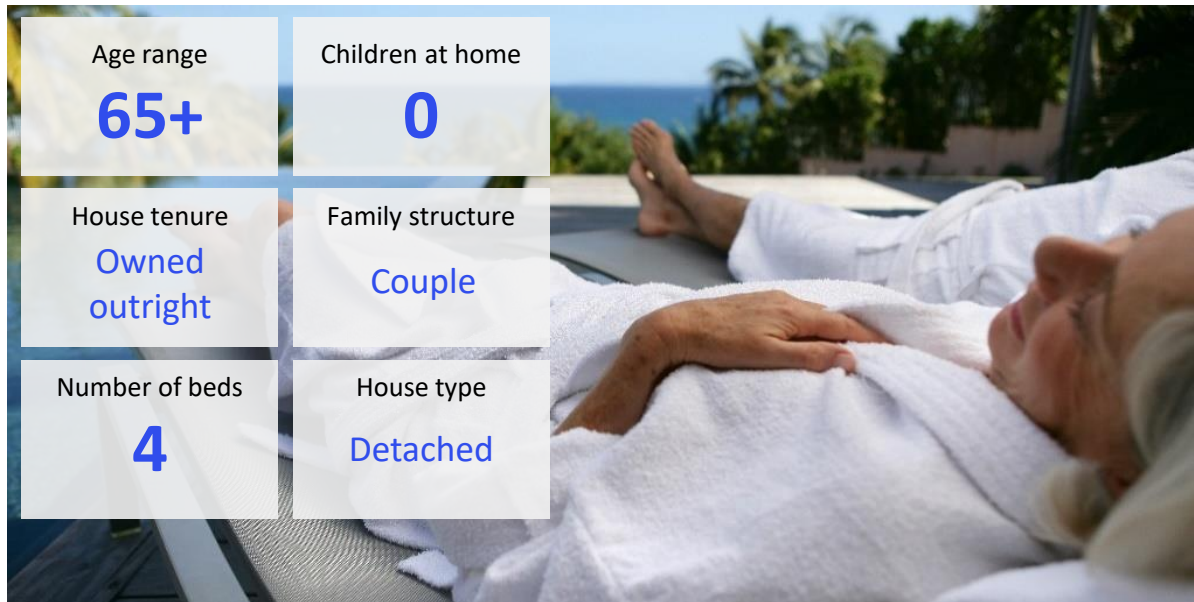
This group are more likely to **own an iPhone**

FINANCIAL PROFILE

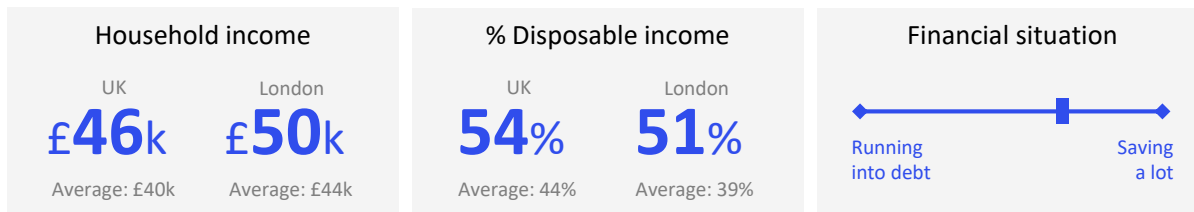| Household income		% Disposable income		Financial situation
UK **£60k**	London **£63k**	UK **50%**	London **49%**	Running into debt ———— Saving a lot
Average: £40k	Average: £44k	Average: 44%	Average: 39%	

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range	Children at home
65+	**0**

House tenure	Family structure
Owned outright	**Couple**

Number of beds	House type
4	**Detached**

FINANCIAL PROFILE

Household income

UK
£46k
Average: £40k

London
£50k
Average: £44k

% Disposable income

UK
54%
Average: 44%

London
51%
Average: 39%

Financial situation

Running into debt ◆――――――|――――◆ Saving a lot

BRANDS

SHOPPING

LAKELAND   LAURA ASHLEY   JO MALONE LONDON   W Waterstones

LEISURE

BAR & BRASSERIE BROWNS   NESPRESSO   PIZZA EXPRESS   CAFFÈ NERO

WEBSITES

amazon   MoneySavingExpert.com   M&S EST. 1884   BBC NEWS

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
🔒 **58**%	💻 **52**%	📱 **26**%
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **research home insurance** online

This group are more likely to **purchase event tickets** online

TECHNOLOGY USAGE

This group are more likely to **own a tablet**

acorn

Countryside Communities

3.4M
UK Adults

6.4%
of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

DEMOGRAPHICS

Age range **65+**	Children at home **0**
House tenure **Owned outright**	Family structure **Couple**
Number of beds **4**	House type **Detached**

FINANCIAL PROFILE

Household income

UK
£**42**k

London
n/a

Average: £40k | Average: £44k

% Disposable income

UK
53%

London
n/a

Average: 44% | Average: 39%

Financial situation

Running into debt ←———————→ Saving a lot

BRANDS

SHOPPING

LAKELAND   JOHN LEWIS   Specsavers   Clarks

LEISURE

PIZZA EXPRESS   CAFFÈ NERO   Zizzi   CAFÉ ROUGE

WEBSITES

ebay   Money Super Market   M&S   GOV.UK

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
57%	**53**%	**25**%
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for gardening products** online

This group are more likely to **purchase home insurance** online

TECHNOLOGY USAGE

This group are more likely to **subscribe to Sky TV**

acorn

3. ACORN PROFILE

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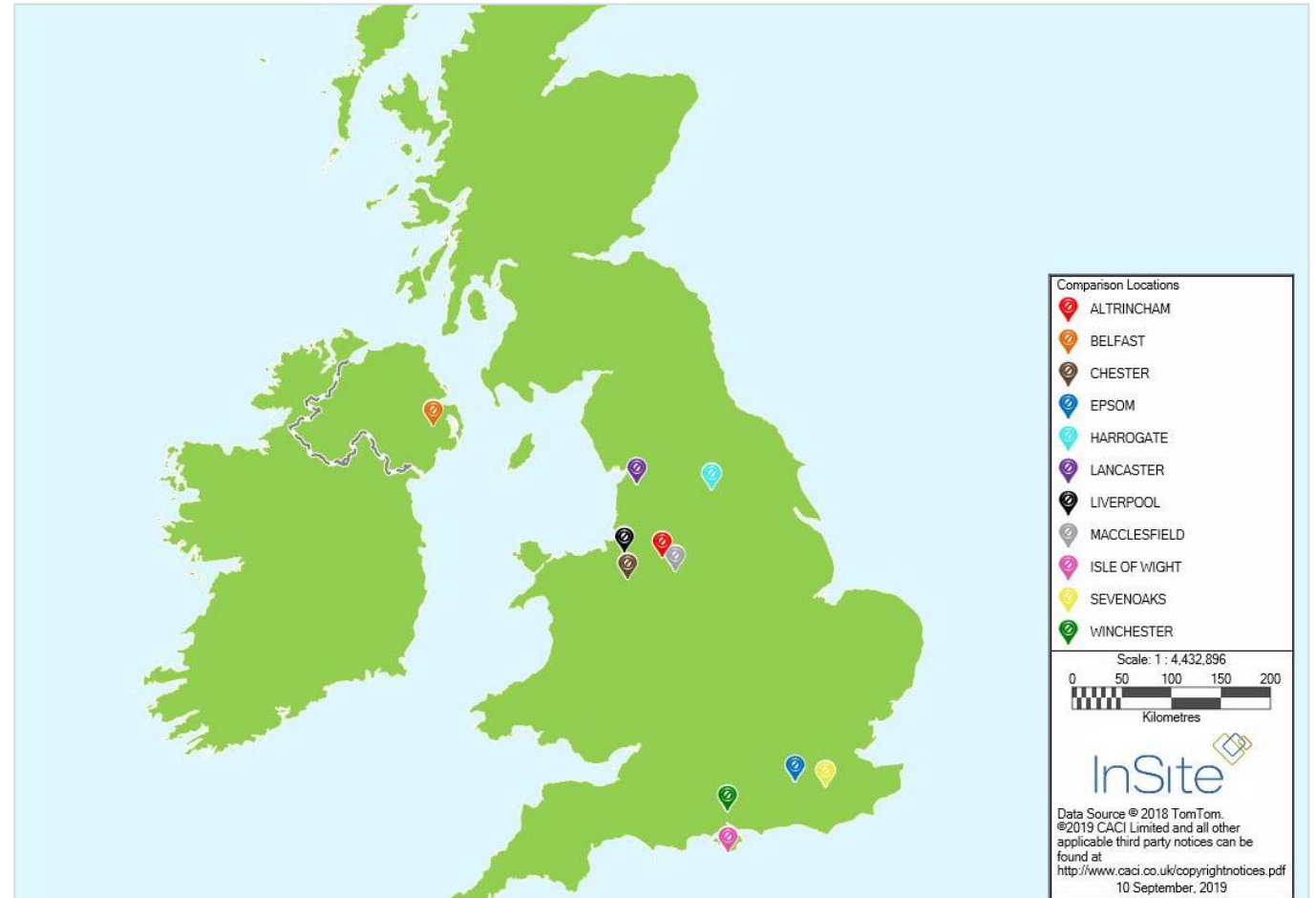APPENDIX

COMPARISON LOCATIONS SUMMARY

A total of eleven locations have been chosen for comparison to the Isle of Man. These have been chosen based on a high correlation to Isle of Man's Acorn profile and similar population size, looking at a spread of centres across the UK. A number of larger cities have also been included to provide further context and comparison with the Isle of Man.

