The leisure consumer segmentation
Understanding the leisure, drinks and dining out behaviours of the UK’s population
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SocialScene Acorn segments the UK’s population into 6 categories and 18 groups...

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SocialScene Acorn - the leisure consumer segmentation

The leisure consumer is sophisticated so customer insight should be an essential part of any leisure operator’s toolkit. From economic pressures, voucher usage, developing leisure tastes and repertoires to their complex interaction with markets, the need to understand your customers and their behaviour is essential to find success in today’s challenging and rapidly changing market.
...to give you a unique insight into the leisure, drinks and dining out behaviour of consumers...

Unique geodemographics

SocialScene Acorn names and descriptions have been specifically tailored for clients who operate in the growing leisure market by utilising market research, surveys and our wealth of experience in the sector. SocialScene Acorn segments the population in relation to their leisure, eating and drinking activities and is unique to CACI.

Customer and consumer insight

SocialScene Acorn helps you to analyse and understand consumers in order to increase engagement with your customers and to deliver successful strategies across all channels. The rise of digital technologies and economic pressures are reflected in the lifestyles, behaviours and socio-economics of consumers.

Essential leisure consumer understanding

Whilst many companies have already invested heavily in understanding who their customers are, they may not be aware of how these segments are represented across their offer and brands. Crucially, this means they may not be maximising the opportunity they present. By using SocialScene Acorn they can build on their consumer insight in a more efficient and cost-effective manner.

“Increasing engagement with your customers...”

Not only is customer insight paramount to our clients being able to understand who their customers are, it also allows them to use this insight right through their organisation from marketing and operations to finding sites where these customer types work, shop or play.
...and gain a better understanding of your existing customers and new prospects.

What is SocialScene Acorn?

SocialScene Acorn is a geodemographic leisure segmentation of the UK’s population. It segments postcodes and neighbourhoods into 6 categories and 18 groups. By analysing significant leisure and social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

SocialScene Acorn provides a detailed understanding of the people who interact with your organisation, and it helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

In the user guide we look at each SocialScene Acorn group across a wide range of demographic, behavioural and attitudinal attributes. The descriptions of each category and group provide an overview of the wider range of topics for which information is available.

Using SocialScene Acorn

A wide range of leisure companies already use SocialScene Acorn to provide an accurate picture of the needs of their customers. SocialScene Acorn is used to understand consumers’ lifestyle, behaviour and attitudes, specifically tailored for those operating in the leisure sector. It is used across food and beverage, entertainment, gambling and recreation industries to analyse customers, identify profitable prospects, evaluate local markets and focus on the specific needs of each catchment.

You can learn a huge amount about your business by adding SocialScene Acorn codes to your existing customer database. You can also identify prospects who resemble your best customers: a highly valuable sales tool.

SocialScene Acorn is licensed from CACI as a dataset of postcodes coded by SocialScene Acorn categories and groups for any geographic area. Our consultants have experience in applying SocialScene Acorn to a range of topics.

If you wish to discuss the most appropriate segmentation for your needs or for details of licence fees please email marketing@caci.co.uk or call us on 020 7605 6849.

“Identify prospects who resemble your best customers...”
How SocialScene Acorn is built

CACI has a specialist team of experts that develops SocialScene Acorn. No other organisation has as many people with experience in developing and applying geodemographic segmentation tools with such extensive experience of the leisure sector.

The Acorn family of segmentations is built from a combination of Government data and consumer research data. CACI has created a unique and radically different approach to geodemographics. This takes advantage of the new data environment created by Government policies on Open Data. To keep SocialScene Acorn fully up-to-date we take advantage of new data immediately it becomes available.

Our SocialScene Acorn methodology

CACI has pioneered a radical departure from the traditional approach to building geodemographic segmentations. The traditional approach is to build the structure of segmentation and assign postcodes or households to the types by always using the same data and the same single algorithm.

Our new approach to geodemographics rejects a ‘one size fits all’ approach in favour of using the best method appropriate to the circumstances. We use different data and statistical models if we can demonstrate the results are better. This makes SocialScene Acorn more accurate.

