

Acorn Pen Portraits

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DO AMAZING
THINGS WITH DATA



1A Exclusive Addresses

The most affluent in the population, who have no financial concerns and live in the most expensive properties, found mainly in the centre of London or South East suburbs.

0.07M
UK Households

0.3%
of UK

KEY ATTRIBUTES

Highest income, most valuable homes in the UK, directors / managers, highest levels of savings and investments.

CORE DEMOGRAPHICS

More likely to be:

- | | | |
|--|-------------------------------------|--|
| Age banding
35+ | Level of education
Degree | Household income
£100K+ <small>UK average £48K</small> |
| Composition
Family with children | House tenure
Homeowner | Residence
Detached house |

FINANCIAL SITUATION



LOCATIONS

- | | |
|--|--|
| <ul style="list-style-type: none"> • Belgravia • Cobham - Surrey • Notting Hill | <ul style="list-style-type: none"> • Golders Green • Kensington • Chelsea |
|--|--|

CHANNELS

How to reach them

- | | | | |
|-------|--------------|------------|-----------|
| email | Social media | Newspapers | Magazines |
|-------|--------------|------------|-----------|

Internet usage

Moderate

Online activities

Shopping for luxury goods, booking theatre and events, buying beauty products.

MEDIA HABITS

-

LIFESTYLE

Interests and hobbies

Art, cinema, motorsport, exhibitions, opera, ballet, gym, cycling, playing golf, theatre

Environmental attitudes

Concerned about climate change, but likely to have a very high carbon footprint

Shopping behaviour

High spenders, quality and luxury focussed

BRANDS & PEOPLE AFFINITY

Shopping and websites

-

Food and leisure

-

Public figure affinities

- | | |
|--|--|
| <ul style="list-style-type: none"> • Michelle Obama • Nigella Lawson | <ul style="list-style-type: none"> • Robert Peston • Louis Theroux |
|--|--|



1B Flourishing Capital

Successful younger singles and couples living in expensive flats, many of which are found in London. Some will have started a family.

0.3M
UK Households

1.0%
of UK

KEY ATTRIBUTES

High income, entrepreneurial professionals, high value flats, located in London, high value mortgage, high level of savings, second homeowners, high use of social media.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **25-44**
- Level of education: **Degree**
- Household income: **£75K+** (UK average £48K)
- Composition: **Mix of household type**
- House tenure: **Homeowner**
- Residence: **Flat / apartment**

FINANCIAL SITUATION

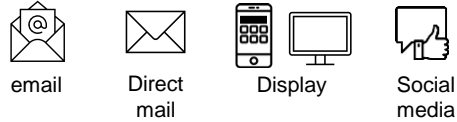


LOCATIONS

- Hampstead
- Bayswater
- Fulham
- Notting Hill
- Marylebone
- Belgravia

CHANNELS

How to reach them



Internet usage
High

Online activities

Booking holidays and travel, shopping for luxury goods, booking theatre and events, buying beauty products, streaming music, tracking fitness

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Holidays, eating out, ballet, theatre, sporting events, watching tennis, exhibitions

Environmental attitudes

Want to purchase from companies with strong ethical values

Shopping behaviour

Early tech adopters who engage with premium brands

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Jessie Ware (Table Manners)
- Ed Gamble
- Mark Kermode
- James Franco



1C Upmarket Families

Wealthy families living in owner-occupied large detached properties.