Similar locations for demographic benchmarking:

- Altrincham
- Epsom
- Harrogate
- Isle of Wight
- Macclesfield
- Sevenoaks
- Winchester

Large cities to provide wider context:

- Belfast
- Liverpool
- Lancaster
- Chester

Comparison Locations
- ALTRINCHAM
- BELFAST
- CHESTER
- EPSOM
- HARROGATE
- LANCASTER
- LIVERPOOL
- MACCLESFIELD
- ISLE OF WIGHT
- SEVENOAKS
- WINCHESTER

Scale: 1 : 4,432,896
0   50   100   150   200
Kilometres

InSite

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10 September, 2019

SIMILAR AREAS – ALTRINCHAM

Altrincham is a town in Trafford, Greater Manchester. Like the Isle of Man, Altrincham has a very affluent Acorn profile, with its most dominant Acorn category also Affluent Achievers. Altrincham's population and household count sits slightly lower than the Isle of Man, while their Acorn profiles have a good correlation at 0.86.

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

Chart categories: Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

Legend: Isle of Man | Altrincham

	Altrincham	Isle of Man
Population	75,925	83,314
Households	30,794	35,763

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SIMILAR AREAS - EPSOM

Epsom is an affluent market town in Surrey, south-west of London. The demographic of Epsom has a strong correlation with the Isle of Man's, and population size is very similar making it a strong benchmark for the island. Epsom sits in the top 3% of UK centres based on the its market potential, demonstrating the scale of the opportunity on the Isle of Man which has a larger population and more affluent demographic profile.

	AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
	55%	12%	19%	9%	4%

Legend: Isle of Man — Epsom

	Epsom	Isle of Man
Population	80,963	83,314
Households	31,754	35,763

Chart categories: Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

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SIMILAR AREAS - HARROGATE

Harrogate is a Victorian Spa town and popular tourist destination in North Yorkshire. Harrogate's population size and number of households sits only slightly larger than that of Isle of Man however their Acorn profile correlate very strongly at 0.92 showing a strong representation of the opportunity a brand would have at the Isle of Man.
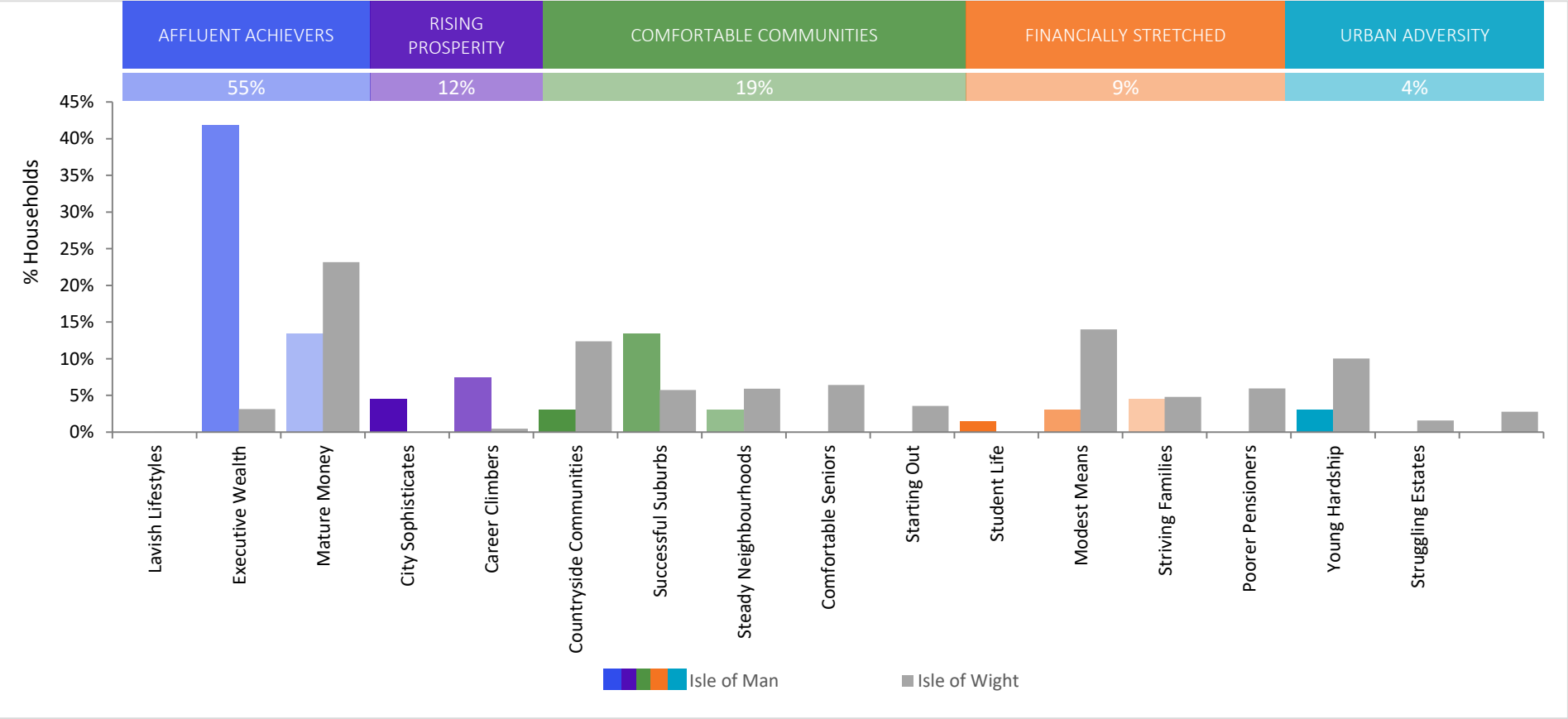

Harrogate — Population: 95,313 | **Isle of Man** — Population: 83,314

Harrogate — Households: 42,200 | **Isle of Man** — Households: 35,763

Chart categories (% Households), Isle of Man vs Harrogate:

Acorn Group	Percentage
AFFLUENT ACHIEVERS	55%
RISING PROSPERITY	12%
COMFORTABLE COMMUNITIES	19%
FINANCIALLY STRETCHED	9%
URBAN ADVERSITY	4%

Categories: Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

Legend: Isle of Man | Harrogate

Whilst the Isle of Wight's population is larger than the Isle of Man, the Isle of Man has a significantly more affluent Acorn Profile. 55% of households sit in the Affluent Achievers category compared to 26% for Isle of Wight, and there are considerably fewer households of Financially Stretched and Urban Adversity Acorn Categories.

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

Chart categories (x-axis): Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

Legend: Isle of Man / Isle of Wight

Isle of Wight   Isle of Man

Population
141,978   83,314

Households
64,655   35,763

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SIMILAR AREAS - MACCLESFIELD

Macclesfield is a market town in Cheshire and has a very similar population and household profile to Isle of man, with the number of households within 3% of each other. Their Acorn profiles have a good correlation at 0.77 but with a very high affluent Acorn profile, Isle of Man captures more wealthy consumers than Macclesfield, highlighting a higher spending power per households in this market.

