



Isle of Man Market Summary

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DO AMAZING
THINGS WITH DATA

DEPARTMENT FOR
ENTERPRISE



BUSINESS
ISLE OF MAN



Contents

1. Introduction
2. Isle of Man Acorn
3. Household Income Spending
4. Key Acorn Groups
5. Comparison to the UK
6. Opportunity Deep Dives
7. Summary
8. Appendix




Introduction


This report outlines the key project of constructing the Acorn profile for the Isle of Man by CACI, utilising detailed postcode geography data and aims to attract leisure and retail operators to the island as an appealing destination.

The deliverables include Acorn Profiles for the Isle of Man, a comprehensive list of Acorn profiles for each postcode, and an informative map highlighting the dominant Acorn groups. Furthermore, the report offers an in-depth analysis of key Acorn groups, covering metrics such as probable tenure types, average rent and house prices, and relevant UK brands associated with these groups. A succinct one-page summary explores opportunities in leisure, restaurant/hospitality, and retail sectors, while also providing a comparative analysis of the Isle of Man's Acorn profile against major UK cities for added perspective.

Key Data Sources



Acorn
Acorn is CACI's consumer segmentation model which combines geography with a range of demographics and lifestyle data sources to group the entire population into 5 Categories, 17 Groups and 62 Types.



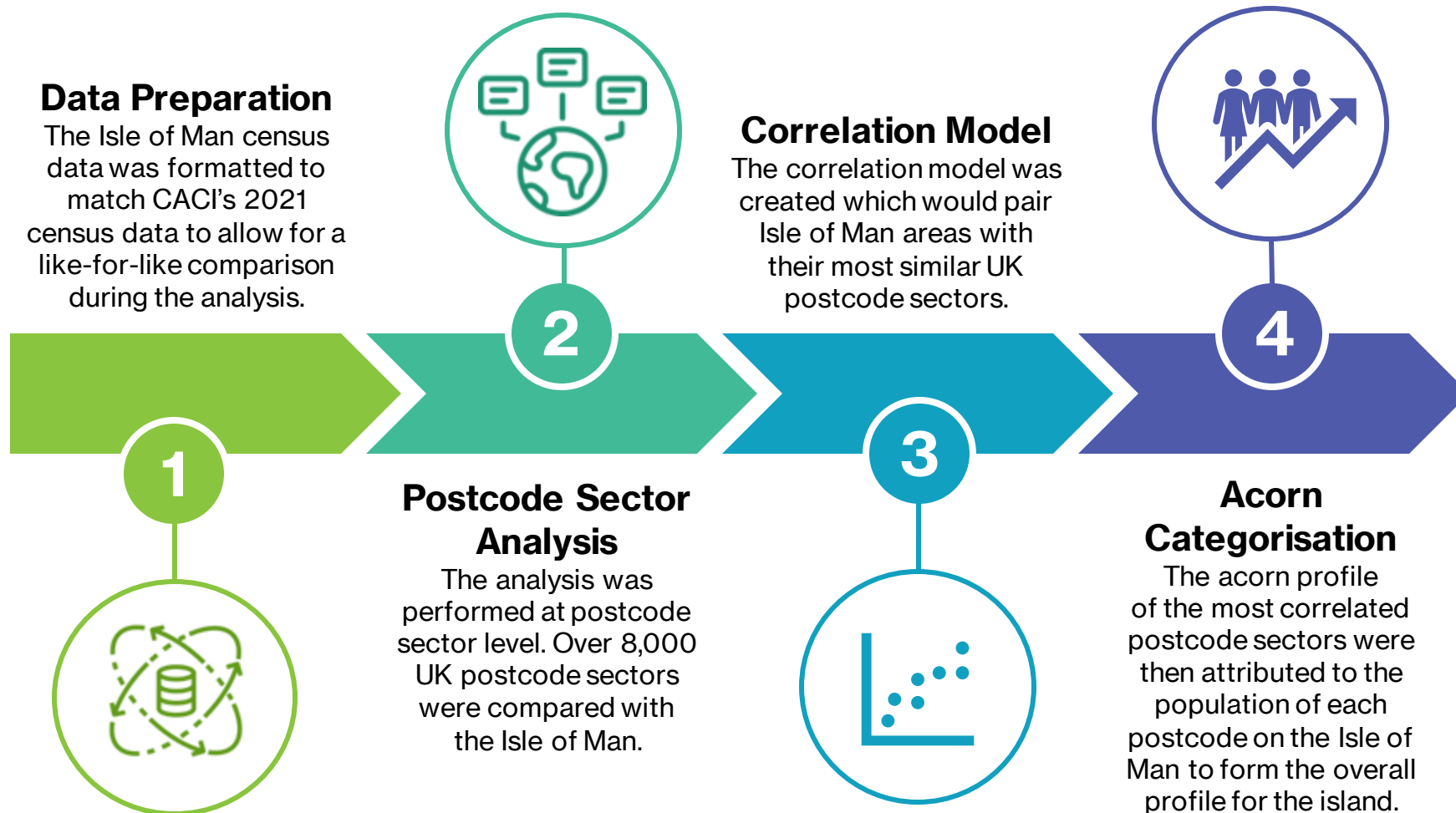
Isle of Man & UK Census
Combining both the UK and Isle of Man census data allowed the direct correlation of the two areas, thus the ability to benchmark and establish an accurate Acorn profile for the Isle of Man.



Isle of Man Acorn

Methodology

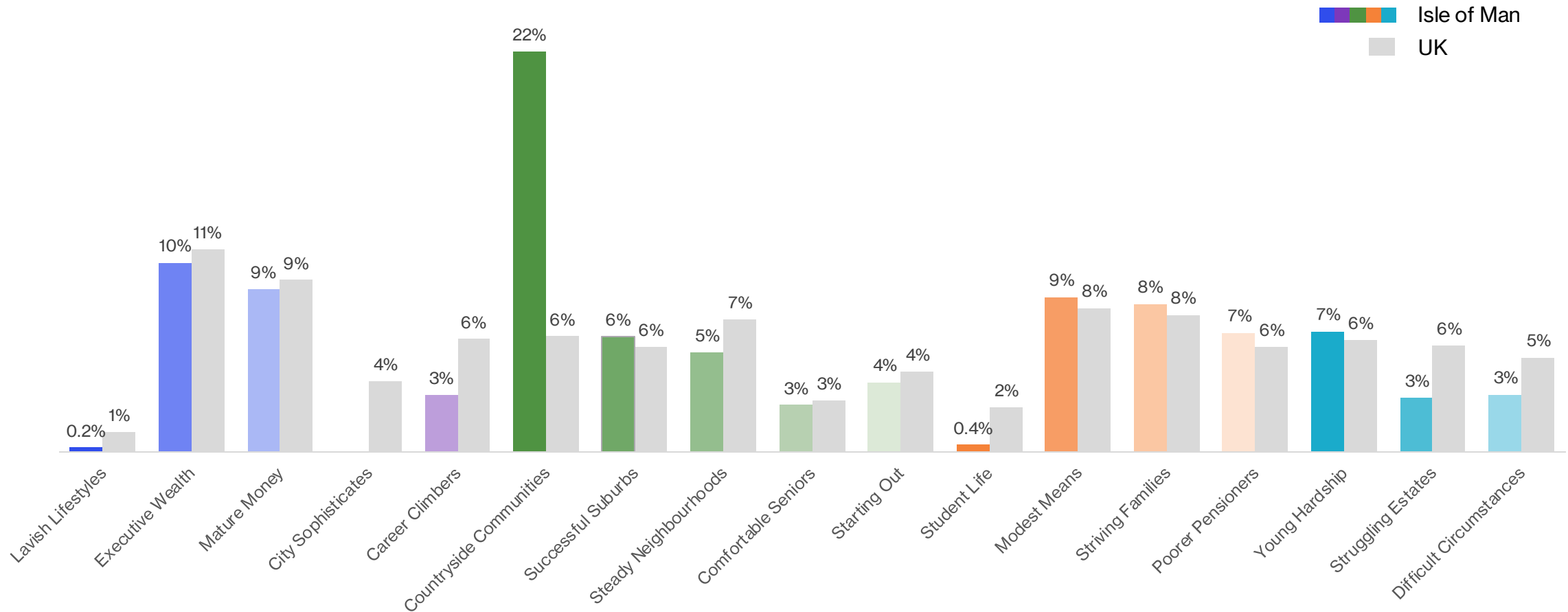
A bespoke correlation model was built to map areas in the Isle of Man to their corresponding, most similar areas in England and Wales*. The Acorn profiles of these areas were found and then attributed to areas of the Isle of Man.



*Only England and Wales were used because their census' matched closest to the census data provided.