0.5M
UK Households

1.8%
of UK

KEY ATTRIBUTES

Largest homes, detached, high income, directors / managers, located in the South East, high number of applications for home extensions, multiple car ownership.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **35+**
- Level of education: **Degree**
- Household income: **£75K+** UK average £48K
- Composition: **Family with children**
- House tenure: **Homeowner**
- Residence: **Detached house**

FINANCIAL SITUATION



LOCATIONS

- Esher - Surrey
- Hale - Manchester
- Dorridge – West Midlands
- Henley-on-Thames - Oxfordshire
- Beaconsfield - Buckinghamshire
- Harpenden - Hertfordshire

CHANNELS

How to reach them



Internet usage
Moderate

Online activities

Booking holidays and travel, shopping and grocery deliveries, booking theatre and events, buying beauty products, streaming music.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Exhibitions, historical sites and attractions, theatre, playing golf, gym

Environmental attitudes

Care about providence of food products, but more from a quality perspective

Shopping behaviour

High spenders who will pay more for luxury brands

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Nigella Lawson
- Ed Sheeran
- David Bowie
- Alicia Keys
- Gwen Stefani
- Jon Snow



2D Commuter Belt Wealth

Well-off older families and empty nesters living in detached properties within easy reach of the major cities.

2.5M
UK Households

8.9%
of UK

KEY ATTRIBUTES

Affluent, homeowners, detached homes, mortgaged, live within easy reach of main cities and towns, multiple car ownership.

CORE DEMOGRAPHICS

More likely to be:

- | | | |
|--|-------------------------------------|--|
| Age banding
35-74 | Level of education
Degree | Household income
£69K <small>UK average £48K</small> |
| Composition
Family with children | House tenure
Homeowner | Residence
Detached house |

FINANCIAL SITUATION

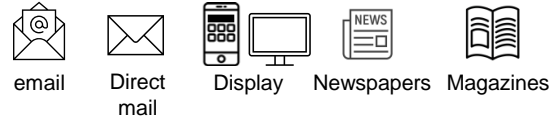


LOCATIONS

- | | |
|---|---|
| <ul style="list-style-type: none"> • Billingshurst – West Sussex • Tarporley - Cheshire • Hook - Hampshire | <ul style="list-style-type: none"> • Portishead - Bristol • Ampthill – Bedfordshire • Dunmow - Essex |
|---|---|

CHANNELS

How to reach them



Internet usage
Moderate

Online activities
News, banking, shopping, leisure bookings, property listings, sports updates, tracking fitness.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Holidays, eating out, pets, ballet, theatre and musicals, playing golf, cycling

Environmental attitudes

Influenced by their children

Shopping behaviour

Loyalty card holders, pay more for quality and convenience

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Jessie Ware (Table Manners) • Mark Kermode | <ul style="list-style-type: none"> • Robert Plant • Kirstie Allsopp | <ul style="list-style-type: none"> • Nick Robinson • James May |
|---|---|--|



2E Prosperous Professionals

Younger affluent people with high incomes enjoying urban life.

0.9M UK Households

3.0% of UK

KEY ATTRIBUTES

High income but also high outgoings, professionals, located in built up areas of London and South East, high use of social media.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **25-44**
- Level of education: **Degree**
- Household income: **£70K** (UK average £48K)
- Composition: **Couple, some with children**
- House tenure: **Homeowner**
- Residence: **Semi, terrace or flat**

FINANCIAL SITUATION



LOCATIONS

- West Wickham - Kent
- Stoneleigh - Surrey
- East Dulwich - London
- St Albans - Hertfordshire
- Raynes Park - London
- Balham - London

CHANNELS

How to reach them



Internet usage
High

Online activities

Booking holidays and travel, shopping, booking cinema, theatre and events, buying beauty products, streaming music.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Cinema, eating out, watching tennis, cabaret, comedy shows, concerts/gigs, theatre, gym

Environmental attitudes

Try to buy only from companies who are socially and environmentally responsible

Shopping behaviour

Up to date on fashion trends, follow celebrity endorsements

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Chris Moyles
- Peter Crouch
- Britney Spears
- Sue Perkins



3F Mature Success

Empty nesters living in comfortable detached homes, enjoying the endeavours of their earlier careers.

1.8M
UK Households

6.9%
of UK

KEY ATTRIBUTES

Homeowners close to paying off the mortgage, detached homes, retired, empty nesters, good level of savings and investments.