Our alternatives were to reject all information that was not perfect across the whole of the UK, or to create different algorithms according to the available data. We chose to make use of all data that gave a measurably better SocialScene Acorn.

Email marketing@caci.co.uk or call us on 020 7605 6849
Category 1

Discerning Diners

A  Luxurious Living
B  Wining & Dining
C  Older Values
These are some of the most financially successful people in the UK. They live in wealthy, high status, rural, semi-rural and suburban areas of the country.

Middle aged or older people, the ‘baby-boomer’ generation, predominate with many empty nesters and wealthy retired. Some neighbourhoods contain large numbers of well-off families with school-age children, particularly the more suburban locations. These people live in large houses, which are usually detached with four or more bedrooms. Some will own homes worth many millions. Others’ homes are significantly more expensive than the average for their locality. Around one in eight of these families will own a second property.

A high proportion of these people are very well educated and employed in managerial and professional occupations. Many own their own business. Incomes are generally well above average. Many can afford to spend freely and frequently and have also built up savings and investments. Wealth has also been, or is being, built up through their expensive houses. Most of these people are owner occupiers, with half owning their home outright and the remainder often having significant equity in their homes.

Usually confident with new technology and managing their finances, these people are established at the top of the social ladder. Their wealth influences their leisure choices. They favour upmarket pubs and restaurants. Being active is also important and so for some golf, cycling and going to the gym are regular events.

They are healthy, wealthy and confident consumers.
Group A
Luxurious Living

“Affluent... financially sophisticated... comfortable lifestyles... money no object... gyms... golf... internet gambling... high-end restaurants... premium alcohol...”

The leisure and social activities of the people in these neighbourhoods are driven by their wealth. Money is no object and they can afford whatever they desire. Regular usage of gyms, sports facilities, golf courses and cinemas is important for many of them. Internet betting & gambling is much higher than for other affluent groups.

In terms of food and drink they are regular users of coffee shops and restaurants. They have the highest propensity to visit restaurants, particularly at the high end, of all the groups. Their focus is on going out to eat rather than staying in unless they are ordering an upmarket take-away. Premium lagers, champagne, wines and spirits contribute to a relatively high level of consumption of alcoholic drinks.

These are the most affluent people in the UK. As well as premiership footballers, hedge fund managers, and entrepreneurs this group includes people in high status senior managerial and professional positions. Many are very well-educated individuals. Many are company directors or business owners. These neighbourhoods have the greatest concentrations of higher rate taxpayers.

The typical family will live in a large house worth over £1 million and, particularly in the South East, their homes may be worth many millions. A good number will own additional property, either abroad or in the UK.

These people often read the financial pages to keep up with economic affairs in general and their investments in particular. They are often financially sophisticated, purchasing a wide range of financial products, or have advisors to do so for them. They are unlikely to have suffered any meaningful impact as a result of the recession.

They use new technology for its practical benefits. The internet is used for practical research and news-gathering more than for shopping or social activity. Social media will be used for making business contacts rather than leisure activities. In short these consumers have the money to enjoy very comfortable lifestyles with few financial concerns.
These are wealthy families living in larger detached or semi-detached properties either in suburbs, the edge of towns or in semi-rural locations. While these are generally family areas there are also some empty nesters and better-off retired couples. Many families own their home but a good number may still be repaying a mortgage. The likelihood of these families owning a second home, in the UK or abroad, is over five times the UK average.

Incomes are good since many have managerial and professional occupations with perhaps one in five being company directors. It is rare to find households earning less than the average.

They tend to be financially literate people and more likely to have multiple bank accounts and credit cards with incomes to spend relatively freely. These families are usually financially secure and three times more likely to have a variety of investment vehicles.

Personal pensions and significant levels of savings are also more likely. These are high income people, successfully combining jobs and families.

They tend to be frequent users of the internet, generally more for practical than entertainment purposes such as shopping and keeping up with current affairs, although many will also read the broadsheets. Modern technology such as DAB radio, iPads or tablet PCs, portable media players and smartphones are more likely to be owned, and those with children may well have purchased games consoles.

These areas are the territory of middle-aged executives who like to play golf, whose home is an important focus with gardening activities coming to the fore. Whilst they are very affluent they will avoid flaunting their wealth and have little interest in online gambling and betting activities.