Isle of Man Acorn Profile

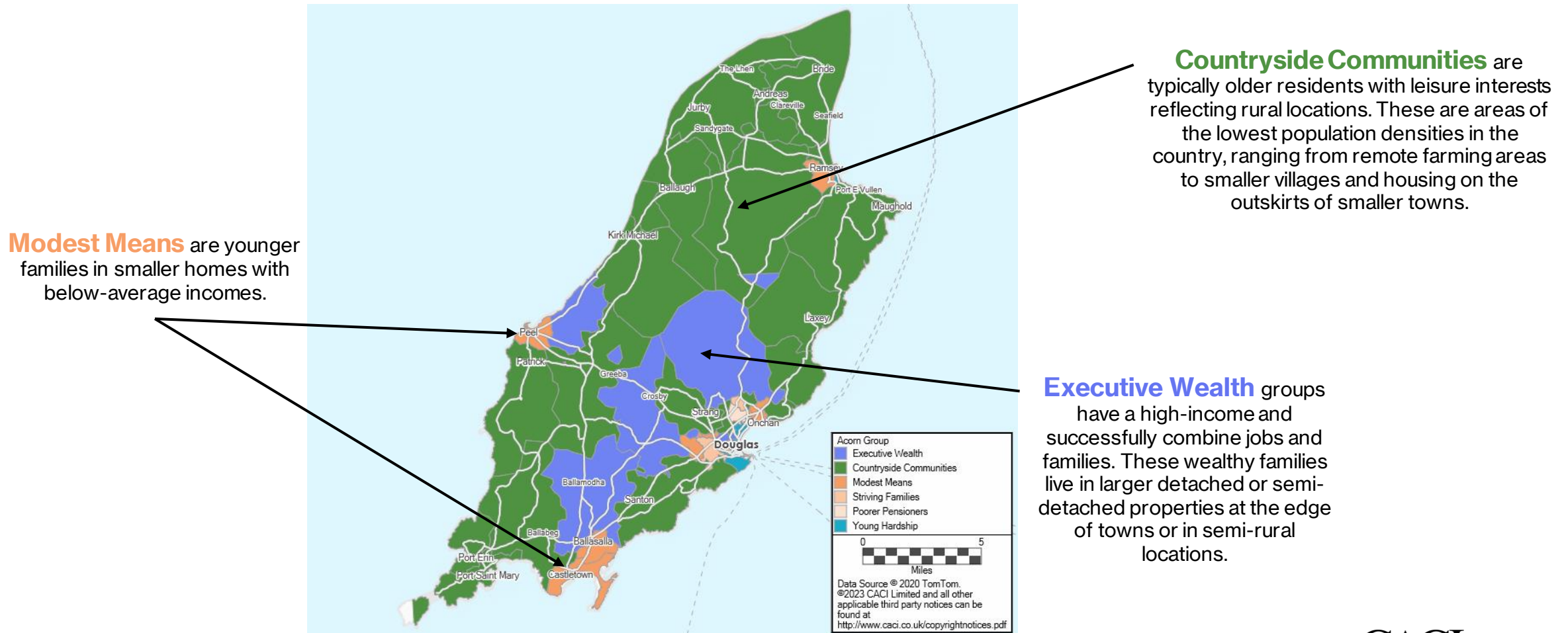
Although the Isle of Man is primarily made up of **Countryside Communities**, there are varying affluence levels. Wealthier Acorn groups, **Executive Wealth**, and **Mature Money**, reside in the Island's centre, while **Financially Strained** and **Urban Adversity** groups populate coastal towns and the capital, Douglas.



Source: Acorn 2023

Island Acorn Map

Most of the island belongs to the **Comfortable Communities** category, however, the most affluent group, **Executive Wealth**, lies on the peripherals of Douglas in the centre of the island. There are also pockets of less-affluent **Modest Means** in Peel, Ballasalla and Ramsey.



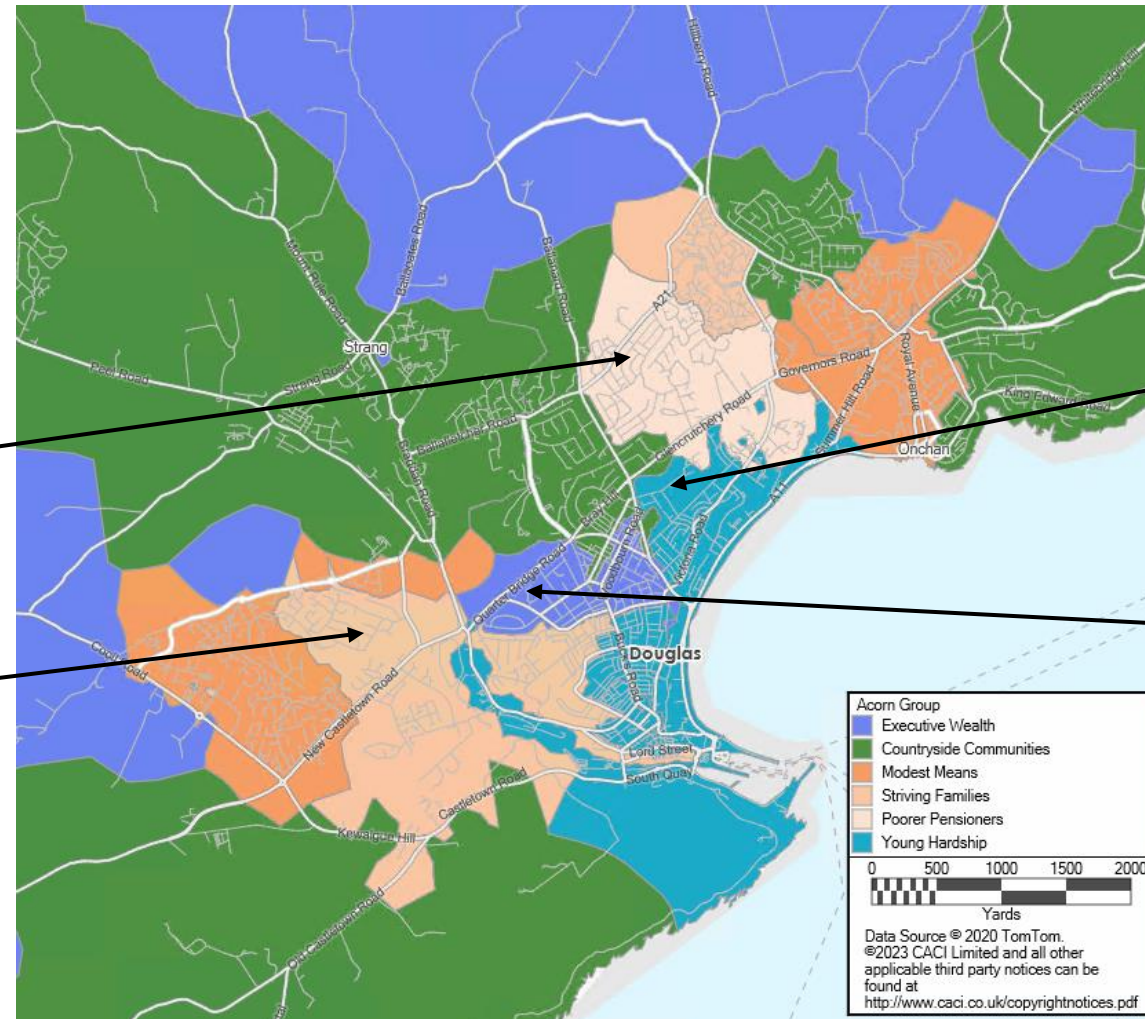
Source: Acorn 2023

Douglas Acorn Map

Douglas city centre exhibits more diversity compared to the rest of the island, with a higher concentration of less affluent groups, including **Poorer Pensioners**, **Striving Families**, and **Young Hardship**.

Poorer Pensioners are older households and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

Striving Families who are struggling on limited incomes in urban areas. These lower-income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.



Young Hardship are households with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent on these streets. Some might be first-time buyers and it is usual for mortgages to have many years left to run.

Executive Wealth surrounds Douglas to the west and stretches into the centre of the island. Although there is a small pocket of this more affluent group in the residential areas south of the Quarter Bridge Road.

Source: Acorn 2023

A scenic view of a coastal town, likely in Ireland, featuring a mix of traditional and modern architecture. A prominent white lighthouse with a red band stands on a small island in the water. The town is built on a hillside, with a large, modern white building with many windows and balconies as a central feature. In the background, a grassy hill rises, topped with a tall, thin telecommunications tower. The foreground shows a sandy beach and the calm sea with some rocks visible.

Household Income Spending

Household Income and Spend

Average Isle of Man Annual
Household Income

£57,132

+82%
Higher than UK
average

Grocery (excl. Alcohol)