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

Isle of Man ▮ Macclesfield
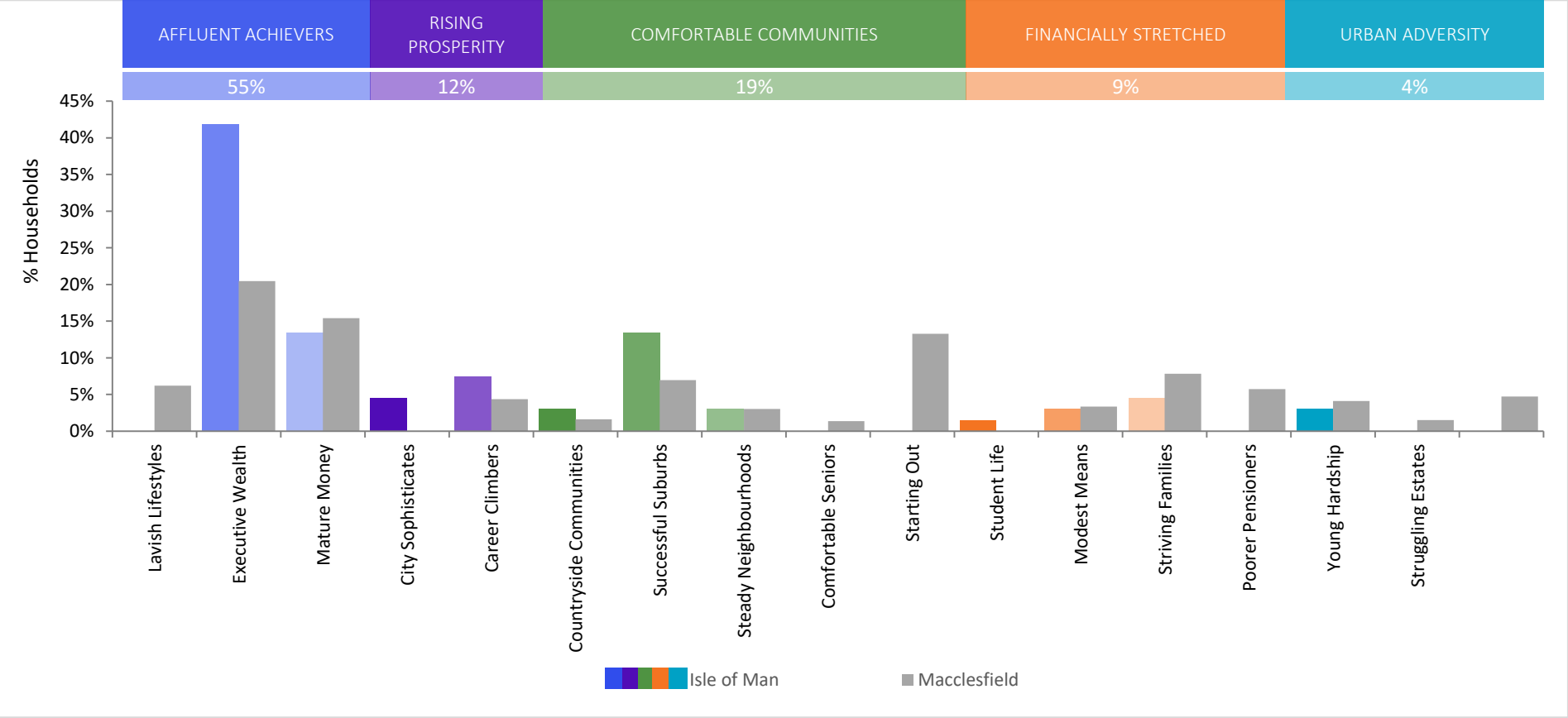
Macclesfield Isle of Man

Population

77,017 83,314

Households

34,748 35,763

SIMILAR AREAS - SEVENOAKS

Sevenoaks is regarded as a very wealthy district in Kent in the South East of England. The Isle of Man is more populous than Sevenoaks, and boasts a higher proportion of key consumer group, Executive Wealth. Sevenoaks and the Isle of Man have the strongest correlation in terms of residential Acorn Profile at 0.93, highlighting the opportunities for brands at Isle of Man given this wealthy population.
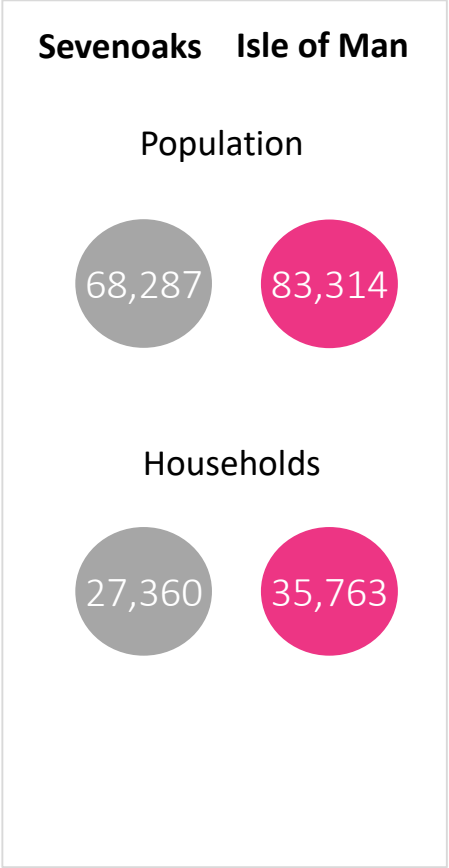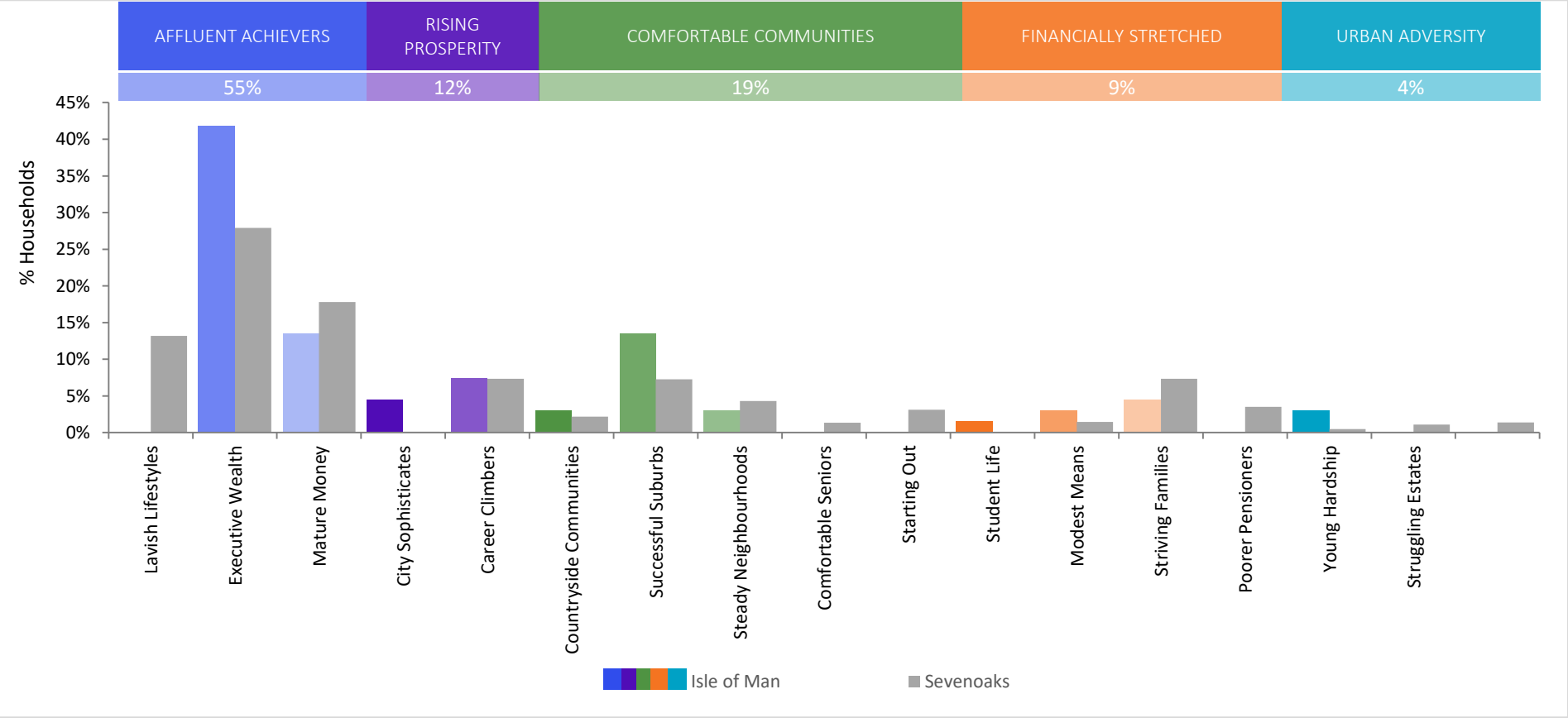
SIMILAR AREAS - WINCHESTER

Winchester is a city in Hampshire in the south of England, which has a smaller population than Isle of Man. Winchester's demographic is similar to the island, as it also has a very affluent Acorn profile. There are fewer of the wealthiest households found in Winchester, with Affluent Achievers accounting for 47% of the profile, -8pp lower than the Isle of Man.