CORE DEMOGRAPHICS

More likely to be:

Age banding 55+	Level of education Degree	Household income £57K <small>UK average £48K</small>
Composition Couple	House tenure Homeowner	Residence Detached house

FINANCIAL SITUATION

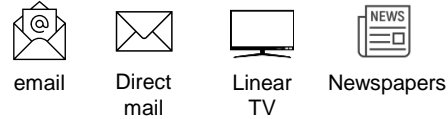


LOCATIONS

- Ross-on-Wye - Herefordshire
- Malvern - Worcestershire
- New Milton - Hampshire
- Mold - Flintshire
- Oakham – East Midlands
- Tenterden - Kent

CHANNELS

How to reach them



Internet usage
Low

Online activities

Checking the weather forecast, news, emails, booking entertainment tickets.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Gardening and visiting parks/gardens, bird watching, crossword puzzles, DIY, playing golf

Environmental attitudes

Concerned about the future for their grandchildren

Shopping behaviour

Loyalty card holders, more likely to shop in store

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Michael Palin
- Robert Peston
- James Martin
- Kirstie Allsopp
- Prof Noel Fitzpatrick
- Tim Peake



3G Settled Suburbia

Families in owner occupied semi-detached homes, living comfortably in the suburbs.

1.5M
UK Households

5.2%
of UK

KEY ATTRIBUTES

Semi-detached house, mortgaged, 3+ bedrooms, above average income, good disposable income.

CORE DEMOGRAPHICS

More likely to be:

Age banding 35-64	Level of education Degree	Household income £57K <small>UK average £48K</small>
Composition Family with children	House tenure Homeowner	Residence Semi-detached house

FINANCIAL SITUATION



LOCATIONS

- Welling - London
- Heald Green - Manchester
- Garforth - Leeds
- Rayleigh - Essex
- Bishopbriggs - Glasgow
- Eastern Green - Coventry

CHANNELS

How to reach them



Internet usage
Moderate

Online activities

News, booking holidays and travel, booking cinema, theatre and events.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Musicals, gardening, eating out, watching TV, pets, cycling

Environmental attitudes

Make an effort to recycle but feel they need help to reduce the amount of plastic they use

Shopping behaviour

Plan their weekly shop in advance but still influenced by their children

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Rick Astley
- Jason Manford
- Gareth Malone
- Kim Wilde
- Joe Wickes
- Paul Hollywood



3H Metropolitan Surroundings

Mixed neighbourhoods, who privately rent their terraced homes, found predominantly in London.

0.5M UK Households

1.6% of UK

KEY ATTRIBUTES

Semi-detached or terraced house, 3+ bedrooms, lower level of disposable income, presence of children, high use of social media.

CHANNELS

How to reach them



Internet usage **High**

Online activities

Gaming, shopping for luxury goods, shopping for domestic appliances, watching videos and TV.

CORE DEMOGRAPHICS

More likely to be:

Age banding 18-45	Level of education Degree	Household income £59K <small>UK average £48K</small>
Composition Families and house-shares	House tenure Privately renting	Residence Semi-detached or terraced house

FINANCIAL SITUATION



LOCATIONS

- Greenford - London
- Ilford - London
- Hall Green - Birmingham
- Barkingside - London
- Walthamstow - London
- Kingsbury - Birmingham

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Watching cricket, comedy shows, cycling, exhibitions, theme parks, theatre

Environmental attitudes

Want to recycle but feel it takes too much of an effort

Shopping behaviour

Convenience focussed, and likely to use social media to try and get any issues solved

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Ricky Gervais
- Beyoncé
- Kylie Minogue
- Simon Pegg
- Calvin Harris
- Jennifer Lopez



31 Up-and-coming Urbanites

Educated young people and students, who have low levels of disposable income, sharing privately rented flats.

0.9M
UK Households

3.1%
of UK

KEY ATTRIBUTES

Low disposable income levels, privately renting flats in expensive urban areas, house shares and students, often located in London and South East.