£307

+17%
Higher than
UK average

Clothing & Footwear



£209

+99%
Higher than
UK average

Household Goods & Services



£231

+31%
Higher than
UK average

Restaurants & Hotels



£272

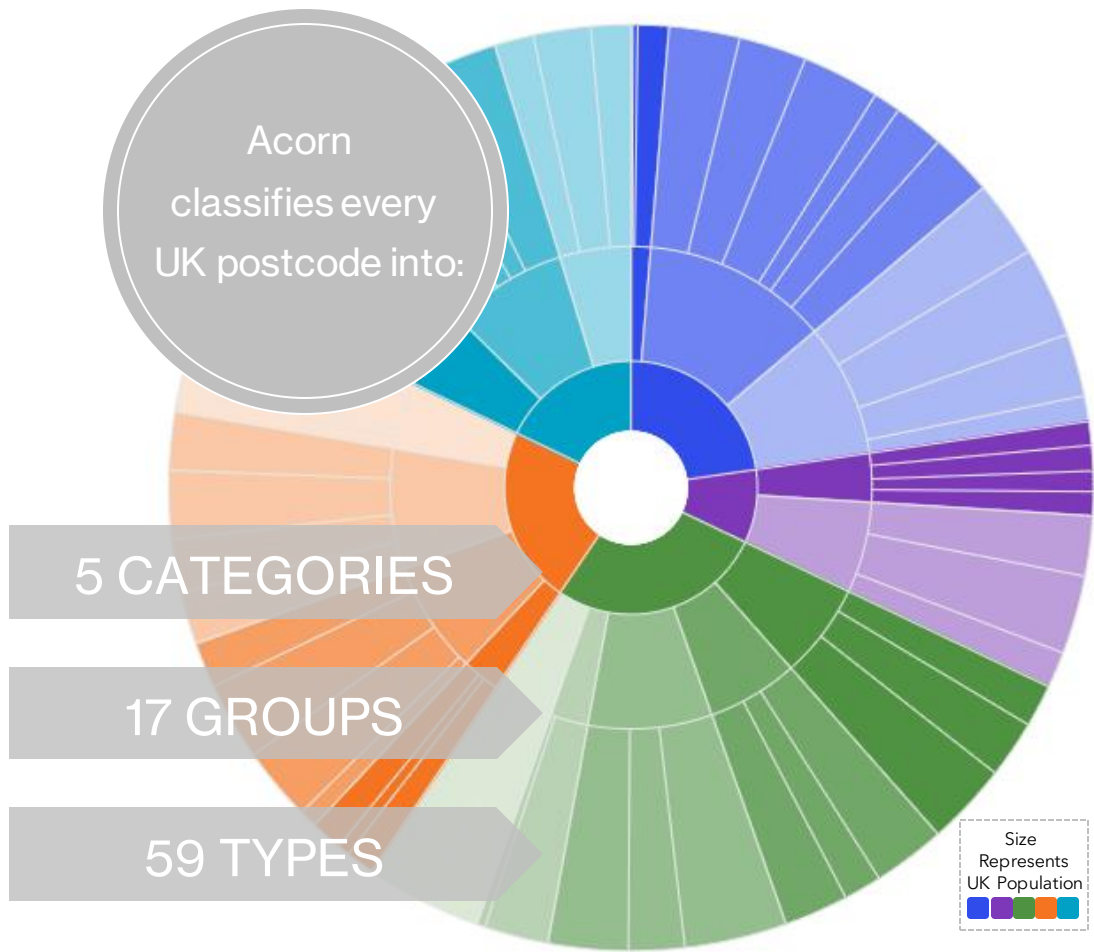
+27%
Higher than
UK average



Key Acorn Groups

Acorn

Acorn is the industry standard geodemographic consumer classification tool that segments the UK population by postcode. By analysing demographic data, social factors, population and consumer behaviour, Acorn provides an



Category	Group		Type
1. Affluent Achievers	A	Lavish Lifestyles	1-3
	B	Executive Wealth	4-9
	C	Mature Money	10-13
2. Rising Prosperity	D	City Sophisticates	14-17
	E	Career Climbers	18-20
3. Comfortable Communities	F	Countryside Communities	21-23
	G	Successful Suburbs	24-26
	H	Steady Neighbourhoods	27-29
	I	Comfortable Seniors	30-31
	J	Starting Out	32-33
4. Financially Stretched	K	Student Life	34-36
	L	Modest Means	37-40
	M	Striving Families	41-44
	N	Poorer Pensioners	45-48
5. Urban Adversity	O	Young Hardship	49-51
	P	Struggling Estates	52-56
	Q	Difficult Circumstances	57-59

1 B Executive Wealth

10%
Of Isle of Man

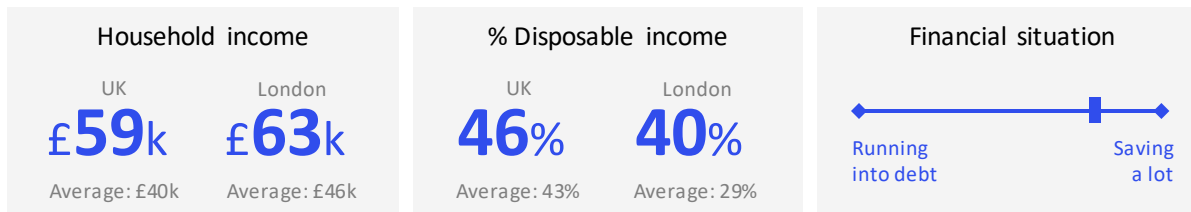
11%
of UK

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.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS

RETAIL

MINT VELVET

BREITLING
1884

Mulberry

PELOTON

LEISURE

Nuffield Health

FLIGHT CLUB

GRAVITY
ACTIVE ENTERTAINMENT

FOOD & BEVERAGE

CÔTE
BRASSERIE

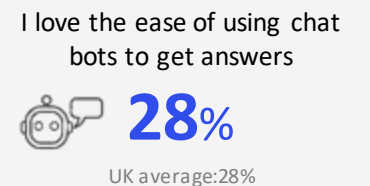
Signature

Bill's

DISHOOM

DIGITAL AND TECH

ATTITUDES



TOP BEHAVIOURS



Own an iPhone



Research holidays online



Purchase financial products online

1 C Mature Money

9%
Of Isle of Man

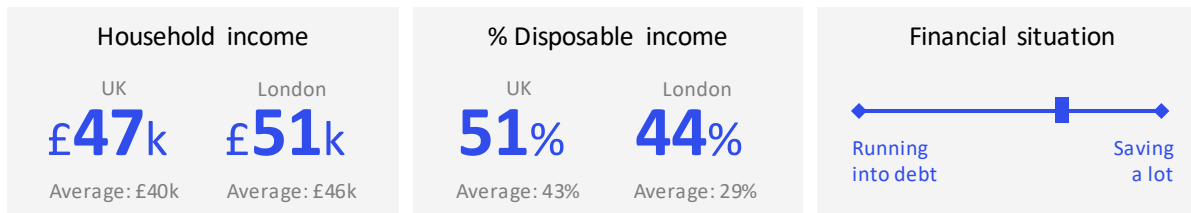
10%
of UK

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, in larger detached or semi-detached houses or bungalows.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS

RETAIL

Mulberry GOLDSMITHS SINCE 1778 **FATFACE** MINT VELVET

LEISURE

EVERYMAN CINEMA MOLTON BROWN LONDON Nuffield Health GRIDSERVE sustainable energy

FOOD & BEVERAGE

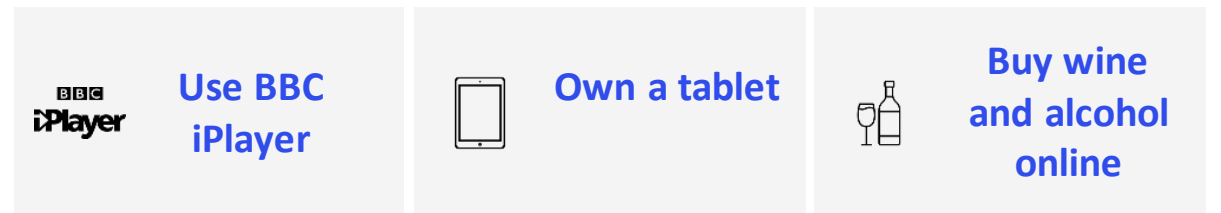
ASK ITALIAN **PREZZO** **CÔTE BRASSERIE** HOTEL Chocolat