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

% Households

Categories: Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

Legend: Isle of Man / Winchester

Winchester   Isle of Man

Population

75,928   83,314

Households

30,043   35,763

SIMILAR AREAS - BELFAST

While Belfast is more densely populated than the Isle of Man, the population is significantly less affluent. Belfast has one quarter of the population falling into the top two Acorn categories, with 60% sitting in the two least affluent categories, Financially Stretched and Urban Adversity. In comparison, the Isle of Man has two thirds of households classified in the top two segments, and only 13% in the least affluent.
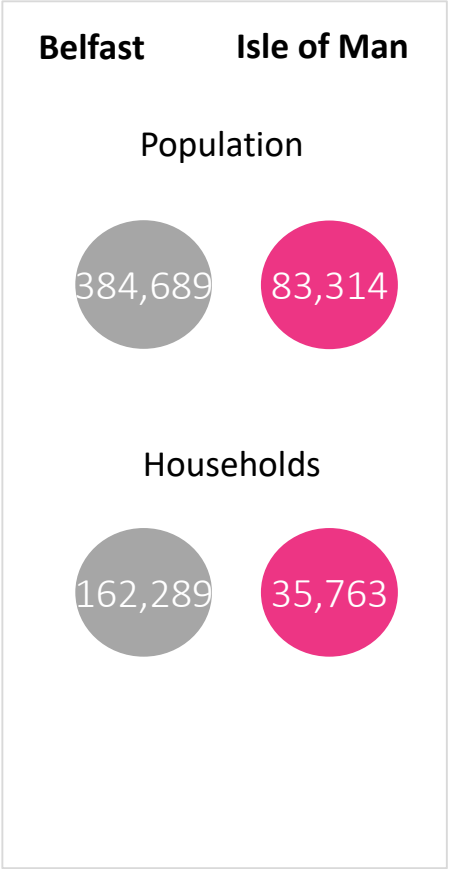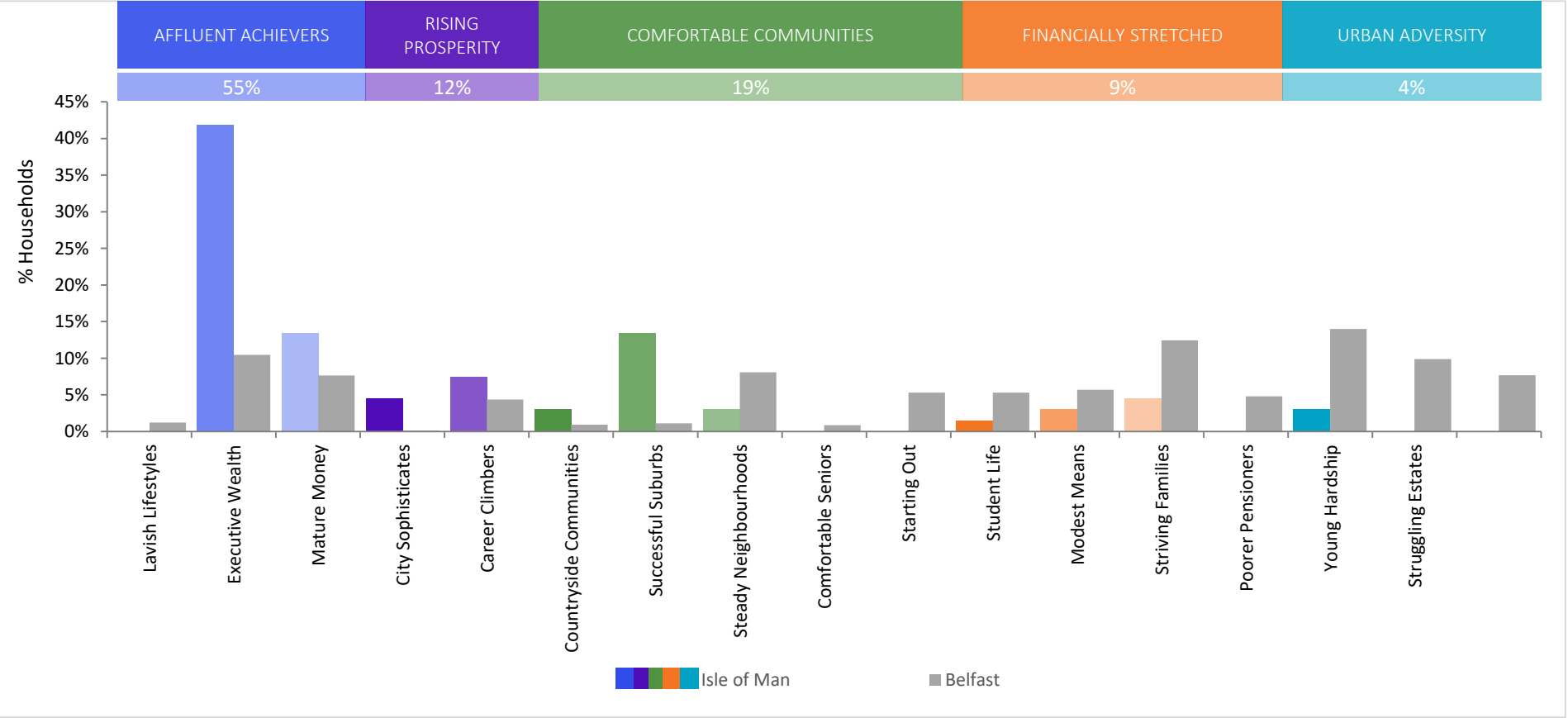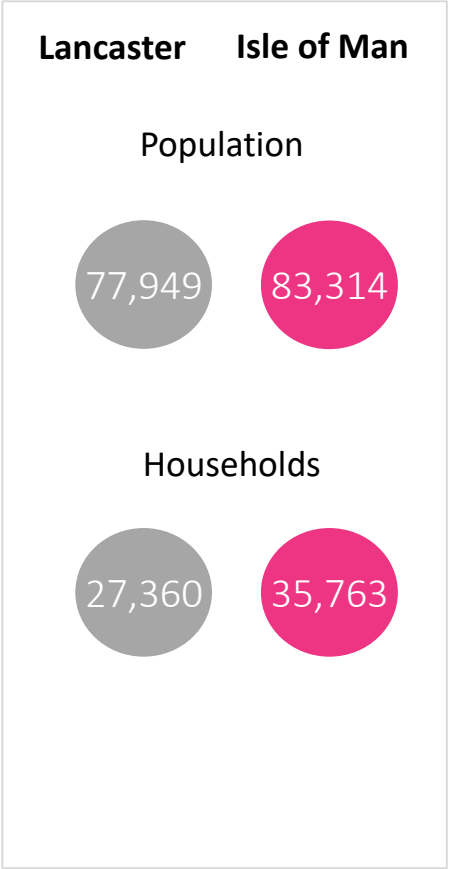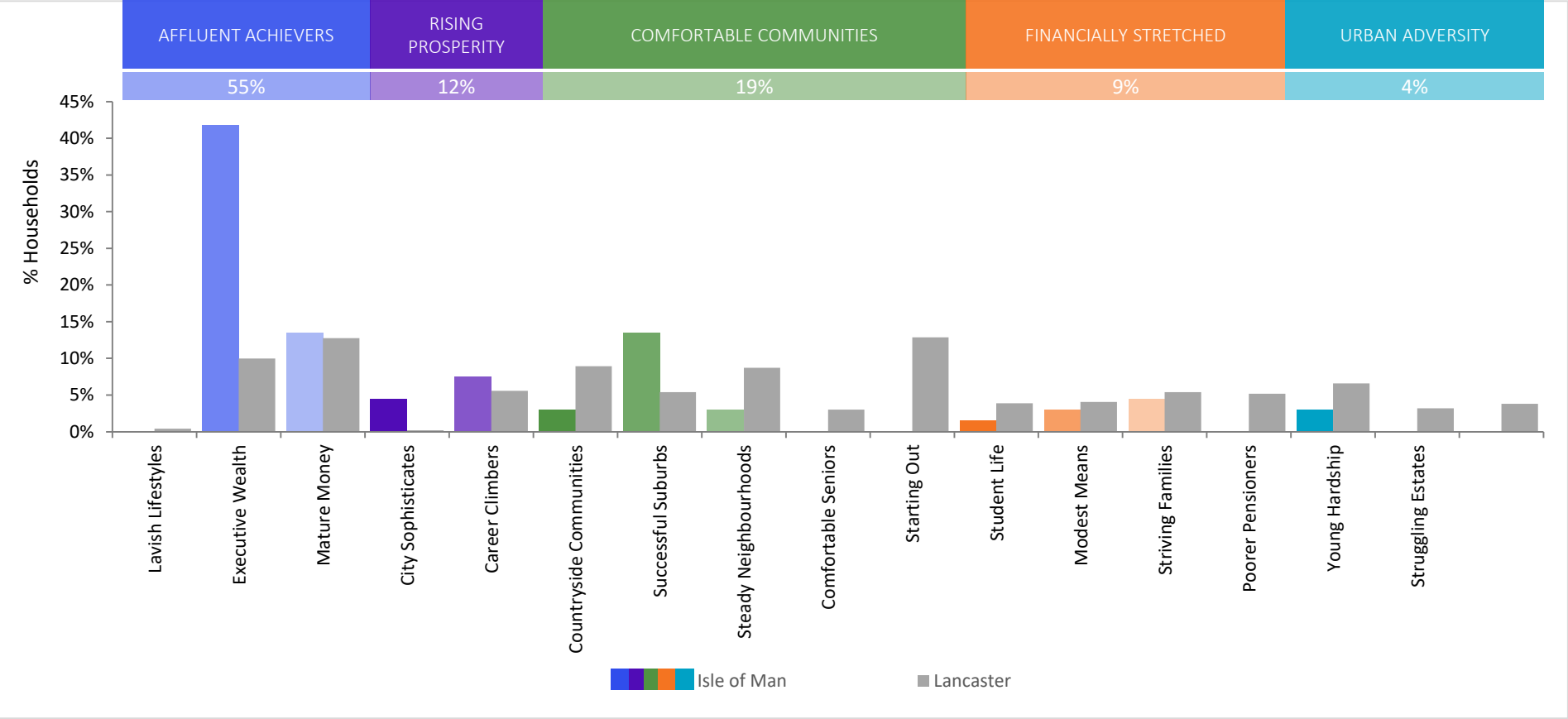
SIMILAR AREAS - CHESTER