CORE DEMOGRAPHICS

More likely to be:

Age banding 18-34	Level of education Degree	Household income £58K <small>UK average £48K</small>
Composition Singles and house-shares	House tenure Privately renting	Residence Flat

FINANCIAL SITUATION



LOCATIONS

- Finsbury Park - London
- Leith - Edinburgh
- Didsbury - Manchester
- Brighton
- Edinburgh
- Tooting - London

CHANNELS

How to reach them



Internet usage
High

Online activities

Watching TV and videos, sports updates, listening to music, blogging/vlogging.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Photography, gym, eating out, cinema, theatre, comedy shows, live music & clubs, pubs

Environmental attitudes

Conscientious consumers, focussed on local, concerned about climate change

Shopping behaviour

Aspirational consumers who like to shop with independents

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Craig David
- Stormzy
- Michelle Obama
- Taylor Swift
- Alan Carr
- Idina Menzel



3J Aspiring Communities

Home owning families and couples with above average incomes, in areas where there has been higher turnover of housing over the last few years.

1.6M
UK Households

5.5%
of UK

KEY ATTRIBUTES

Mortgaged, 3+ bedrooms, high churn rate in last 5 years, high travel costs for work.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **35-64**
- Level of education: **Degree**
- Household income: **£58K** (UK average £48K)
- Composition: **Couples and young families**
- House tenure: **Homeowner**
- Residence: **Terraced house**

FINANCIAL SITUATION

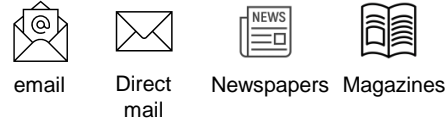


LOCATIONS

- Chineham - Hampshire
- Sandy - Bedfordshire
- Hedge End - Hampshire
- Wotton Under Edge - Gloucestershire
- Stoke Gifford - Bristol
- Ivybridge - Devon

CHANNELS

How to reach them



Internet usage
Moderate

Online activities
Personal finance, news, emails, booking entertainment tickets, sports updates.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Musicals, outdoor pursuits, cycling, pets, photography, eating out, zoos

Environmental attitudes

Care about the environment but won't pay extra to buy environmentally friendly products

Shopping behaviour

More likely to plan in advance and shop for groceries weekly

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Paul Hollywood
- Brian Cox
- Jack Whitehall
- Sue Perkins
- Tim Peake
- Mark Kermod



4K Semi-rural Maturity

Older couples who are coming up to retirement, or already retired, living in sizeable properties in semi-rural areas.

2.0M
UK Households

7.0%
of UK

KEY ATTRIBUTES

Detached house, bungalow, retired, paid off mortgage, no children at home, high proportion of disposable income relative to income.

CHANNELS

How to reach them



email



Direct mail



Newspapers



Magazines

Internet usage

Moderate

Online activities

Grocery shopping, wine and alcohol, news, personal finance.

CORE DEMOGRAPHICS

More likely to be:

Age banding

55+

Level of education

A Level (or equivalent)

Household income

£47K

UK average £48K

Composition

Older couple

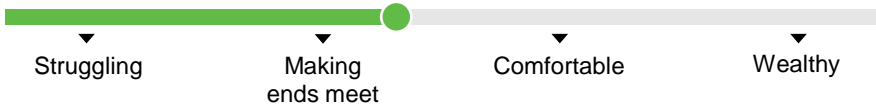
House tenure

Homeowner

Residence

Detached house

FINANCIAL SITUATION



LOCATIONS

- Carmarthen - Wales
- Dungannon – Northern Ireland
- Spalding - Lincolnshire

- Haverfordwest - Wales
- Launceston - Cornwall
- Alford - Lincolnshire

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Gardening, motorsport, bird watching, DIY, crossword puzzles

Environmental attitudes

Believe it costs too much to be green all the time

Shopping behaviour

If there is a choice, they like to buy products made in the UK

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Bryan Ferry
- Elton John
- Chris Packham
- The Hairy Bikers
- Gareth Malone
- Peter Kay



4L Traditional Homeowners

Secure older adults in semi-detached houses.