DIGITAL AND TECH

ATTITUDES



TOP BEHAVIOURS



3

F

Countryside Communities

22%
Of Isle of Man

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
£42k

Average: £40k London
Average: £44k

% Disposable income

UK
53%

Average: 44% London
Average: 39%

Financial situation



BRANDS

SHOPPING

LAKELAND



Specsavers

Clarks

LEISURE



CAFFÈ NERO



CAFÉ ROUGE

WEBSITES

ebay

Money Super Market

M&S
EST. 1884

GOV.UK

DIGITAL

ATTITUDES

I worry about
online security



57%

UK average: 55%

Shopping online makes
my life easier



53%

UK average: 53%

I couldn't live without the
internet on my mobile



25%

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

4

L

Modest Means

9%
Of Isle of Man7.7%
of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS

Age range

25-34

Children at home

3+

House tenure

Privately
renting

Family structure

Single
parent

Number of beds

3

House type

Terraced

BRANDS

SHOPPING



NEW LOOK

LEISURE



Frankie & Benny's



WEBSITES



DIGITAL

ATTITUDES

I worry about
online security

54%

UK average: 55%

Shopping online makes
my life easier

50%

UK average: 53%

I couldn't live without the
internet on my mobile

33%

UK average: 34%

FINANCIAL PROFILE

Household income

UK

£35k

London

£42k

Average: £40k

Average: £44k

% Disposable income

UK

45%

London

34%

Average: 44%

Average: 39%

Financial situation



KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to

research loans online

TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to

purchase toys online

This group are more likely to
subscribe to Sky TV

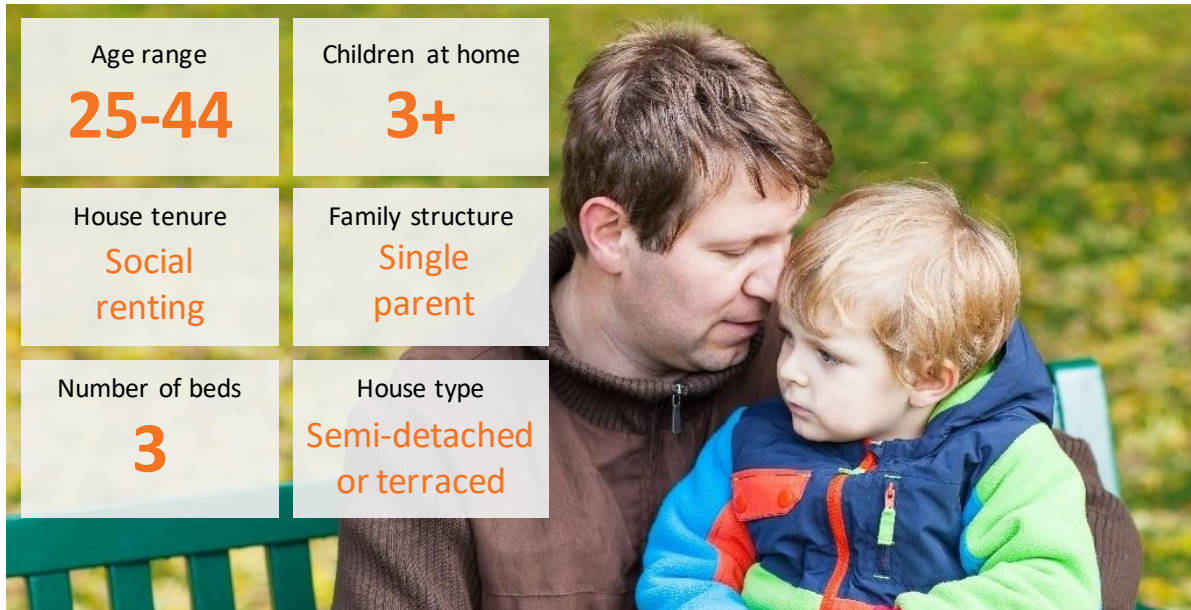
4 M Striving Families

8%
Of Isle of Man

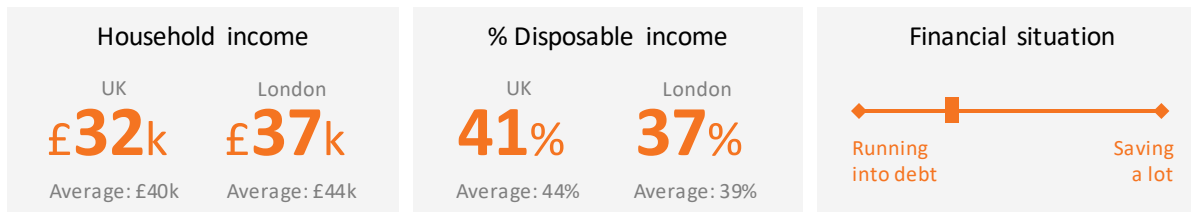
7.8%
of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS

SHOPPING



PRIMARK®

PEACOCKS



LEISURE



WEBSITES



DIGITAL

ATTITUDES

I worry about online security



54%

UK average: 55%

Shopping online makes my life easier



49%

UK average: 53%

I couldn't live without the internet on my mobile



32%

UK average: 34%

KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **browse for computer games** online

Whilst internet usage is below average, this group are more likely to **purchase toys** online

TECHNOLOGY USAGE

This group are more likely to **watch TV on demand on a mobile**

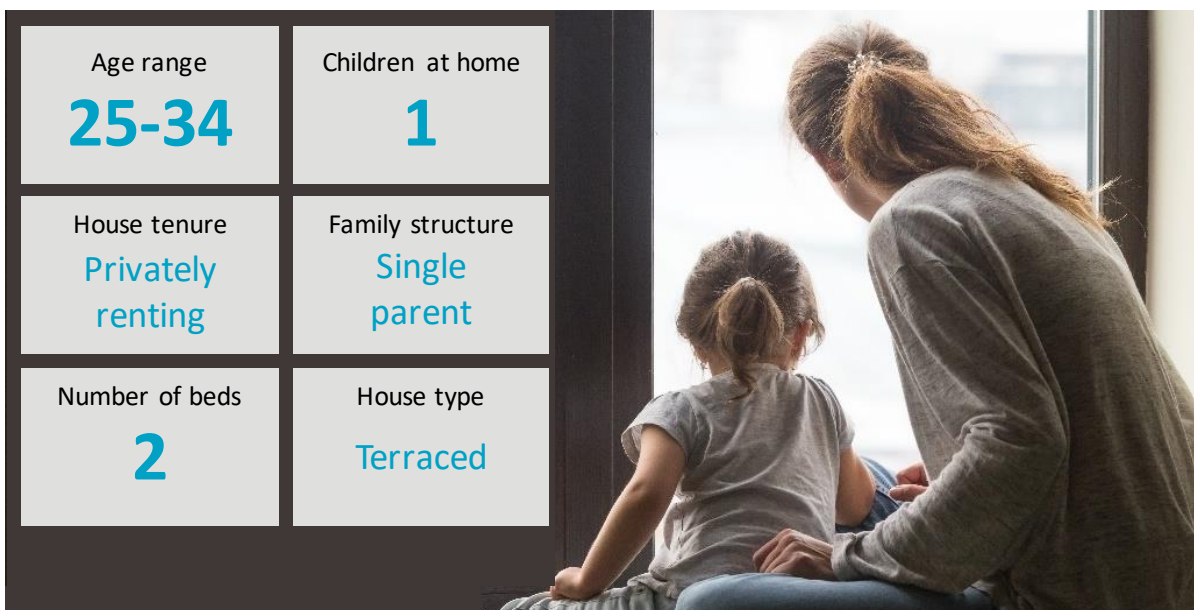
5 O Young Hardship

7%
Of Isle of Man

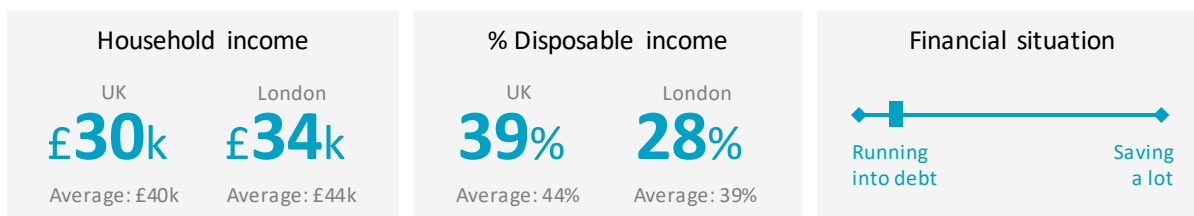
5.2%
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS

SHOPPING



LEISURE



WEBSITES



DIGITAL

ATTITUDES



KEY INTERNET USAGE

This group are more likely to **research credit cards** online

TECHNOLOGY USAGE

This group are more likely to **take out a credit card** online

This group are more likely to **watch TV on demand on a laptop**

A wide-angle photograph of a coastal town. In the foreground, a sandy beach meets the sea, with several people wading. A small white lighthouse with a red band stands on the left. Behind the beach, a row of colorful beach huts is visible. The middle ground is filled with a dense cluster of white and light-colored buildings, some with multiple stories and balconies. A prominent white building with a dark roof and many windows stands out. In the background, a green hill rises, topped with a tall, thin radio tower. The sky is clear and blue.

Comparison to the UK

Similar Areas Summary

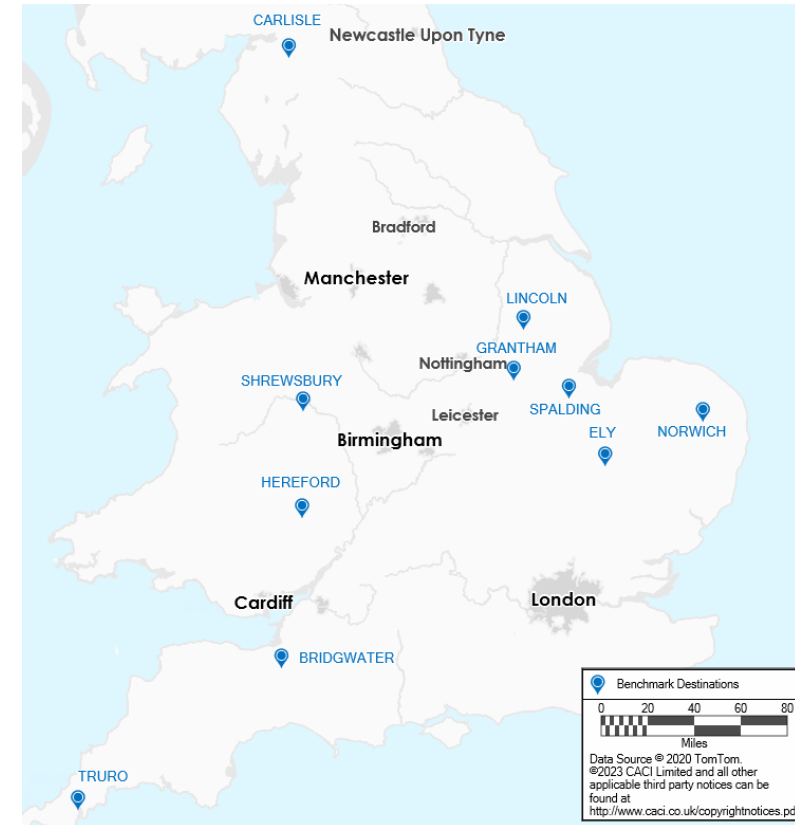
CACI have compared similar areas in the UK to the Isle of Man to provide a broader context, considering demographic structure, population size, and affluence. Five locations were analysed that highly correlate with the Isle of Man and an additional five locations were included to enhance the overall perspective.