Chester is a historic city in the North West of England. Chester's Acorn profile strongly correlates with Isle of Man's at 0.8, however there are half as many Executive Wealth households, demonstrating the lower affluence profile of the area. The Isle of Man is unique in it's extremely affluent Acorn profile, with more than 50% of households falling into the top category.
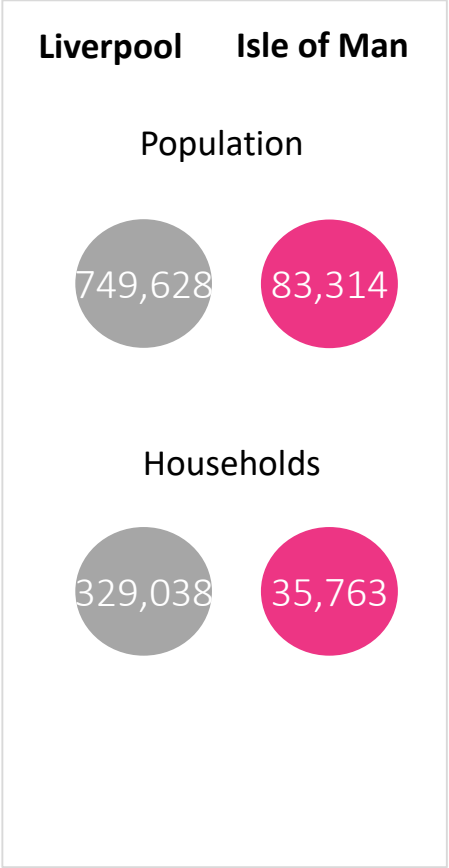

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

Isle of Man   Chester

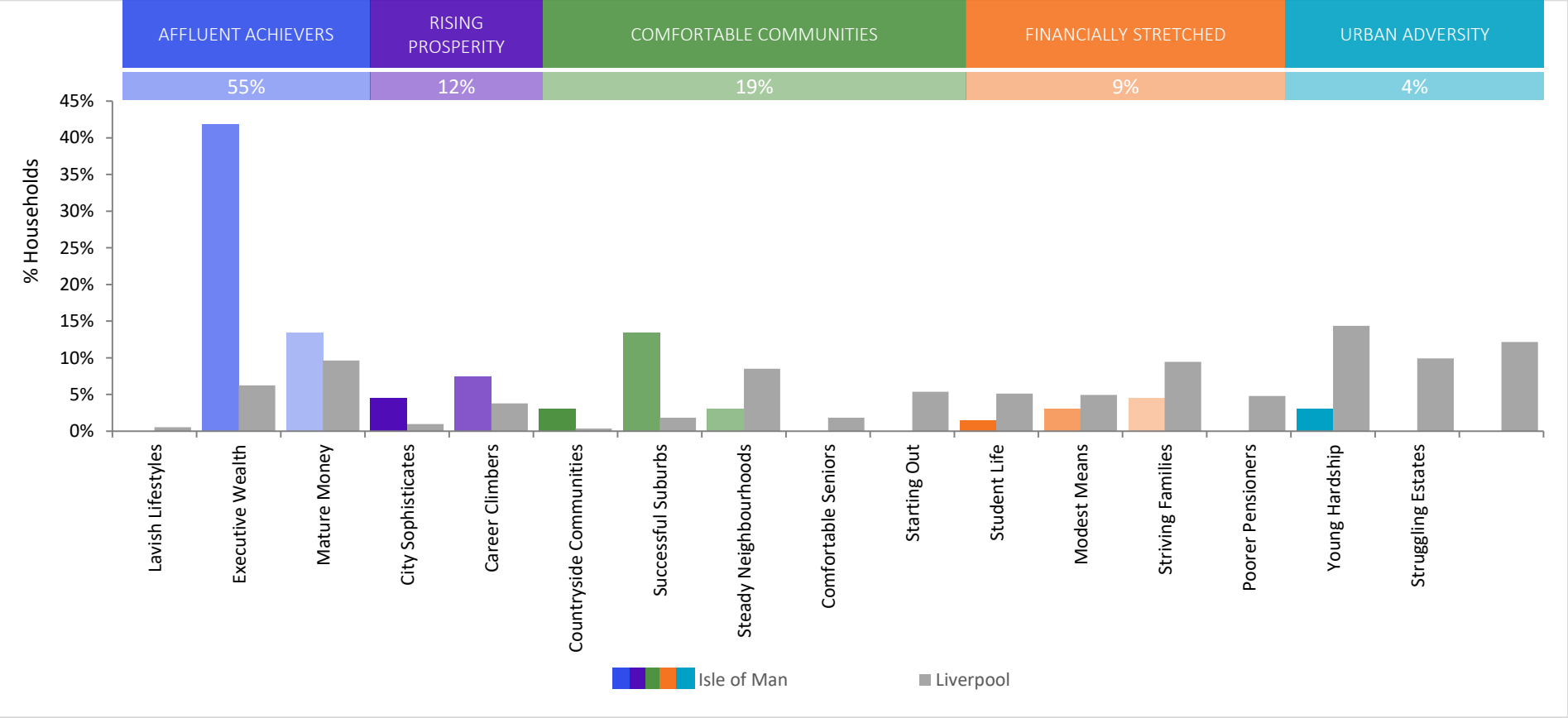|	Chester	Isle of Man
Population	135,447	83,314
Households	59,772	35,763
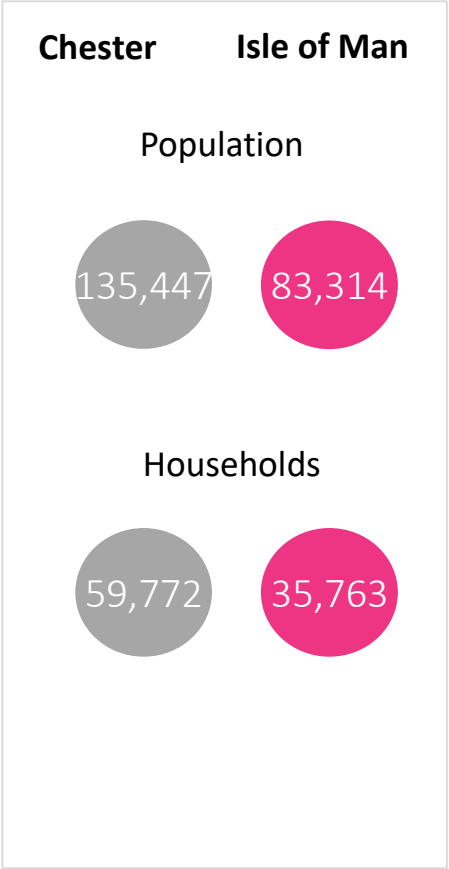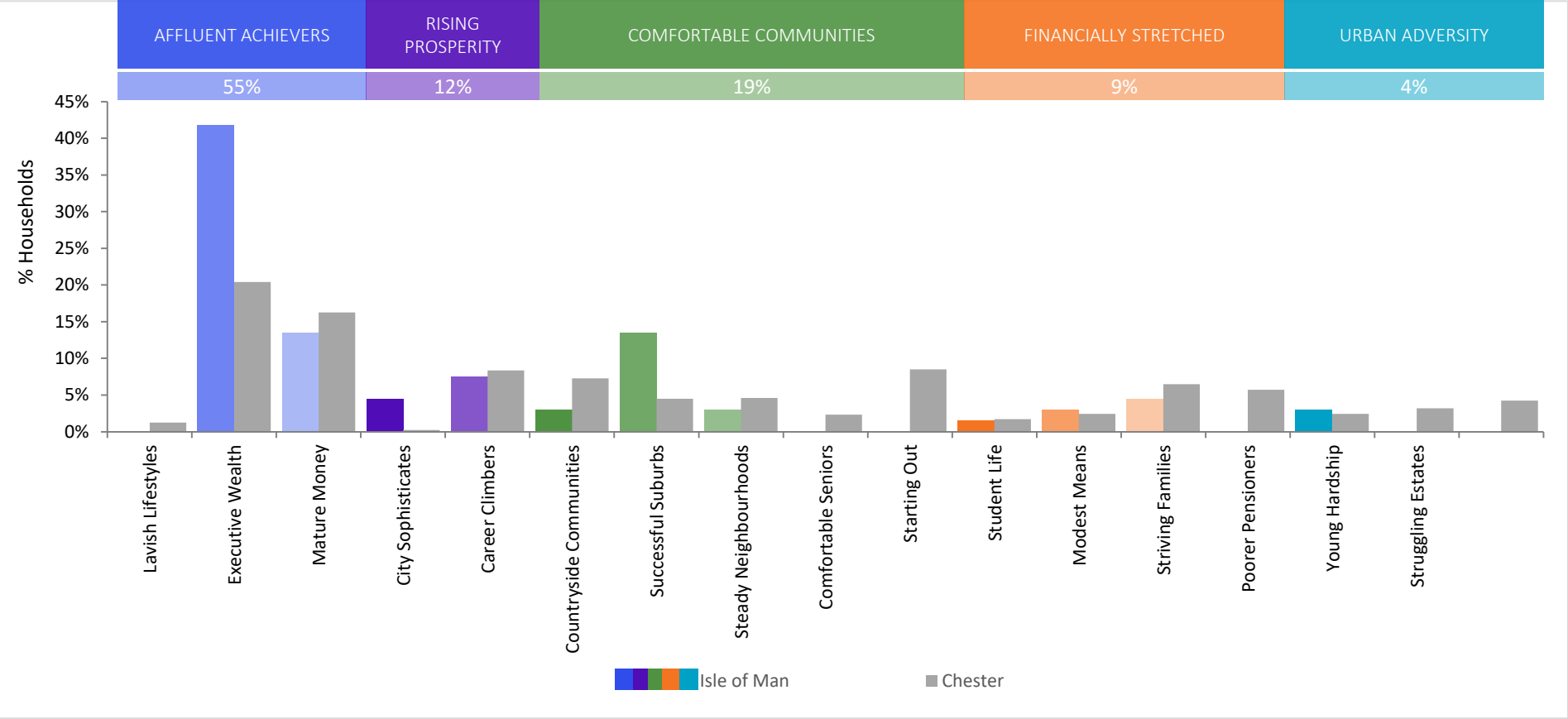
SIMILAR AREAS - LANCASTER