1.7M
UK Households

6.0%
of UK

KEY ATTRIBUTES

Semi-detached homes, homeowners, 3+ bedrooms, high proportion aged 65+, retired, high proportion of disposable income relative to income.

CORE DEMOGRAPHICS

More likely to be:

Age banding 65+	Level of education A Level (or equivalent)	Household income £47K <small>UK average £48K</small>
Composition Older couple or single	House tenure Homeowner	Residence Semi-detached house

FINANCIAL SITUATION



LOCATIONS

- Sheldon – West Midlands
- Maghull - Liverpool
- Birstall – East Midlands
- Ashton-in-Makerfield - Manchester
- Eccleshill - Yorkshire
- Caldicot - Wales

CHANNELS

How to reach them



Internet usage
Low

Online activities
Below average usage for many online activities.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Pets, gardening, crossword puzzles, eating out, watching rugby league

Environmental attitudes

Make an effort to recycle but cost is a more important factor

Shopping behaviour

Purchase budget and value ranges, choose comfort over style

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Michael Palin
- Andrew Lloyd Webber
- Gary Barlow
- Tom Jones



4M Family Renters

Younger working families with average incomes, living in socially rented houses.

1.3M UK Households

4.5% of UK

KEY ATTRIBUTES

Terraced or semi-detached houses, renting, presence of children, skilled manual worker, income support.

CORE DEMOGRAPHICS

More likely to be:

Age banding 25-49	Level of education A Level (or equivalent)	Household income £47K <small>UK average £48K</small>
Composition Family with children	House tenure Renting, usually social housing	Residence Terraced house

FINANCIAL SITUATION

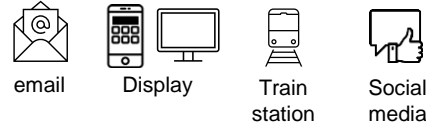


LOCATIONS

- Stevenage - Hertfordshire
- Tilbury - Essex
- Selly Park - Birmingham
- Portsmouth
- Saltaire - Yorkshire
- Bracknell - Berkshire

CHANNELS

How to reach them



Internet usage
High

Online activities
Playing games, watching videos, listening to music.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Fairs/circus, zoos, online games, theme parks, arts and crafts, pets

Environmental attitudes

Believe it costs too much to be green all the time

Shopping behaviour

Look around for promotions and discount codes

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Michael McIntyre
- Stacey Solomon
- Jeremy Clarkson
- Olly Murs
- Derren Brown
- Jamie Oliver



4N Urban Diversity

Young families and students in ethnically diverse urban centres.

0.7M
UK Households

2.5%
of UK

KEY ATTRIBUTES

Young children, 3+ children, students, house shares, renting, shared ownership, low disposable income, high unemployment, high use of social media.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **18-44**
- Level of education: **A Level (or equivalent)**
- Household income: **£44K** (UK average £48K)
- Composition: **Families and house-shares**
- House tenure: **Renting, usually privately**
- Residence: **Terraced house**

FINANCIAL SITUATION



LOCATIONS

- Dagenham - Essex
- Yardley - Birmingham
- Beckton - London
- Bradford
- Edmonton - London
- Dewsbury - Yorkshire

CHANNELS

How to reach them



Internet usage
High

Online activities

Watching TV and videos, listening to music, blogging/vlogging, buying tickets for events and days out.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Taking part in sports, comedy shows, theme parks, performing arts

Environmental attitudes

It is too costly and difficult to be environmentally friendly

Shopping behaviour

Like to purchase customisable items, high users of buy now pay later

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Calvin Harris
- Peter Crouch
- Gary Neville
- Mariah Carey



40 Stable Seniors

Retired and empty nester couples with modest incomes in rural and semi-rural locations.

