

Get to the **truth** behind the **Cost of Living** headlines

CACI

DO AMAZING
THINGS WITH DATA

Understand the detail
Adjust your strategy
Plan for the future

Combine **Acorn** and **Paycheck Disposable Income** to understand exactly how your customers are affected by the cost of living crisis, and what that means for your business.

acorn

There is no better geodemographic segmentation tool than Acorn

Acorn provides a rich and detailed understanding of residential neighbourhoods across the UK. Segmenting each UK postcode into one of 62 different demographic profiles, Acorn gives a distinctive picture of the kinds of people who live in an area, their attitudes and how they behave. Acorn confirms just why CACI know customers better than anyone else.

Combining Acorn Demographics and Paycheck Disposable Income data paints a true reflection of the current impact of the cost of living crisis.

The nation's finances are at the whim of economic forces and there's now very few people that aren't worried about either their own, or their friends and families' finances.

The economic uncertainty is now and embedded anxiety.

It's therefore essential you keep on top of shifting public attitudes to their propensity to spend.

Acorn and Paycheck Disposable income combine to provide this visibility.

paycheck
Disposable Income

Revealing the state of the nation's disposable income across all UK household postcodes

Paycheck Disposable Income provides an estimate of the average available household income after tax, National Insurance, and other essential outgoings for each of the UK's household postcodes. Allowing you to understand how disposable income has been affected within the context of economic conditions.

Talk to one of our experts to find out how you can use Acorn and PayCheck Disposable Income in your cost of living strategy.

| **Web:** www.caci.co.uk/costofliving

| **Call:** 020 7602 6000