Lancaster is a city in the North West of England. Due to Isle of Man's affluence, its Acorn profile correlation with Lancaster is weak at 0.39, with Lancaster having a larger proportion of households falling into lower affluence groups. Lancaster's population size is also lower, this comparison demonstrates the opportunity for a brand to reach a larger catchment made up of wealthier households from an opportunity at the Isle of Man.

	Lancaster	Isle of Man
Population	77,949	83,314
Households	27,360	35,763

Chart categories: AFFLUENT ACHIEVERS 55% | RISING PROSPERITY 12% | COMFORTABLE COMMUNITIES 19% | FINANCIALLY STRETCHED 9% | URBAN ADVERSITY 4%

Acorn types: Lavish Lifestyles, Executive Wealth, Mature Money, City Sophisticates, Career Climbers, Countryside Communities, Successful Suburbs, Steady Neighbourhoods, Comfortable Seniors, Starting Out, Student Life, Modest Means, Striving Families, Poorer Pensioners, Young Hardship, Struggling Estates

Legend: Isle of Man | Lancaster

CACI | BUSINESS ISLE OF MAN | DEPARTMENT FOR ENTERPRISE

SIMILAR AREAS - LIVERPOOL

Liverpool has a much lower affluence demographic compared to the Isle of Man. The dominant group is 'Young Hardship' at 14% of households, while the Isle of Man's core group is Executive Wealth, accounting for 42% of households. The diverse spread of Liverpool's Acorn profile presents a challenge in catering for a range of needs and requirements across the affluence spectrum, while the Isle of Man has a more definted target audience which will be easier to provide for.

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY
55%	12%	19%	9%	4%

Liverpool / Isle of Man

Population
749,628 (Liverpool) — 83,314 (Isle of Man)

Households
329,038 (Liverpool) — 35,763 (Isle of Man)

Isle of Man — Liverpool

TARGET DEMOGRAPHIC

Rising Prosperity

Category 2

Rising Prosperity

Groups

D City Sophisticates

E Career Climbers

1.9M
UK Adults

3.6%
of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

DEMOGRAPHICS

Age range	Children at home
25-44	**0**

House tenure	Family structure
Privately renting	**Single**

Number of beds	House type
1	**Flat or maisonette**

FINANCIAL PROFILE

Household income

UK	London
£52k	**£53k**
Average: £40k	Average: £44k

% Disposable income

UK	London
28%	**27%**
Average: 44%	Average: 39%

Financial situation

Running into debt ◆————————■——————◆ Saving a lot

BRANDS

SHOPPING
TOMMY HILFIGER · COS · REISS · MOLTON BROWN LONDON

LEISURE
YO! sushi · itsu eat beautiful · wahaca · Pho

WEBSITES
airbnb · Spotify · asos · BuzzFeed

DIGITAL

ATTITUDES

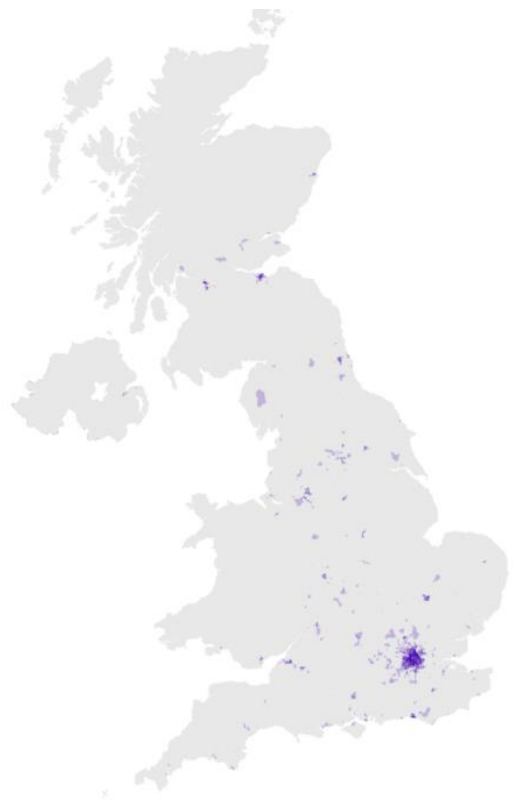| I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
🔒 **54%**	💻 **64%**	📱 **47%**
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **browse for restaurants** online

This group are more likely to **take out a loan** online

TECHNOLOGY USAGE

This group are more likely to **own an iPhone**

City Sophisticates contain high volumes of 25 to 34 year olds; they have grown up with the internet and expect campaigns to be targeted to them personally.

They are high spenders, spending 32% more a week than the UK average. Expenditure on clothing and footwear and restaurants is particularly high.

"Prefer not to shop in major high street chains…"

Of the affluent groups, City Sophisticates are most likely to access and post content on social media and are 32% more likely than average to interact with a brand.