1.6M
UK Households

5.7%
of UK

KEY ATTRIBUTES

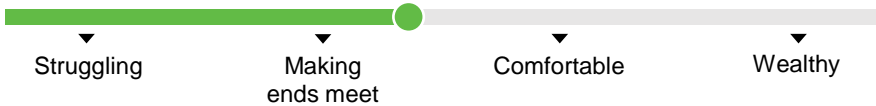
Homeowner, age 50+, bungalow, no children at home, retired, high proportion of disposable income relative to income.

CORE DEMOGRAPHICS

More likely to be:

Age banding 50+	Level of education A Level (or equivalent)	Household income £41K <small>UK average £48K</small>
Composition Older couple	House tenure Homeowner	Residence House

FINANCIAL SITUATION



LOCATIONS

- Llandrindod Wells - Wales
- Enniskillen – Northern Ireland
- Skegness - Lincolnshire
- Bonnyrigg- Scotland
- Sandown – Isle of Wight
- Rhyl - Wales

CHANNELS

How to reach them

Linear TV
 Direct mail
 Newspapers
 Magazines

Internet usage
Low

Online activities
DIY and decoration, groceries and shopping for domestic appliances.

MEDIA HABITS

LIFESTYLE

Interests and hobbies

Arts and crafts, DIY, bird watching, collecting, gardening

Environmental attitudes

More concerned about the price of things than their environmental impact

Shopping behaviour

Choose comfort over style and functionality over luxury

BRANDS & PEOPLE AFFINITY

Shopping and websites

Food and leisure

Public figure affinities

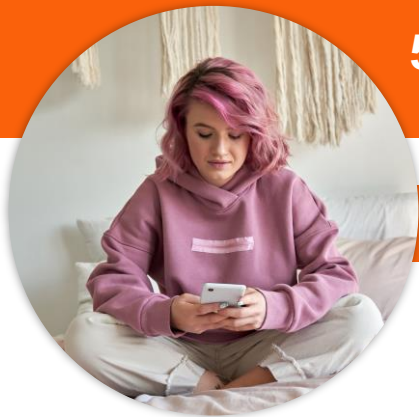
- James Martin
- Tom Jones
- Billy Connolly
- Nigella Lawson
- Chris Packham
- Bryan May

5P Tenant Living

Students and young adults starting out, privately renting in house shares.

2.3M
UK Households

8.0%
of UK



KEY ATTRIBUTES

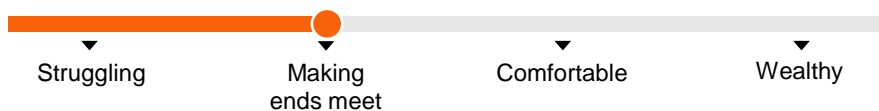
Proportion aged 18-24, flats, students, high rental costs, house shares, singles, heaviest internet usage.

CORE DEMOGRAPHICS

More likely to be:

Age banding 18-34	Level of education Degree	Household income £43K <small>UK average £48K</small>
Composition Students and young singles	House tenure Privately renting	Residence Flat

FINANCIAL SITUATION

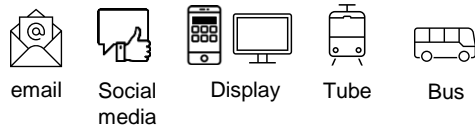


LOCATIONS

- Byker - Newcastle
- Selly Oak - Birmingham
- Bethnal Green - London
- Cardiff
- Hackbridge - London
- Meadowbank - Edinburgh

CHANNELS

How to reach them



Internet usage
High

Online activities

Booking holidays and travel, gaming, buying tickets for cinema and events, buying beauty products, blogging/vlogging.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Exercise/sports, cabaret, comedy shows, exhibitions, cinema, pubs, nightclubs, gym

Environmental attitudes

Consider themselves as environmentalists

Shopping behaviour

Shopping experience and delivery expectations set via purchasing with fast fashion brands

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Greg James
- Noel Fielding
- Beyoncé
- Bill Bailey
- Richard Branson
- Stormzy



5Q Limited Budgets

Young families and single parents with a high proportion socially renting their semi-detached home.