Similar locations with high correlation:

- Hereford (0.98)
- Bridgwater (0.94)
- Grantham (0.91)
- Spalding (0.9)
- Ely (0.9)

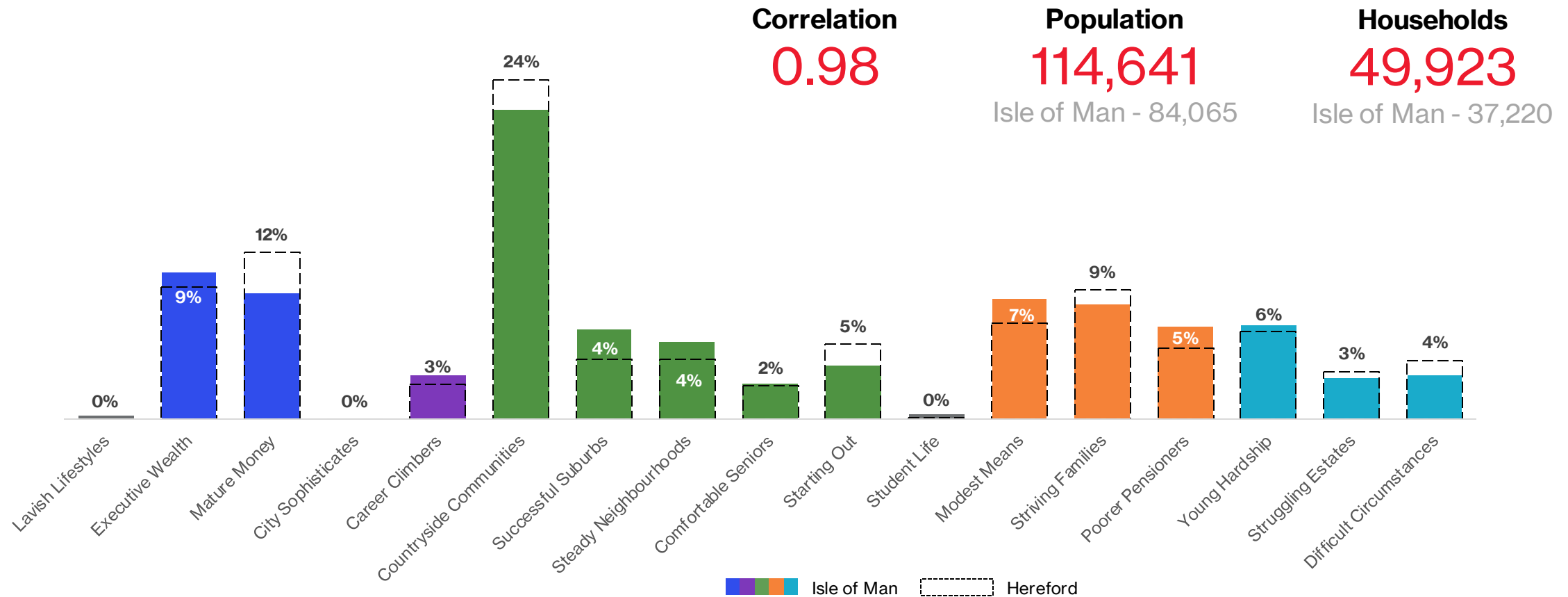
Locations to provide a wider context:

- Shrewsbury (0.85)
- Norwich (0.83)
- Truro (0.83)
- Carlisle (0.8)
- Lincoln (0.79)



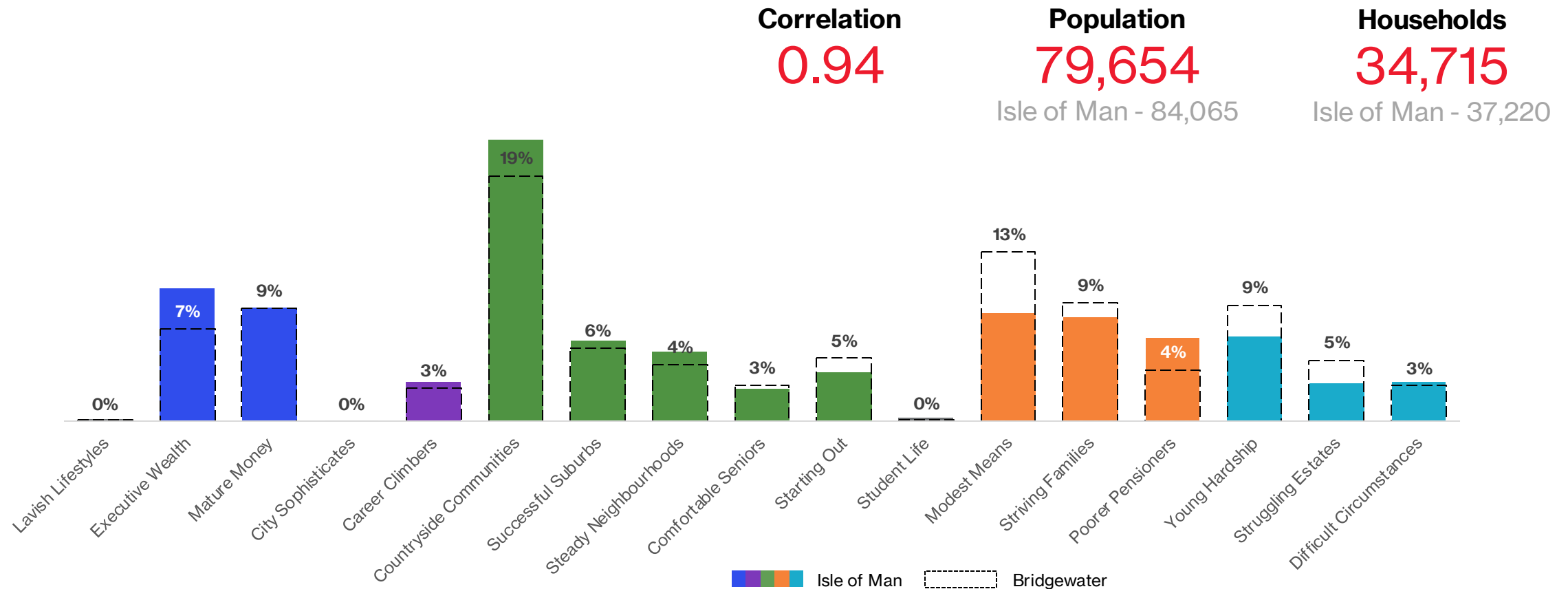
UK Town Comparison: Hereford, Herefordshire

Hereford is a cathedral city, situated just east of the Welsh border on a loop of the River Wye. The historic architecture, beautiful Cathedral and expansive countryside are central to the community. The high correlation to the Isle of Man is therefore evident, despite having a much greater population.



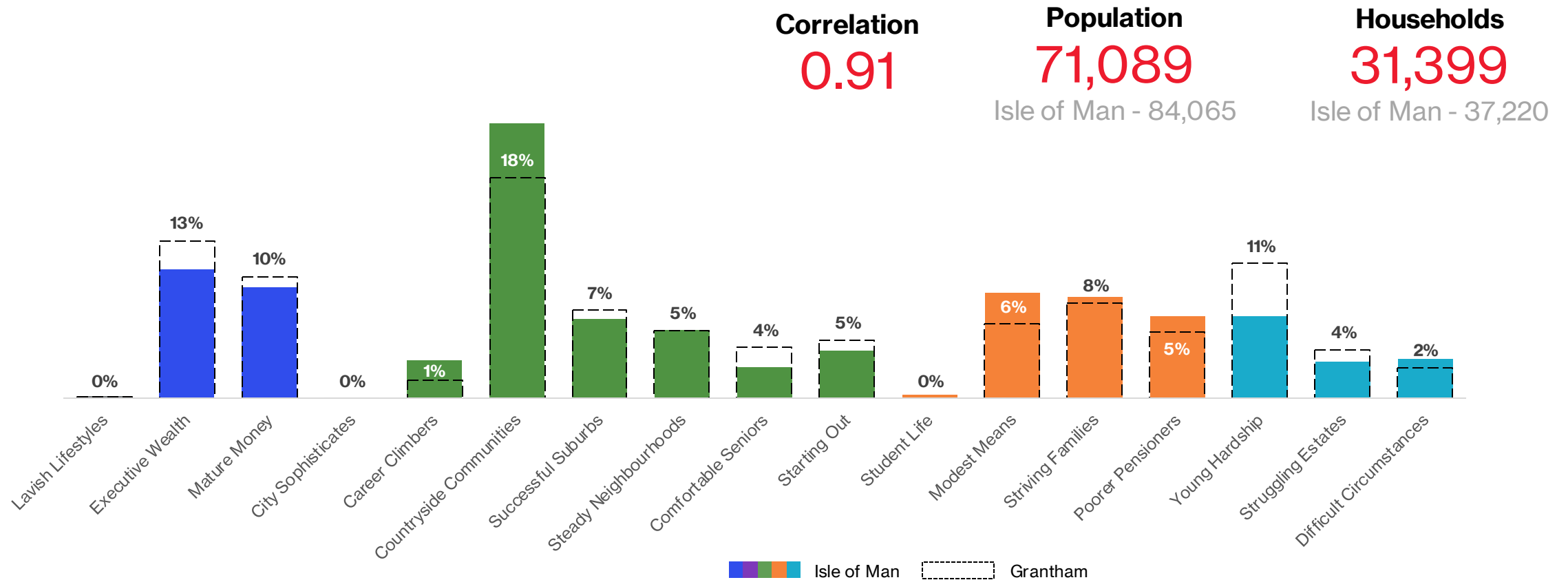
UK Town Comparison: Bridgwater, Somerset

Bridgwater is a historic market town situated near the edge of the Somerset Levels, with plenty of woodland surrounding. The high levels of correlation are explicable when drawing comparisons between Bridgwater and the Isle of Man, especially considering they have such similar population figures.