KEY BRANDS

COS   asos   Sweaty Betty   Pure.   PRET

HelloFRESH   ANTHROPOLOGIE   🍎

Bookatable   FRANCO MANCA   MANGO   JOHN LEWIS & PARTNERS

OFFICE

UNIQLO   airbnb   TimeOut   NOT ON THE HIGH STREET.com

KERB   & other Stories

HOUSE TYPE
FLATS OR MAISONETTES

HOUSE TENURE
PRIVATELY RENTING

HOUSE SIZE
1 – 2 BEDROOM FLATS

HOUSE VALUE
OVER £1 MILLION

PROPENSITY TO MOVE
86% MORE LIKELY THAN AVERAGE TO MOVE HOUSE IN THE NEXT 12 MONTHS

Source: Acorn Knowledge

Very confident, regular internet users

Expect marketing campaigns personal to them

The internet is the first point of call for research

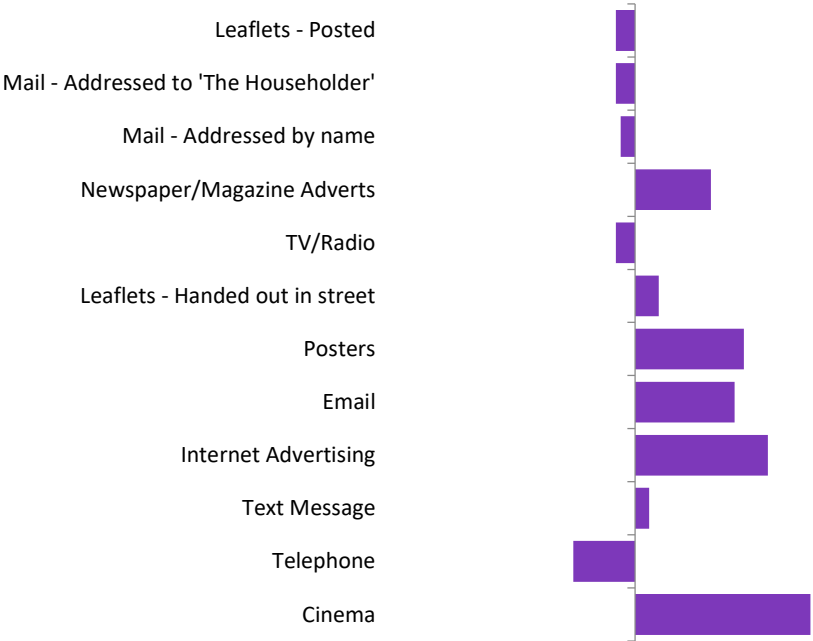**MARKETING CHANNELS RESPONDED TO:**

Leaflets - Posted
Mail - Addressed to 'The Householder'
Mail - Addressed by name
Newspaper/Magazine Adverts
TV/Radio
Leaflets - Handed out in street
Posters
Email
Internet Advertising
Text Message
Telephone
Cinema

INDEX VS. UK AVERAGE

STAT DROP VS. UK:

108% more likely to **access internet over 20 hrs/week**

28% more likely to **take part in online forums**

72% more likely to **read someone else's blog**

35% more likely **purchase books online**

ABOVE AVERAGE INTERACTION

National Rail   airbnb   TimeOut   amazon   asos discover fashion online   Transport for London   WIKIPEDIA The Free Encyclopedia

Source: Acorn Knowledge

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

DEMOGRAPHICS

Age range 25-44	**Children at home** 1
House tenure Privately renting	**Family structure** Couple with children
Number of beds 1-2	**House type** Flat or maisonette

FINANCIAL PROFILE

Household income
UK £47k — Average: £40k
London £44k — Average: £44k

% Disposable income
UK 36% — Average: 44%
London 32% — Average: 39%

Financial situation
Running into debt ◆————▮————◆ Saving a lot

BRANDS

SHOPPING
MICHAEL KORS · FRENCH CONNECTION · ALDO · TED BAKER LONDON

LEISURE
wasabi sushi & bento · wagamama · FRANCO MANCA sourdough pizza · las IGUANAS EAT LATIN·DRINK LATIN

WEBSITES
Expedia · Zoopla · IKEA · IMDb

DIGITAL

ATTITUDES

| I worry about online security	Shopping online makes my life easier	I couldn't live without the internet on my mobile
🔒 **55%**	💻 **64%**	📱 **44%**
UK average: 55%	UK average: 53%	UK average: 34%

KEY INTERNET USAGE

This group are more likely to **research mortgages** online

This group are more likely to **purchase airline tickets** online

TECHNOLOGY USAGE

This group are more likely to **own a smartwatch, fitness band** or **payment band**
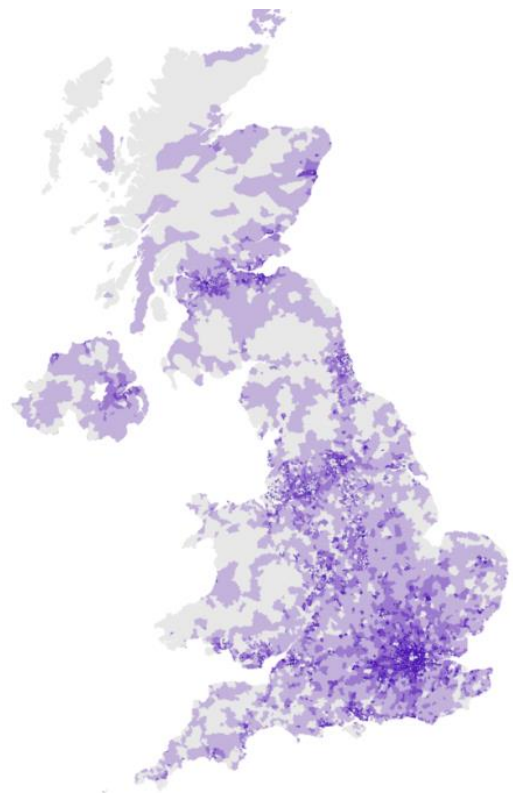
Career Climbers are young, affluent shoppers. This generation grew up with internet and it is ingrained in many aspects of their lives.

"Shopping online makes my life easier…"

Although incomes are above average, disposable incomes may be somewhat limited. Online coupons and vouchers may help stretch their budget.

High street fashion retailers are favoured by these young shoppers. Eating on the go and coffee shops are likely to feature in their day to day activities.

KEY BRANDS

MAC
WAITROSE & PARTNERS
JOHN LEWIS & PARTNERS
H&M
flying tiger copenhagen
notes COFFEE ROASTERS & WINE BAR
ZARA
WHOLE FOODS MARKET
itsu
NETFLIX
W Waterstones
BuzzFeed
vue
kikki.K
Argos
OLE & STEEN LAGKAGEHUSET

HOUSE TYPE
FLATS OR MAISONETTES

HOUSE TENURE
OWNER OCCUPIED OR PRIVATELY RENTING

HOUSE SIZE
1 - 3 BEDROOM FLATS

HOUSE VALUE
£250K – £750K

PROPENSITY TO MOVE
86% MORE LIKELY THAN AVERAGE TO MOVE HOUSE IN THE NEXT 12 MONTHS

Source: Acorn Knowledge

Tech savvy generation; confident using variety of channels

Use internet for a wide range of uses

Conduct regular research on eating out

MARKETING CHANNELS RESPONDED TO:

Leaflets - Posted
Mail - Addressed to 'The Householder'
Mail - Addressed by name
Newspaper/Magazine Adverts
TV/Radio
Leaflets - Handed out in street
Posters
Email
Internet Advertising
Text Message
Telephone
Cinema

INDEX VS. UK AVERAGE

STAT DROP VS. UK:

32% more likely to **use Instagram weekly**

51% more likely to **read magazines online**

37% more likely to **pay for things with mobile phone**

39% more likely **purchase furniture online**
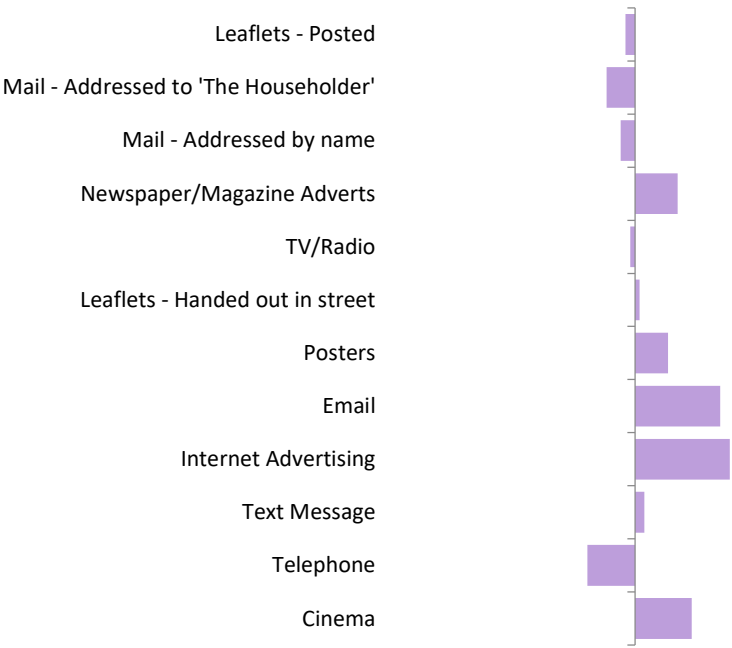
ABOVE AVERAGE INTERACTION

Dropbox

TimeOut

airbnb

hotukdeals

BuzzFeed

Transport for London

National Rail

Source: Acorn Knowledge

METHODOLOGY

EXECUTIVE SUMMARY

ACORN PROFILE

ACORN DIRECTORY

APPENDIX

ACORN DIRECTORY – ISLE OF MAN

Presented here is a tabulated view of the Acorn profile of the Isle of Man for future reference.