As the customer bedrock of John Lewis they are at home in the department store café and their local independent restaurants. They are less attracted by pub restaurant chains and represent a significant opportunity for the non-branded chains being introduced by some pub/restaurant multiples.

Alcohol consumption, particularly of wines and traditional spirits, is relatively high reflecting their home-based wining & dining.

“Wealthy families... empty nesters... financially secure... spend relatively freely... up-to-date with modern technology... gardening... independent eateries...”
Group C

Older Values

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. Many have two cars, others may have down-sized to live in good quality apartments. Some will own second homes.

These are high income households and even those that have retired have good incomes. Employment is typically in managerial and professional roles. A good number own their homes outright and with many having no mortgage to pay are able to invest their money in a wide range of financial products.

While some might have a DAB radio these people do not generally favour new technology and are less likely than average to have a smartphone or tablet PC. Some may prefer free digital TV services to Sky or cable options.

They appreciate good food and wine and will go on regular holidays. They often shop at Waitrose, Marks & Spencer and John Lewis and may well read the Daily Telegraph, the Times, the Daily Mail and Daily Express.

“Older empty nesters... prosperous... high income households... appreciate good food and wine... regular holidays... tradition and value...”

These older, affluent people have the money, mobility and the time to enjoy life. Whilst they are less active than other affluent groups they are involved in dance classes, golf and gardening. Their eating out focus is on pub restaurants (branded and unbranded) and garden centres reflecting their appreciation of tradition and value. They are regular drinkers of wines and spirits.
Category 2

City Socialisers

D  Cosmopolitan Trend Setters
E  Buggies & Bistros
Category 2

City Socialisers

These are generally younger, well educated, and mostly prosperous people living in our major towns and cities. Most are singles or couples, some yet to start a family, others with younger children. Often these are highly educated younger professionals moving up the career ladder.

Most live in converted or modern flats, with a significant proportion of these recently being built as executive city flats. Some will live in terraced townhouses. While some are buying their home, occasionally through some form of shared equity scheme, others will be renting.

While many have good incomes not all have had time to convert these into substantial savings or investments. They are likely to be financially confident, managing their money and choosing the provider of their financial, or other services. They are the internet generation, ‘early adopters’ most likely to use smartphones and frequently use the internet and new technology.

These people have a cosmopolitan outlook and enjoy their urban lifestyle. They like to eat out in restaurants, go to the theatre and cinema and make the most of the culture and nightlife of the big city. The metropolitan pubs, bars and a wide range of restaurants are an important part of their busy lives. Keeping fit, often in the gym, is also a regular activity.
Group D
Cosmopolitan Trend Setters

These affluent younger people generally own flats in major towns and cities. Most of these are purpose built apartments although there is also a significant number that have been converted from older terraced townhouses. These flats are over twice the cost of the average UK house and more expensive than the average property in these more expensive urban locations. The majority are buying their flats with perhaps a third renting from a private landlord.

“Affluent younger people... generally own flats... expensive urban locations... significant savings... tech savvy... metropolitan lives... dine out regularly...”

Single people and couples without children form the majority of people in these areas. Many are graduates and white collar occupations tend to predominate, including senior managerial and professional jobs. Perhaps one in five might be a company director. While not all are highly paid, incomes are above the national average and a good number pay higher rates of tax.

Many of these people are financially aware, reading the financial pages, switching accounts, carrying out financial transactions online and have multiple cards and accounts. A number will have built up significant saving accounts or investments in shares.

Although incomes are relatively high some of these people will be utilising their overdraft facility or making the minimum repayment on their credit cards.

Ownership of iPhones, iPads and other smartphone and tablet devices is double the national average. Generally these people access the internet quite frequently to keep up with current affairs, shop, download music or films, to watch TV channels and the like.

These people enjoy the lifestyle that comes with living in larger cities where there are lots of people and opportunities to socialise and spend. Reflecting their affluent metropolitan lives they are regular visitors to museums, galleries, cinema and theatre. They have the highest level of music festival attendance, with the exception of the Student Deals group.