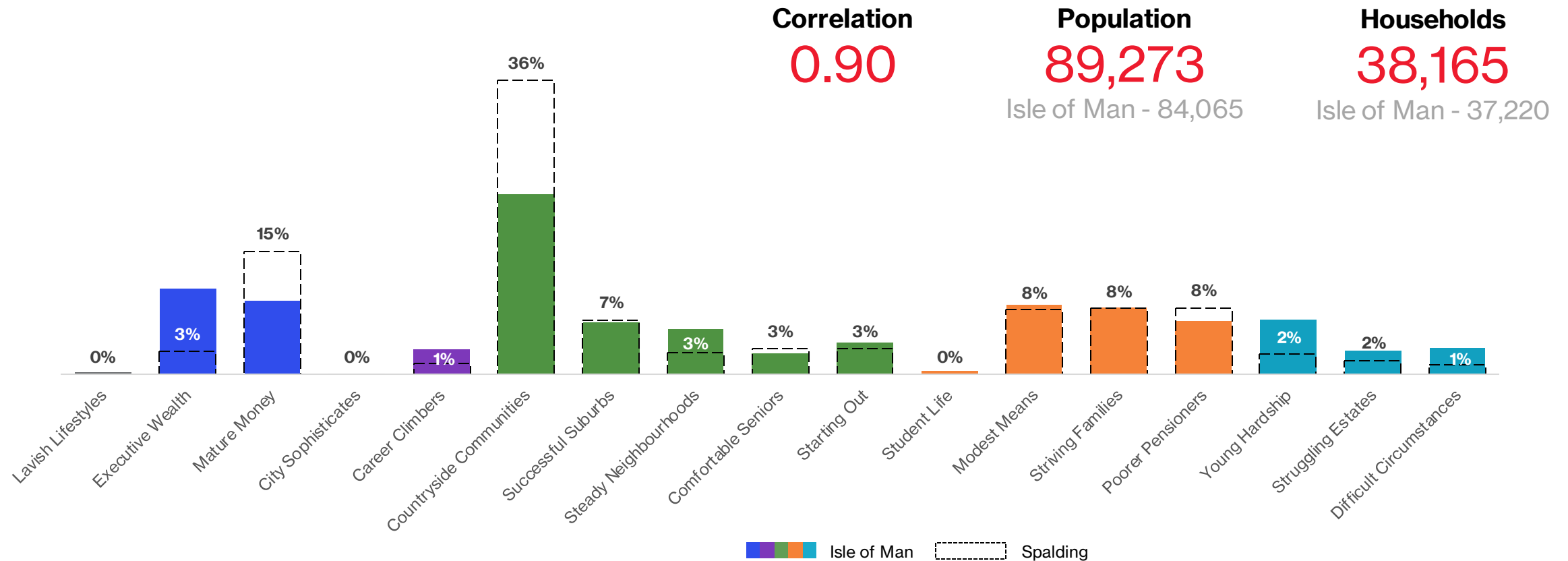
UK Town Comparison: Grantham, Lincolnshire

Grantham is a market and industrial town situated on the border in the valley of the River Witham, it is in a region of rural beauty with many picturesque historic buildings and is easily accessible from the A1. Despite **Executive Wealth** and **Young Hardship** lacking in comparison, the correlation remains high.



UK City Comparison: Spalding, Lincolnshire

Spalding is a market town, nestled between cities of Peterborough and Lincoln. Renowned for its beautiful landscaped areas. Correlation is high, and its likeness to the Isle of Man can also be reflected in the similar population counts. However, there is a noted lack of **Countryside Communities** when the two are compared.



UK City Comparison: Ely, Cambridgeshire

Ely lies northeast of Cambridge. The cathedral city is rich in folk history, which is reflected in the stunning architecture. The region's economy is largely dependent on agriculture. It has a much smaller population than the Isle of Man, with a lack of **Career Climbers**.

Correlation

0.90

Population

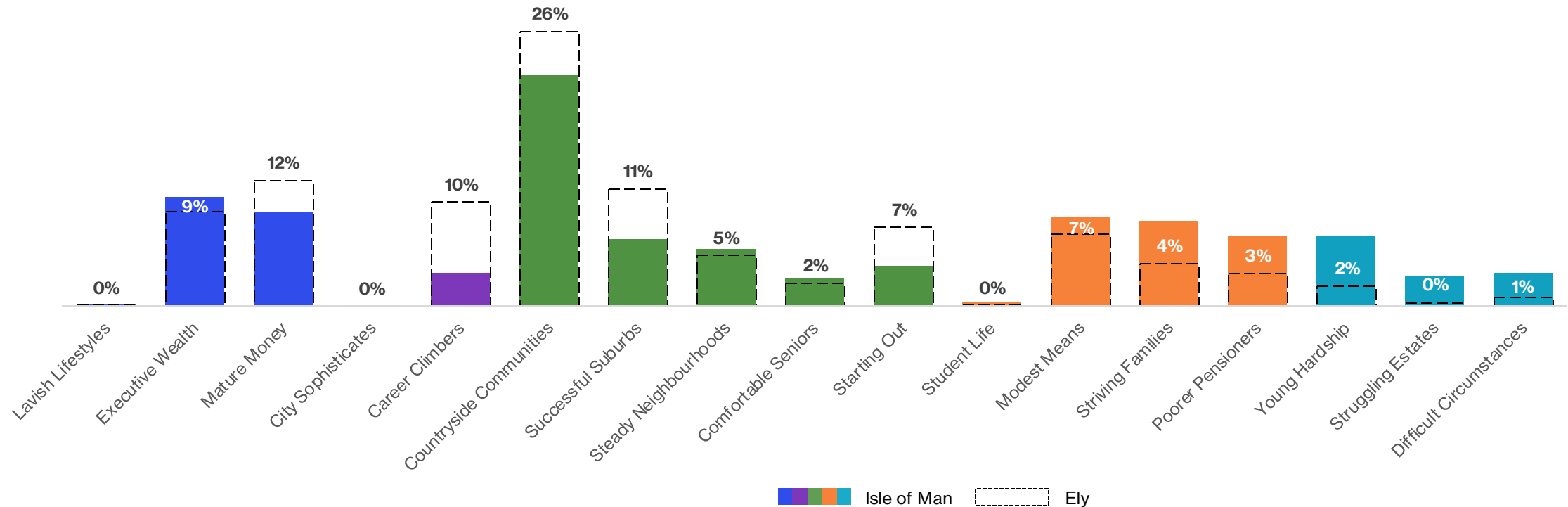
70,510

Isle of Man - 84,065

Households

29,795

Isle of Man - 37,220



A wide-angle photograph of a coastal town. In the foreground, a sandy beach meets the sea, with several people wading. A small white lighthouse with a red band is on the left. The middle ground is filled with a dense row of multi-story buildings, mostly white with dark roofs. Behind the town, a grassy hill rises, topped with a tall, thin radio tower. The sky is clear and blue.

Opportunity Deep Dives

Why the Isle of Man?



Strong Economy

GDP of £5.4 billion boasts a robust and resilient economy. Competitive wages indicate the high disposable income enjoyed by residents; 86% say they have an excellent quality of life.



Lucrative Industries

Finance, e-gaming, banking and manufacturing industries attract investors, customers, and professionals seeking well-paid jobs, as IOM average salaries are 14% higher than in the UK.



Commerce Hub

Douglas thrives as the financial centre and primary hub for government, commerce, and tourism. It receives high footfall making it an ideal location for retail and leisure opportunities



UNESCO Biosphere

The Island, as the world's inaugural UNESCO Biosphere-recognised nation, shows how a thriving, diverse, and contemporary economy can co-exist and complement a healthy ecosystem and community.



Low Crime Rate

Titled the safest place to live in the UK which promotes customer confidence and encourages frequent visits, ultimately resulting in increased revenues and high quality of life.

Lots of opportunities for new leisure attraction

Whilst the Isle of Man offers a diverse range of leisure opportunities, from natural landscapes to motorcycle racing and a rich cultural heritage, there is an opportunity to capture the high disposable income of residents, with 134 activities and attractions to enjoy.



Natural Beauty & Outdoors

Over 40% of the Island is uninhabited, with 12 nautical miles of surrounding waters, providing ample opportunity for outdoor activities.



Historical Landmarks

Medieval Castles and the world's largest working waterwheel attract history-seeking visitors.



TT Motorcycle Races

Have evolved into a two-week festival in May-June attracting visitors and thrill-seekers from all over the world

Nightlife Entertainment

Especially during the summer evenings footfall is very high, driven by families and friends looking to engage in enjoyable activities.



Steam Railway

Provides scenic train rides, allowing visitors to admire the island's beauty while enjoying a nostalgic mode of transportation



Retail

The Isle of Man offers opportunities for new brands to enter its shopping centres and towns, complementing the existing high street shopping and farmer's markets.



High Street Shopping

Is lined with a mix of fashion retailers, department stores, and independent shops as well as a variety of services



Government Support

The government is committed to supporting retail and tourism growth, aiming to attract 500,000 visitors by 2032 through new Island initiatives



Local Produce

Farmers' markets offer fresh produce grown locally, as well as homemade goods, supporting local craftsman

Stable Employment

Low unemployment rates and skilled workers minimise disruptions in the workforce and provide a reliable pool of talent for retail opportunities



Growing Population

As the Island population grows, the demand for retail increases, creating opportunities for new retailers and expansion of existing stores



Restaurants & Hospitality

The hospitality sector in the Isle of Man provides an excellent mix of independent, unique businesses along with well-known franchises, which together cater to both the local population and visitors. To be successful, any new F&B and hospitality needs to be cohesive with the existing offering to strengthen the sense of community.



Business-Friendly

Pro-business environment with supportive government policies, a competitive tax regime, and a diverse range of business sectors



Locally Sourced Ingredients

Many hospitality businesses feature regional delights of the Manx cuisine, taking advantage of the strong, local supply chain.



Fine Dining

With a choice of 225+ food and drink establishments, the Island caters for everyone. Several gastro pubs are renowned for their culinary experiences

Guesthouses and B&B

With 413 4+ star accommodations to choose from, many of which are family-run with staff going the extra mile to make visitors feel welcome.