1.5M
UK Households

5.2%
of UK

KEY ATTRIBUTES

Semi-detached house, social renting, 2+ children, single parent, high unemployment.

CORE DEMOGRAPHICS

More likely to be:

Age banding 25-49	Level of education GCSE (or equivalent)	Household income £36K <small>UK average £48K</small>
Composition Family with children	House tenure Social renting	Residence Semi-detached house

FINANCIAL SITUATION

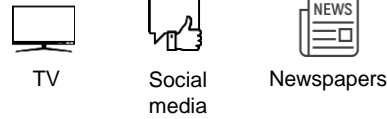


LOCATIONS

- Conisbrough - Yorkshire
- Flint - Cheshire
- Cleveleys - Lancashire
- Dudley – West Midlands
- Wednesbury – West Midlands
- Port Talbot - Wales

CHANNELS

How to reach them



Internet usage
Low

Online activities
Reading blogs/vlogs, watching TV, playing games, entering competitions.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Pets, fairs/circus, theme parks, online games, zoos, listening to music

Environmental attitudes

Believe it costs too much to be green all the time

Shopping behaviour

High use of buy now pay later and retail credit facilities

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Gino D'Acampo
- Stacey Solomon
- Ariana Grande
- Simon Cowell
- Adele
- Davina McCall



5R Hard-up Households

Younger families struggling on low incomes in rented terraces.

2.2M
UK Households

7.7%
of UK

KEY ATTRIBUTES

Private and social renting, terraced house, single parent, income support.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **25-49**
- Level of education: **GCSE (or equivalent)**
- Household income: **£37K** (UK average £48K)
- Composition: **Family with children**
- House tenure: **Social renting**
- Residence: **Terraced house**

FINANCIAL SITUATION



LOCATIONS

- Tonypany - Wales
- Coatbridge - Scotland
- Orrell Park - Liverpool
- Kingstanding - Birmingham
- Cwmbran - Wales
- Glenrothes - Scotland

CHANNELS

How to reach them

- Social media
- Direct mail
- TV
- Newspapers
- Magazines
- Bus

Internet usage

Low

Online activities

Entering competitions, watching TV and videos, playing games, auction sites.

MEDIA HABITS

- Facebook
- Mirror
- THE Sun
- DAILY STAR
- Absolute Radio
- MUSIC TELEVISION
- sky 1
- itv3

LIFESTYLE

Interests and hobbies

Listening to music, fairs/circus, online games, pets, theme parks

Environmental attitudes

Think products that are better for the planet are usually more expensive

Shopping behaviour

Promotion and price focussed shoppers who also shop for second-hand goods

BRANDS & PEOPLE AFFINITY

Shopping and websites

- Bonmarché
- F&F
- JD
- MISSGUIDED
- boohoo

Food and leisure

- BURGER KING
- FRIDAYS
- M E C C A
- ASDA
- BETVICTOR

Public figure affinities

- Rylan Clark-Neal
- Peter Kay
- Katy Perry
- Olly Murs
- Lewis Capaldi
- Noel Gallagher



6S Cash-strapped Families

Families and single parents with young children in socially rented houses, often claiming benefits.

2.2M UK Households

7.6% of UK

KEY ATTRIBUTES

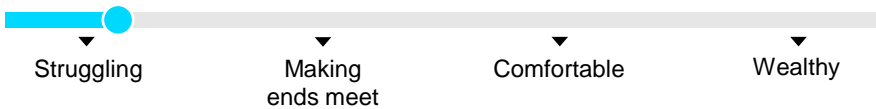
Social renting, presence of children, 3+ children, single parent, high unemployment, very low disposable income, low value properties.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **18-34**
- Level of education: **GCSE (or equivalent)**
- Household income: **£29K** (UK average £48K)
- Composition: **Family with children**
- House tenure: **Social renting**
- Residence: **Terraced house**