They are engaged in sporting activity particularly cycling and gym usage but they also have the highest usage of pubs, bars and clubs. They often use take-aways, coffee shops and branded sandwich shops as well as dining out on a regular basis at a wide range of restaurants.

Whilst they are regular users of pubs and branded bars such as O’Neills and All Bar One they do not tend to use branded pub restaurant chains. Champagne, premium lager and wine are their drinks of choice for their affluent work-hard, party-hard lifestyles.
Group E

Buggies & Bistros

These are younger people, singles, couples and families with young children. They live in flats, apartments and smaller houses, which they are sometimes renting and often buying with a mortgage, occasionally using a shared equity scheme. Usually these are in urban locations, frequently in London and large towns and cities across the country where the flats cost more than the national average price of a house.

Overall they tend to have higher educational qualifications than average, and incomes reflecting the urban locations are well above average. A good proportion will be in white-collar occupations including both managerial and professional roles, some paying higher rate tax.

Although they are more likely than average to have some savings, investments and pensions, others are more likely to have loans, perhaps the residue of student borrowing and to have mortgage repayments. As a result the good jobs may not always reflect high disposable income and a few may even be having some difficulties with debt. The career climbers are more likely than many to switch provider of all forms of financial services.

Generally these people are confident users of new technology and frequent users of the internet. Ownership of smartphones, media players, tablet PC’s and games consoles are likely to be above average.

“Younger people... urban locations... white-collar occupations... loans... active leisure lifestyles... cinema goers...”

They use the web to research purchases, read newspapers, buy and download music. They prefer marketing communications by email and dislike commercial contact on their phones, which are for social use.

The responsibilities of children and mortgages have constrained the spending of this affluent group. However they are determined to have active leisure lifestyles. Running and gym workouts play an important role for many of these people.

Branded restaurant usage at weekends is high, albeit on a less frequent basis than in their earlier lives and often with the benefit of voucher deals. They are regular cinema attendees and tend to have a relatively high usage of the metropolitan bars, pubs and take-aways.
Category 3

Conventional Choices

F Rural Regulars
G Suburban Brand Seekers
H Traditional Tastes
I Contented Communities
J Occasional Pleasures
Category 3

Conventional Choices

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside.

All life stages are represented in this category. Many areas have mostly stable families and empty nesters, especially in suburban or semi-rural locations. There are also comfortably-off pensioners, living in retirement areas around the coast or in the countryside and sometimes younger couples just starting out on their lives together.

Generally people own their own home. Most houses are semi-detached or detached, usually of average value for the region. Incomes overall are average, some will earn more, the younger people a bit less than average. Those better established might have built up a degree of savings or investments.

Employment is in a mix of professional and managerial, clerical and skilled occupations. Educational qualifications tend to be in line with the national average. Most people are comfortably off. They may not be very wealthy, but they have few major financial worries.

They represent the bedrock of the middle-market branded pubs and restaurants. Their menu choices lean towards the traditional and, while they are aware of price points, they are generally unwilling to look at the value alternatives of more downmarket brands.
Rural Regulars

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.

Housing is typically owner occupied, detached or semi-detached, however there will be some renting and tied property. Up to a third of the homes will be a named property rather than a street number, terms such as cottage or farm will often feature in these names.

While there is a fair amount of agricultural employment there are also many other skilled occupations and some professional people. These might be stable areas with much lower turnover of home ownership than usual.

Overall the mix of people is older than the average. Although incomes might be lower than the national average some families will have built up savings and investments and be in a better financial position than many in urban areas.

“Lowest population densities... named properties... agricultural employment... wildlife... photography... heritage visits... everything in moderation... traditional tastes...”

Leisure interests will tend to reflect the opportunities offered by the relatively rural locations: walking, wildlife, photography, gardening and food. Apart from the outdoors these people are interested in heritage visits and home-based hobbies. In part reflecting their location, they have limited interest in gambling, ‘foreign’ restaurants and take-aways. Everything is in moderation and their choices of hand-pumped beers, malt whisky and sherry reflect their traditional tastes.
Group G
Suburban Brand Seekers

This group comprises home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

Families might include young children, teenagers or even young adults who have not yet left home. These areas will also include some empty nesters. Within this group, there are also some neighbourhoods with high numbers of comfortably off families of Asian origin.