Strong Sense of Community

Residents of the Island exude warmth and friendliness; they support their local community and ensure visitors feel welcome



A wide-angle photograph of a coastal town. In the foreground, a sandy beach meets the sea, with several people wading. A small white lighthouse with a red band stands on the left. Behind the beach, a row of colorful beach huts is visible. The middle ground is filled with a dense cluster of white and light-colored buildings, some with multiple stories and balconies. A prominent white building with a dark roof and many windows stands out. In the background, a green hill rises, topped with a tall, thin radio tower. The sky is clear and blue.

Summary

Executive Summary

1.

Diverse Acorn Profile

The Isle of Man boasts a diverse Acorn profile, encompassing older Countryside Communities, affluent Executive Wealth, and less-affluent Young Hardship groups. This diversity creates abundant opportunities for businesses in the catering, leisure, and retail sectors.

2.

Strong Correlation

To UK towns and cities including Hereford, a historical cathedral city on the edge of beautiful countryside and Bridgwater in Somerset which is surrounded by woodlands. Both exhibit some affluent neighbourhoods but also areas with lower-income populations.

3.

Thriving Capital

There is high footfall in Douglas, the capital city and the main centre for government, commerce and tourism. This makes it an ideal location for retail and leisure businesses to capitalise on the influx of visitors, particularly during the world-famous TT races.

4.

High Quality of Life

The Isle of Man offers a high quality of life with a stable and thriving workforce, low crime rates, and a strong sense of community. With excellent healthcare, education, and job opportunities, residents enjoy a balanced and secure lifestyle, which promotes customer confidence.

5.

Lucrative Industries

High paying jobs in the finance, e-gaming, and manufacturing industries, contribute to resident's high purchasing power. Capturing the disposable income by catering to their social needs and contribute to the strong sense of community on the Island.

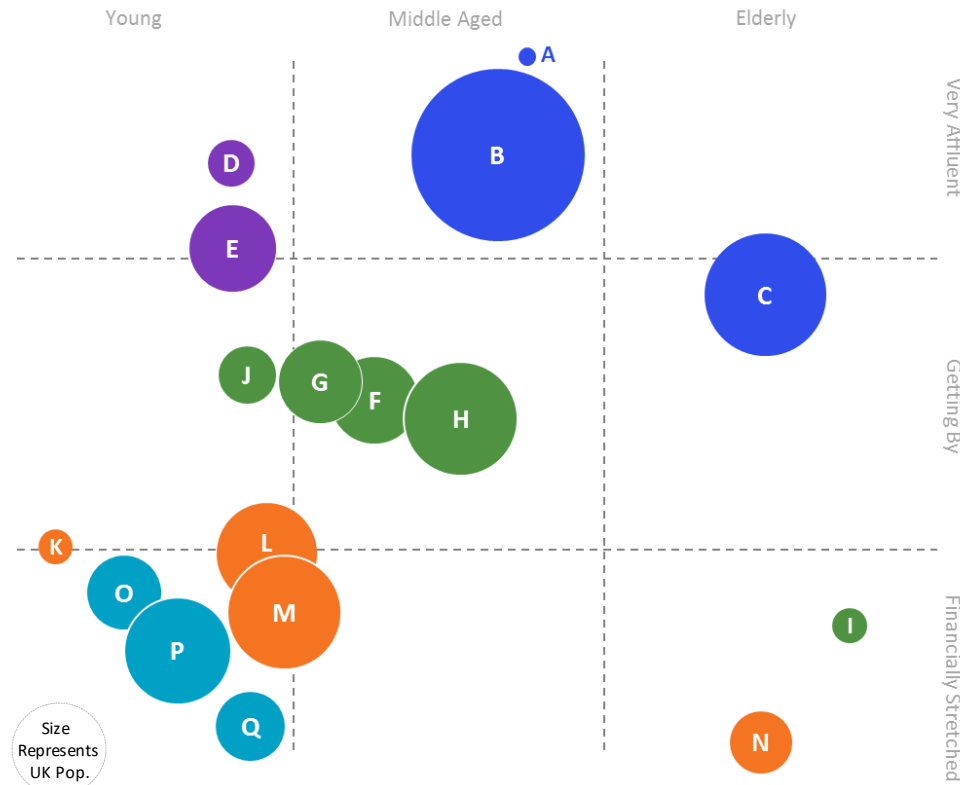
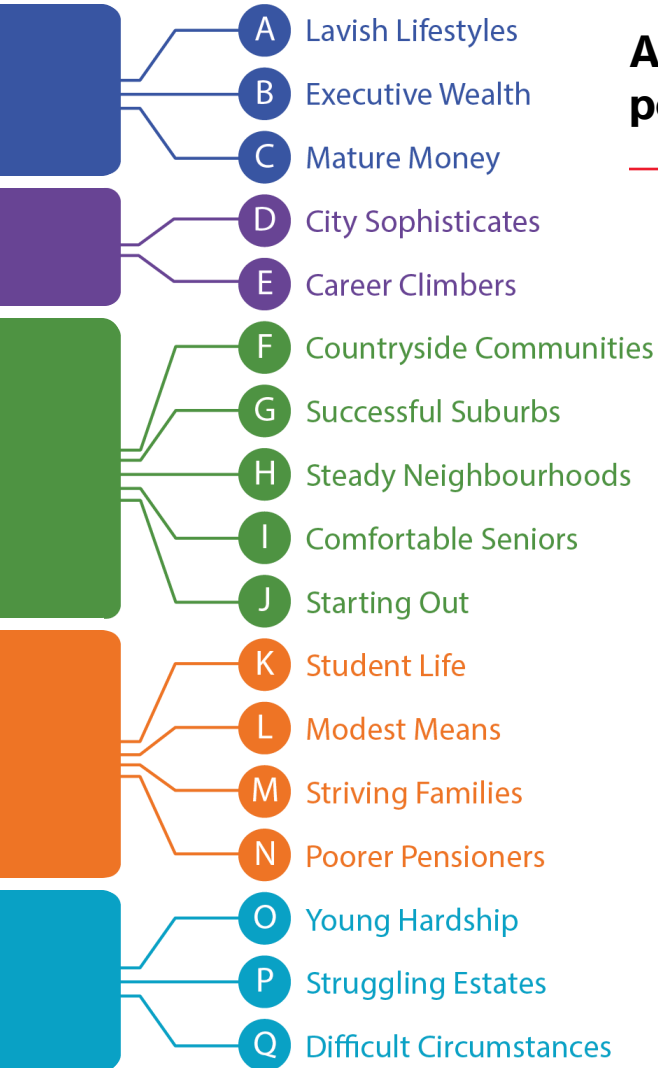
A wide-angle photograph of a coastal town. In the foreground, a sandy beach meets the sea, with several people wading. A small white lighthouse with a red band stands on the left. Behind the beach, a row of colorful beach huts is visible. The middle ground is filled with a dense cluster of white and light-colored buildings, some with multiple stories and balconies. A prominent white building with a dark roof and many windows stands out. In the background, a green hill rises, topped with a tall, thin radio tower. The sky is clear and blue.

Appendix

Acorn is the Industry Standard Consumer Segmentation

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

acorn 



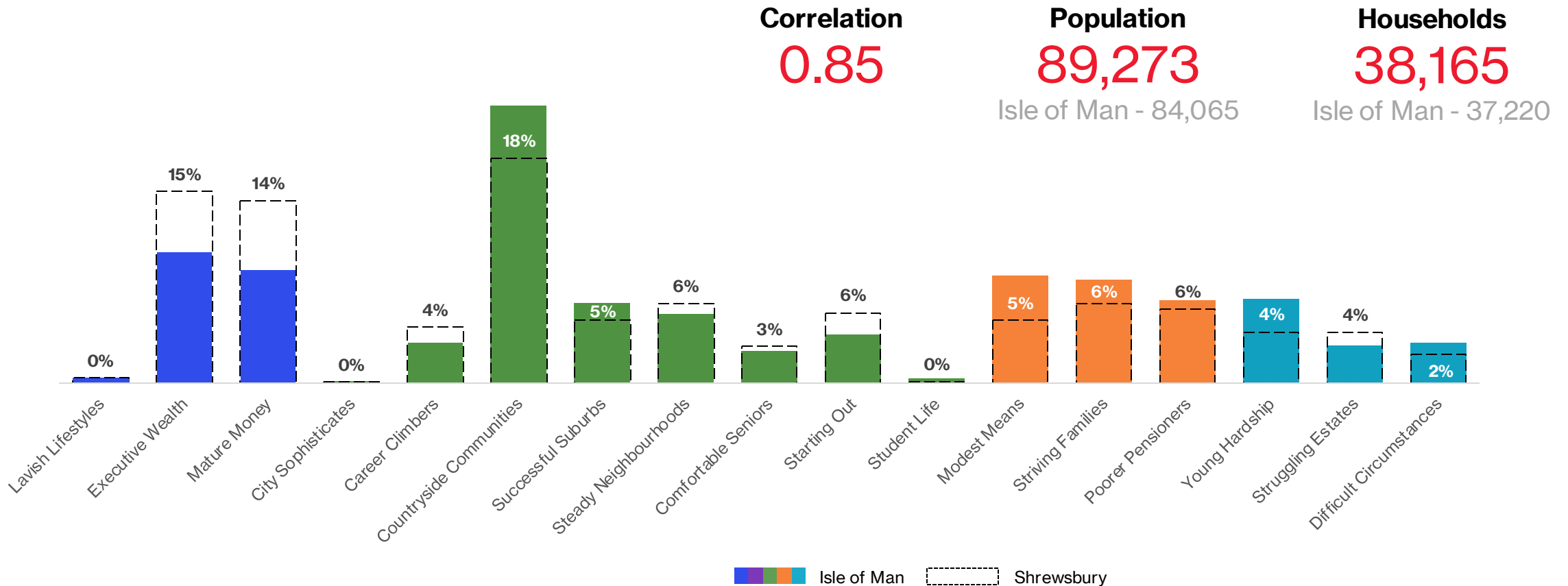
Classifies every
UK postcode

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

Common language across
media, agencies and
marketing organisations

UK Town Comparison: Shrewsbury, Shropshire

A quaint town in Shropshire with a the river Severn running through the heart of it. Cobbled alleyways and charming architecture create. It is also home to the prestigious Shrewsbury School, renowned for its academic excellence. Despite having similar sized populations, the lower correlation can be explained through the smaller proportions of **Affluent Achievers**.