FINANCIAL SITUATION



LOCATIONS

- Everton - Liverpool
- Bow - London
- Harpurhey - Manchester
- Deptford - London
- Benchill - Manchester
- Sunderland

CHANNELS

How to reach them



Internet usage
High

Online activities

Auction sites, playing games, reading blogs/vlogs, entering competitions, watching TV and videos.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Pets, fairs/circus, fishing, online games, watching football, theme parks

Environmental attitudes

Make an effort to support local businesses

Shopping behaviour

Celebrity endorsements influence their purchases

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Ant and Dec
- Diversity
- Katie Price
- Dwayne The Rock Johnson
- Gino D'Acampo
- Keith Lemon



6T Constrained Pensioners

Struggling pensioners on low incomes in social housing.

0.9M UK Households

3.3% of UK

KEY ATTRIBUTES

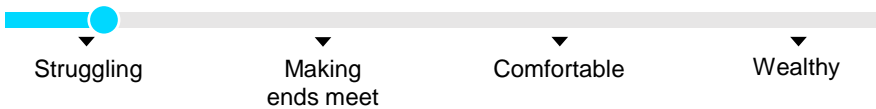
Retired, higher proportion aged 75+, bungalows, social renting, 1-2 bedroom, lowest internet usage.

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **65+**
- Level of education: **Few qualifications**
- Household income: **£24K** (UK average £48K)
- Composition: **Older single**
- House tenure: **Social renting**
- Residence: **Flat or bungalow**

FINANCIAL SITUATION



LOCATIONS

- Clydebank - Scotland
- Skegness - Lincolnshire
- South Shields - Tyneside
- Paisley - Scotland
- Llandrindod Wells - Wales
- Dundee

CHANNELS

How to reach them



Internet usage
Low

Online activities
Below average usage for many online activities.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Crossword puzzles, variety shows, listening to music, knitting/sewing

Environmental attitudes

Generally unconcerned about climate change

Shopping behaviour

Likely to purchase budget ranges at the supermarkets

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Rod Stewart
- Paul McCartney
- André Rieu
- Alfie Boe
- Royal Family
- Ant and Dec

6U Challenging Circumstances



Single people across all ages, living in high rise estates.

1.4M
UK Households

4.8%
of UK

KEY ATTRIBUTES

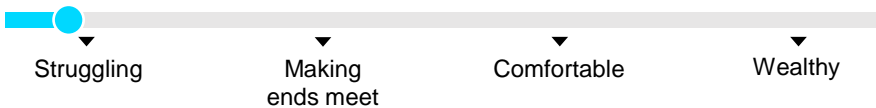
Lowest level of income – both before and after income tax and NI, high unemployment, single parent, 1 bedroom, lowest value properties.

CORE DEMOGRAPHICS

More likely to be:

Age banding 18-49	Level of education Few qualifications	Household income £22K <small>UK average £48K</small>
Composition Single	House tenure Social renting	Residence Flat

FINANCIAL SITUATION



LOCATIONS

- Clydebank - Glasgow
- Woolwich - London
- Greenhill - Sheffield
- Thamesmead - London
- Avonmouth - Bristol
- Eccles - Manchester

CHANNELS

How to reach them



Internet usage
High

Online activities

Watching TV, entering competitions, listening to music, auctions sites, reading blogs/vlogs.

MEDIA HABITS



LIFESTYLE

Interests and hobbies

Watching football, listening to music, online games, fairs/circus

Environmental attitudes

Want to recycle but it takes too much of an effort

Shopping behaviour

Low spending singles with a high take up of budget ranges

BRANDS & PEOPLE AFFINITY

Shopping and websites



Food and leisure



Public figure affinities

- Davina McCall
- Stormzy
- John Bishop
- Michelle Obama
- Rylan Clark-Neal
- Alan Carr

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, 7V: Not Private Households, which is sub-divided into four types:

- 62 Students in halls of residence
- 63 Active communal populations
- 64 Inactive communal populations
- 65 Non-residential postcodes



CACI

DO AMAZING
THINGS WITH DATA

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