“Incomes are at least of average levels and many earn well above the national average. Many have A level or higher qualifications. People are employed in a range of occupations, including middle management and clerical roles. There also a number of shop workers and skilled manual workers.

Most people in this group have some savings and would consider themselves financially prudent. The more affluent will have good company cars and will have built up somewhat greater levels of savings and investments. Many will have pensions through their employer and others will have private pensions.

These are occasional rather than heavy users of the internet although their phone is more likely to have internet capability than not. Generally they are less keen on marketing communications other than by email.

These are the stable suburban families that make up much of Middle Britain. Whilst they are less affluent than Groups B – Wining and Dining and C – Older Values their leisure activities are similar although often less frequent. For example, gardening, cycling and dance classes all feature on their leisure agenda.

Whilst they are comfortably off, their financial prudence and large mortgages means that their leisure spending is restricted and focussed on limited visits to middle-market branded restaurants and pubs.
Group H
Traditional Tastes

These home-owning families, often middle-aged, are living comfortably in suburban and urban locations. They mainly own older, lower priced, three bedroom terraced or semi-detached homes, which they may have occupied for many years. Families might include young children, teenagers or young adults who have not yet left home. These areas will also include some empty nesters.

People typically have GCSE and A level qualifications although some may have degrees. They tend to be employed in a range of middle management and clerical roles or as shop workers and semi-skilled manual workers, and overall household incomes are around the national average.

Their spending and interaction with financial services broadly mirrors the national average. Most in this group have some small savings, an ISA and perhaps a few shares.

Although they do generally use the internet, few of these people will go online extensively on a regular basis.

They are more likely to read the Daily Mirror, the Daily Express or the Daily Star than a broadsheet paper. Celebrity, travel, cooking and glossy women’s magazines may be popular with some.

“Living comfortably... middle management... magazines are popular... branded pubs and carversies... gambling...”

They are important customers for branded pub restaurants and carversies offering ‘traditional’ menus. They tend not to be regular customers of other restaurants and take-aways. Lager is, for many, the drink of choice and gambling is of some interest. These working families form the bedrock of many towns across Britain.
These established communities are generally made up of retired and older empty nester couples. Property tends to be two and three bedroom semi-detached houses, bungalows and some smaller purpose-built flats. These will typically be slightly below the average value for the area, although there will be some variation around this level. The majority will have paid off their mortgage and own their homes outright.

The working population are in a mix of middle, lower management and supervisory jobs while some of the pensioners might have had more senior roles. Overall incomes are relatively modest since a good number of these people are now living off their pension.

However, since their children tend to have left home and they have little or no mortgage left to pay, many will have a reasonable disposable income. They may also have some investments for security in their old age. Broadly these people feel comfortable with few in financial difficulties. Although lower investment incomes due to low interest rates is likely to be a concern for some.

They are unlikely to use the internet more than sporadically for practical purposes such as email, purchasing travel tickets and pursuing their interest in family history. New technology is unlikely to attract these people and their phone is unlikely to be able to access the internet. They are likely to prefer to be contacted by regular mail rather than any other channel.

“Established communities... paid off their mortgage... modest incomes... investments... regular mail... free digital services... sedentary lifestyles... traditional pub meals...”

Free digital services are likely to be preferred to a cable or satellite service. Whilst most people get their news from the TV, the Daily Mail is the most popular newspaper.

Despite their sedentary lifestyles they do get involved in social activities at local leisure centres and also enjoy gardening. In terms of eating out they favour traditional pub meals and garden centres. They tend not to use take-aways and restaurants. The drinks they enjoy are sherry, port, gin and whisky.

These older people have sufficient investments and pensions to feel secure about their future.
Group J
Occasional Pleasures

Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas. Some are still renting but most will be buying their home with a mortgage.

“This is the internet generation and they spend more time online than average. New technology including smartphones and tablet computers might be popular.

Working out in gyms and running are important activities for this group. Their leisure spending is limited by their fixed outgoings and as a result their take-aways of choice tend to be the cheaper offer-based pizza deliveries and sandwich shops.