Isle of Man

Andreas	2	Executive Wealth
Arbory	2	Executive Wealth
Ballaugh	2	Executive Wealth
Braddan	2	Executive Wealth
Bride	6	Countryside Communities
Castletown	3	Mature Money
German	2	Executive Wealth
Jurby	6	Countryside Communities
Laxey	2	Executive Wealth
Lezayre	2	Executive Wealth
Lonan	2	Executive Wealth
Malew	3	Mature Money
Marown	2	Executive Wealth
Maughold	2	Executive Wealth
Michael	2	Executive Wealth
Onchan	3	Mature Money
Patrick	2	Executive Wealth
Peel	3	Mature Money
Port Erin	3	Mature Money
Port St Mary	3	Mature Money
Ramsey	3	Mature Money
Rushen	2	Executive Wealth
Santon	2	Executive Wealth

Presented here is a tabulated view of the Acorn profile of Douglas for future reference.
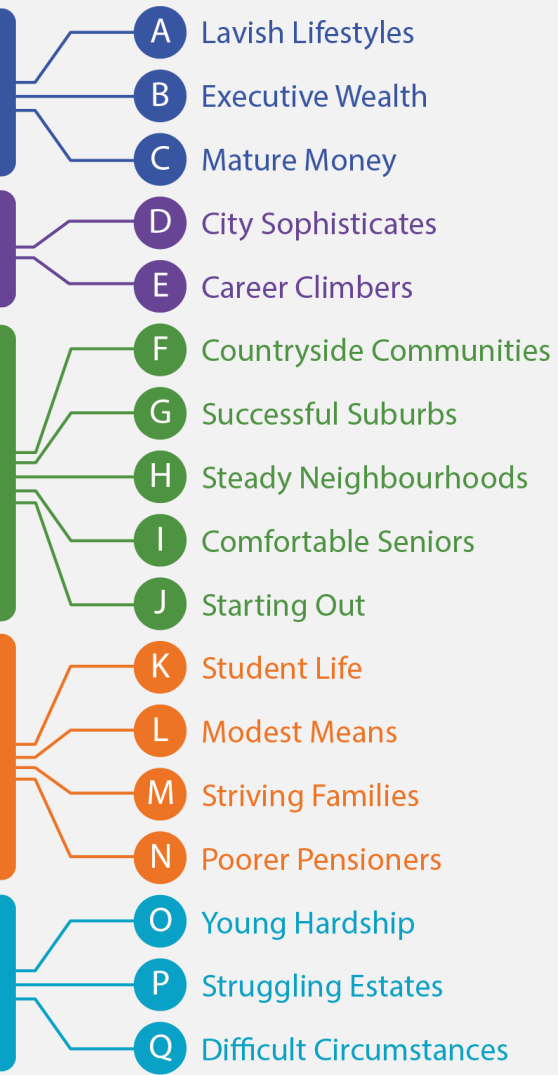
Douglas (DOU1-DOU22)

DOU1	2	Executive Wealth
DOU2	13	Striving Families
DOU3	5	Career Climbers
DOU4	7	Successful Suburbs
DOU5	5	Career Climbers
DOU6	8	Steady Neighbourhoods
DOU7	12	Modest Means
DOU8	3	Mature Money
DOU9	2	Executive Wealth
DOU10	2	Executive Wealth
DOU11	2	Executive Wealth
DOU12	2	Executive Wealth
DOU13	3	Mature Money
DOU14	2	Executive Wealth
DOU15	7	Successful Suburbs
DOU16	15	Young Hardship
DOU17	7	Successful Suburbs
DOU18	4	City Sophisticates
DOU19	4	City Sophisticates
DOU20	5	Career Climbers
DOU21	15	Young Hardship
DOU22	2	Executive Wealth

Douglas (DOU23-DOU24)

DOU23	5	Career Climbers
DOU24	2	Executive Wealth
DOU25	2	Executive Wealth
DOU26	7	Successful Suburbs
DOU27	7	Successful Suburbs
DOU28	7	Successful Suburbs
DOU29	5	Career Climbers
DOU30	7	Successful Suburbs
DOU31	7	Successful Suburbs
DOU32	17	Difficult Circumstances
DOU33	4	City Sophisticates
DOU34	11	Student Life
DOU35	7	Successful Suburbs
DOU36	2	Executive Wealth
DOU37	13	Striving Families
DOU38	8	Steady Neighbourhoods
DOU39	2	Executive Wealth
DOU40	2	Executive Wealth
DOU41	2	Executive Wealth
DOU42	2	Executive Wealth
DOU43	12	Modest Means
DOU44	13	Striving Families

APPENDIX

A Lavish Lifestyles
B Executive Wealth
C Mature Money
D City Sophisticates
E Career Climbers
F Countryside Communities
G Successful Suburbs
H Steady Neighbourhoods
I Comfortable Seniors
J Starting Out
K Student Life
L Modest Means
M Striving Families
N Poorer Pensioners
O Young Hardship
P Struggling Estates
Q Difficult Circumstances

Acorn is a geo-demographic classification that segments the UK population according to their lifestyle, lifestage and affluence.

acorn

Young   Middle Aged   Elderly

Very Affluent

Getting By

Financially Stretched

Size Represents UK Pop.
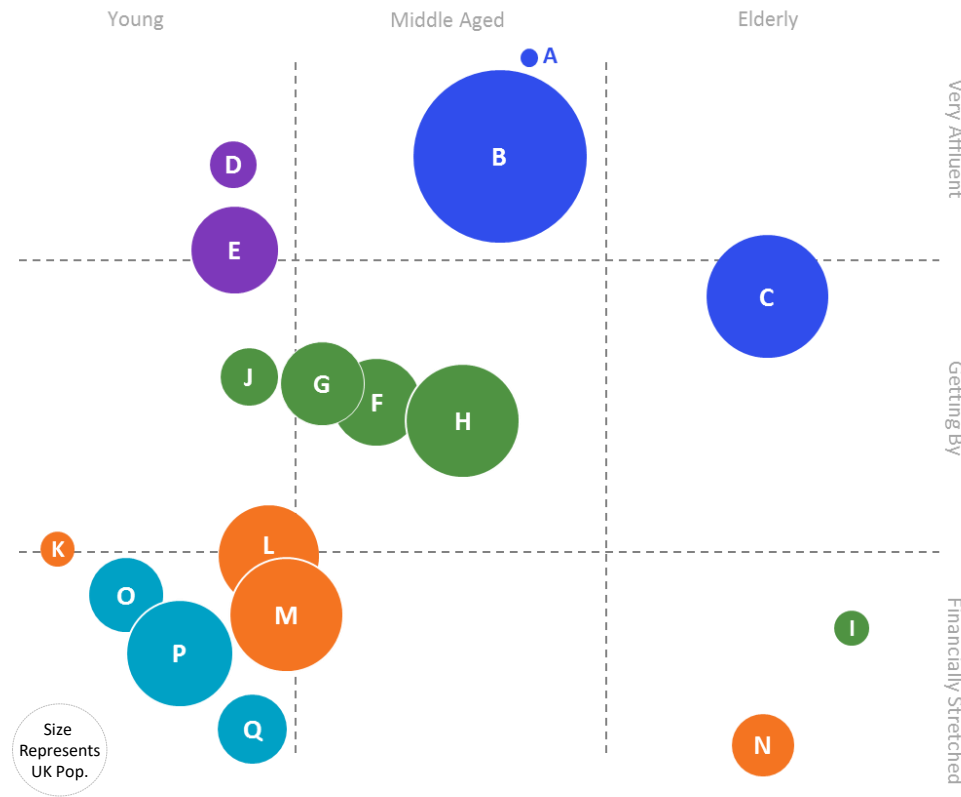
Classifies every UK postcode

Available at 3 levels: 6 Categories, 18 Groups & 62 Types

Common language across media, agencies and marketing organisations

CACI

BUSINESS ISLE OF MAN

DEPARTMENT FOR ENTERPRISE