Their usage of bars and restaurants is relatively high but eating-out choices often reflect their spending ability and so price points and offers are important. These younger people might expect to develop their careers further in the future. They have money but might also have higher outgoings with their mortgage and an active social life.
Category 4

Squeezed Spenders

K  Student Deals
L  Betting on Value
M  Discount Drinkers
N  Bookies & Bingo
Category 4

Squeezed Spenders

This category contains a mix of traditional areas of Britain. Housing is often terraced or semi-detached, a mix of lower value owner occupied housing and homes rented from the council or housing associations, including social housing developments specifically for the elderly. This category also includes student term-time areas. There tends to be fewer traditional married couples than usual and more single parents, single, separated and divorced people than average.

Incomes tend to be well below average. Although some have reasonably well paid jobs more people are in lower paid administrative, clerical, semi-skilled and manual jobs. Apprenticeships and GCSEs or O levels are more likely educational qualifications. Unemployment is above average, as are the proportions of people claiming other benefits. People are less likely to engage with financial services. Fewer people are likely to have a credit card, investments, a pension scheme, or much savings. Some are likely to have been refused credit. Some will also be having difficulties with debt.

These people are less likely than average to use new technology or to shop online or research using the internet, although will use the internet socially. Overall, while many people in this category are just getting by with modest lifestyles a significant minority are experiencing some degree of financial pressure.

For many people in this category, spending is restricted but their social life remains important. Venues offering discounts will be important for drinking and eating.
Group K

Student Deals

These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying. Students will be living in a hall of residence or in flats or shared houses. There will be little in the way of incomes other than to fund their time at university. Some will be utilising overdrafts or be building up debts.

“Recent graduates... utilising overdrafts... extensive use of the internet... music festivals... city centre bars & clubs... low stake gambling... ‘let’s stay out’ lifestyles...”

Ownership of smartphones and tablets will be well above average, as will the proportion owning portable media players and games consoles.

They will find time for going out as well as going online. In addition to the broadsheet newspapers, film, computing, educational and style magazines may be their preferred reading matter.

Unsurprisingly music festivals feature highly on their leisure activities but they are also frequent users of cinemas, theatre and galleries. Running, dance classes and the gym are regular activities as are bars and restaurants. They are a mainstay of the branded city centre bars & clubs, pizza delivery and sandwich bars.

Low stake gambling, particularly on the internet, is an interest for some. Frequent use of restaurants and alcohol is part of their ‘let’s stay out’ lifestyles. Lager, cider, vodka and pre-mixed spirits are their preferred drinks through the evening.

Internet use is likely to be extensive whether for their studies or leisure purposes. Their online interests focus around social and leisure activities. They will be happy to go online to research their purchases, download music, stream TV or videos and play games.
These people own or rent smaller, older terraced housing and flats, which often includes some of the least expensive housing in the area. The mix of families is likely to include singles, couples with children and single parents and the age profile may tend to be younger than average.

Incomes are likely to be well below the national average. Jobs reflect a mix of educational qualifications that are generally lower than average. Employment tends to be in a mixture of clerical, semi-skilled and other office or manual occupations.

Unemployment may well be above average. In addition to Jobseeker’s Allowance the proportion of people claiming other benefits, disability and income support is likely to be above average.

Generally there will be average levels of investments and savings. However a few people may be having difficulties keeping up with loan repayments.

There are fewer cars than in many other areas. Shopping may tend towards cheaper stores.

“A relatively high number of these people dislike receiving marketing communications, whatever channel is used, although traditional channels are more acceptable than others.

Take-away fast food, burgers, fried chicken and traditional baked goods are likely to be favoured more than average. Football, DVDs, betting, bingo and the lottery are amongst the more common leisure activities. With little spare cash the value-based pub food chains are the focus of their restricted spending.”
These low income families typically live on traditional low-rise estates. While many rent their homes from the council or housing association an equal number have bought their houses.

Estates are typically either terraced or semi-detached with two or three bedrooms. Relatively high numbers of children are typical and there may be high numbers of single parents.

Incomes are likely to be well below the national average and unemployment is above average. Jobs may reflect the general lack of educational qualifications and tend to be in a mixture of clerical, semi-skilled and other manual occupations in factories and shops.

A proportion of these families may be reliant on state benefits. In addition to unemployment the proportion of people claiming other benefits, disability and income support are also likely to be above average.

The majority will not have a credit card and perhaps one in four might have been refused credit in the past. Most will have few investments and minimal savings. The financial services more often required in these areas may be loans and a few people may be having difficulties keeping up with the repayments.

Their phone is less likely to have internet capabilities and with the possible exception of games consoles and TVs these people are less likely to purchase the latest technological goods.

“Low income families... low-rise estates... manual occupations... money is tight... video games... eating out is limited...”

There are fewer cars than most other areas. Money is tight and shopping tends to focus on cheaper stores and catalogues. With the possible exception of people in more rural locations fewer than average are likely to consider marketing communications acceptable, whatever the channel.

Visiting the pub, computer games, DVDs, betting, bingo and the lottery are amongst their more common leisure activities. Eating out is limited to discount pub restaurants.

These families are struggling to get by on limited incomes in urban areas.
Group N
Bookies & Bingo

Pensioners and older people form a particularly high proportion of the people in these areas. The majority live in social housing but there are a few who own their home or rent privately.

Some will not have extensive educational qualifications, partly because they are of an age to have left school before the age of 16. Those who have not reached pensionable age are more likely to work in semi-skilled or manual jobs, in shops or administrative roles. Household incomes are well below average.

The numbers claiming benefits will be higher than average. In addition to some claiming Jobseeker’s Allowance there will be claimants of benefits relating to disability. The incidence of health issues will be higher than usual.

Traditional attitudes to money might be expected. These people have little requirement for financial services products since they are unlikely to have much savings or any investments. Most will not have a credit card.

“Majority in social housing... semi-skilled or manual jobs... claim benefits... angling... bingo... high street bookmakers... low-price carveries...”

New technology holds no interest, many will never have used the internet, or have a mobile phone with more than basic functionality.

Angling, bingo, betting at high street bookmakers and watching television may attract these people’s leisure time. Pubs are used for drinking, typically lager, keg bitters and pre-mixed spirits/cocktails, although the low-price carveries are also frequented.
Deprived Drinkers

Category 5

O  Party Nights
P  Fast Food & Footy
Q  Poorer Punters
Category 5

Deprived Drinkers

This category contains the most deprived areas of large and small towns and cities across the UK. Household incomes are low, nearly always below the national average. The level of people having difficulties with debt or having been refused credit approaches double the national average. The numbers claiming Jobseeker’s Allowance and other benefits is well above the national average. Levels of qualifications are low and those in work are likely to be employed in semi-skilled or unskilled occupations.

The housing is a mix of low rise estates, with terraced and semi-detached houses, and purpose built flats, including high rise blocks. Properties tend to be small and there may be overcrowding. Over half of the housing is rented from the local council or a housing association. There is some private renting. The relatively small proportion of the housing that is owner occupied is generally of low value. Where values are influenced by higher urban property prices these are still lower value relative to the location.

There are a large number of single adult households, including many single pensioners, lone parents, separated and divorced people. There are higher levels of health problems in some areas. These are the people who are finding life the hardest and experiencing the most difficult social and financial conditions.

They have little spare cash. For some people, gambling and limited visits to pubs offering low prices are an opportunity to escape a difficult life.
Group O

Party Nights

Younger people are more prevalent in these streets. They own or rent small terraced houses or flats that tend to be amongst the cheapest housing in the town. A number of the residents might be first time buyers and it is usual for mortgages to have many years left to run.

While there are couples and families with young children, single people or single parent residents are found more frequently than average. Some may be financially supporting a child that does not live with them. In some cases the residents of these areas may include people from an East European background.

Educational qualifications tend to be lower than average and much of the employment is in junior office roles and semi-skilled or manual occupations. There are pockets of deprivation in this group. Incomes range from moderate to low and unemployment is higher than the national average. The numbers claiming benefits may be up to double the national average in some places.

Generally these people have lower levels of savings and many find it hard to save regularly from modest incomes. There are some households with high levels of debt. Some will have been refused credit and generally these people are less likely to use a credit card.

“Younger people... pockets of deprivation... lower levels of savings... modest lifestyle... alcopops... pubs... scratch cards...”

A number of these people will have loans that they may be having difficulty repaying. A small number may have accumulated debts in excess of their annual income.

Car ownership is below the national average and cars tend to be lower value and usually bought second hand. Some will own smartphones, although these are less likely to be an iPhone than a less expensive, less fashionable model.

These people have a modest lifestyle and some may be struggling to get by in the current economic climate. However going out to pubs with low priced alcohol and food represents an important escape from routine jobs. Lager, white rum and alcopops are the drinks of choice. Gambling (often on websites), scratch cards, gaming machines and bingo all offer the chance of the big prize to this group.
These are low income families living on traditional urban estates. While typically two-thirds rent their homes from the council or housing association some have bought their houses, typically under right-to-buy, or from a prior tenant who has done so. Since house prices are low the few homeowners may include a number of first time buyers.

A substantial proportion of the housing will be flats or terraced houses although there may also be some semi-detached estates. Small properties are more typical but the larger families may be housed in three bedroom houses. Either way there may be some element of overcrowding.

There may be a high proportion of children and the level of single parent households may be double the national average. Childless couples and pensioners are relatively rare.

As is typical of more urban locations the population may include some minority ethnic groups. Jobs reflect the generally lower educational qualifications and tend to be of a routine nature, perhaps in factories, shops or other manual occupations.

Incomes are low and the numbers claiming Jobseeker’s Allowance is typically double the UK average. The numbers claiming income support, disability and other benefits are similarly high. Many will have been refused credit and people having difficulties with debts is likely to be double the national average.

“Traditional urban estates... single parent households... money is tight... fast food outlets... gambling... beers...”

Money is tight and shopping tends to focus on cheaper stores, fast food outlets and bakery chains. Eating out choices reflect the ethnic mix of some of these areas. Alcopops, lagers and keg beers are the usual drinks although frequency of pub visits is limited by a lack of money. Bingo and online gambling are regular activities for some people.
Group Q
Poorer Punters

Generally these are streets with a higher proportion of younger people. Although all age groups may be represented those aged under 35 and with young children are more prevalent. There are twice as many single parents compared to the national average.

The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing. Generally these are small flats and a good proportion of Britain’s high rise blocks make up a small part of this group.

These are relatively deprived neighbourhoods. The numbers claiming Jobseeker’s Allowance, Income Support and Employment and Support Allowance are all at their highest levels in this group. There may be high levels of long term unemployment and of households relying entirely on state benefits.

Educational qualifications are usually low. Those in work are likely to be employed in routine or semi-skilled manual jobs perhaps in factories or shops.

Incomes may be particularly low and nearly half these people may not earn enough to pay tax. It is rare for these people to have a credit card or to have savings.

“Higher proportion of young people... rented flats... claiming benefits... health problems... tabloids... television... football...”

Loans, which some will have difficulty repaying, are more typical. One in ten might have debts in excess of their annual income.

There might be a higher than usual proportion of people with health problems, including asthma and diabetes. Many people are enduring hardship and for them life is a struggle.

The tabloids are favoured reading. Leisure interests include computer games, football, gambling, bingo and television. Gambling at high street bookmakers and online may be regular activities together with bingo and gaming machines.
Category 6
Not Private Households

Active Communal Population
Inactive Communal Population
Business Addresses Without Resident Population
These are postcodes where the bulk of the residents are not living in private households. The category forms a single group, R - Not Private Households - this includes: Active Communal Population, Inactive Communal Population and Business Addresses Without Resident Population.

**Active Communal Population**

Within the context of SocialScene Acorn this sub-set may have some significance at a local level in a limited number of circumstances. These people may be in communal establishments yet still consumers to some degree. This includes people living communally on military bases. Whilst military personnel have their own leisure facilities on the base they may also use nearby towns e.g. the relationship between Catterick Garrison and Richmond in North Yorkshire.

It should be noted that the military married quarters is generally not communal accommodation and it will be classified in one of the other SocialScene Acorn types according to the characteristics of the residents.

This sub-set also includes hotels and other holiday accommodation. Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

**Inactive Communal Population**

These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**Business Addresses Without Resident Population**

These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park with no residents.
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