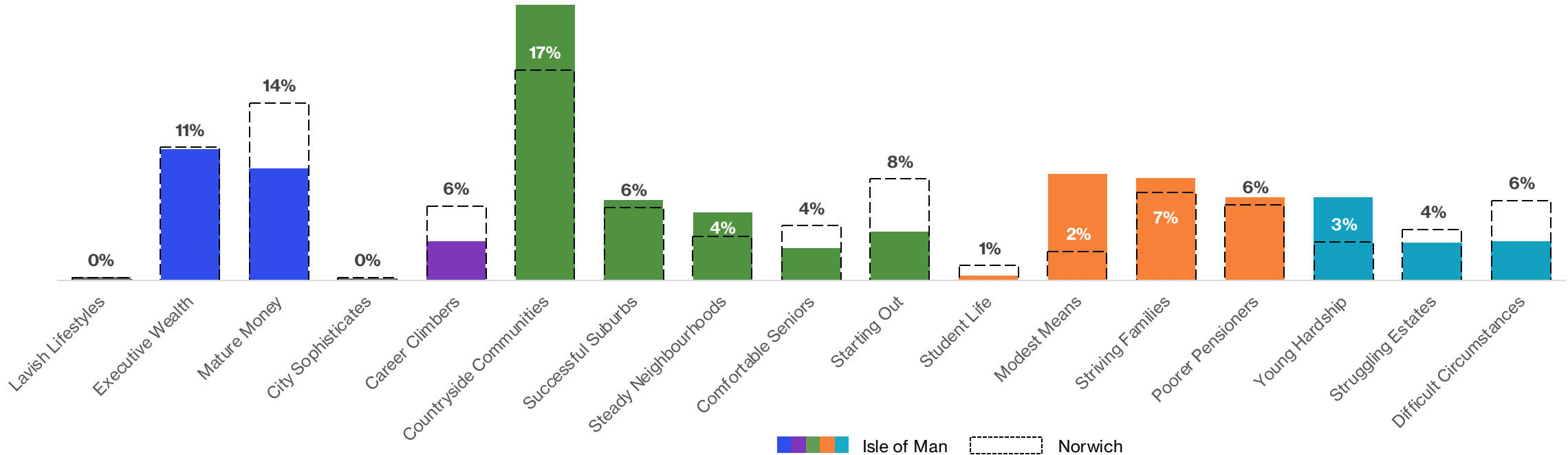
UK City Comparison: Norwich, Norfolk

Norwich is a small city near the east coastline. It is rich in history and home to a medieval cathedral. Additionally, it is regarded as a major agricultural and livestock marketplace. The population is much bigger than that of the Isle of Man and Acorn profiles for **Mature Money** and **Starting Out** are notably not matched, henceforth the correlation is slightly lower.

Correlation
0.83

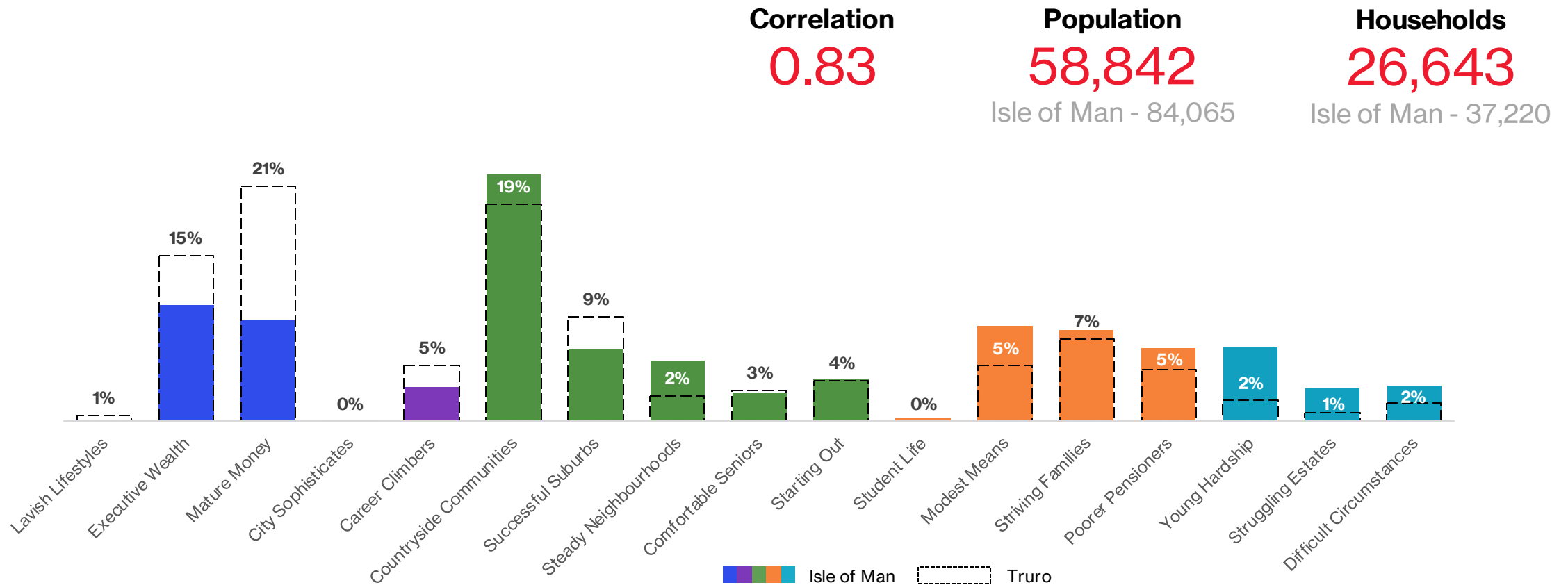
Population
396,516
Isle of Man - 84,065

Households
176,494
Isle of Man - 37,220



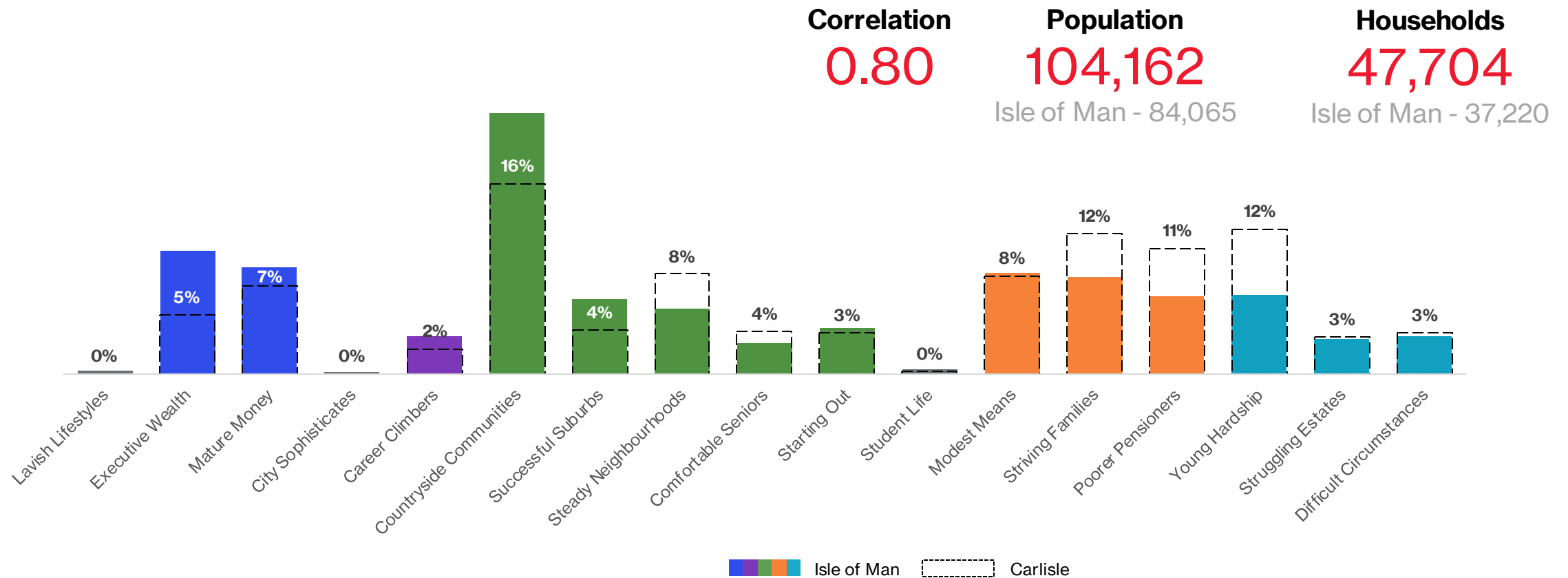
UK Town Comparison: Truro, Cornwall

Truro is Cornwall's only city, an idyllic location which combines both culture and coastline. The charming coastal city attracts flocks of tourists during the summer months. The population is much smaller on the Isle of Man. In comparison, there is a lack of **Executive Wealth** and **Mature Money**.



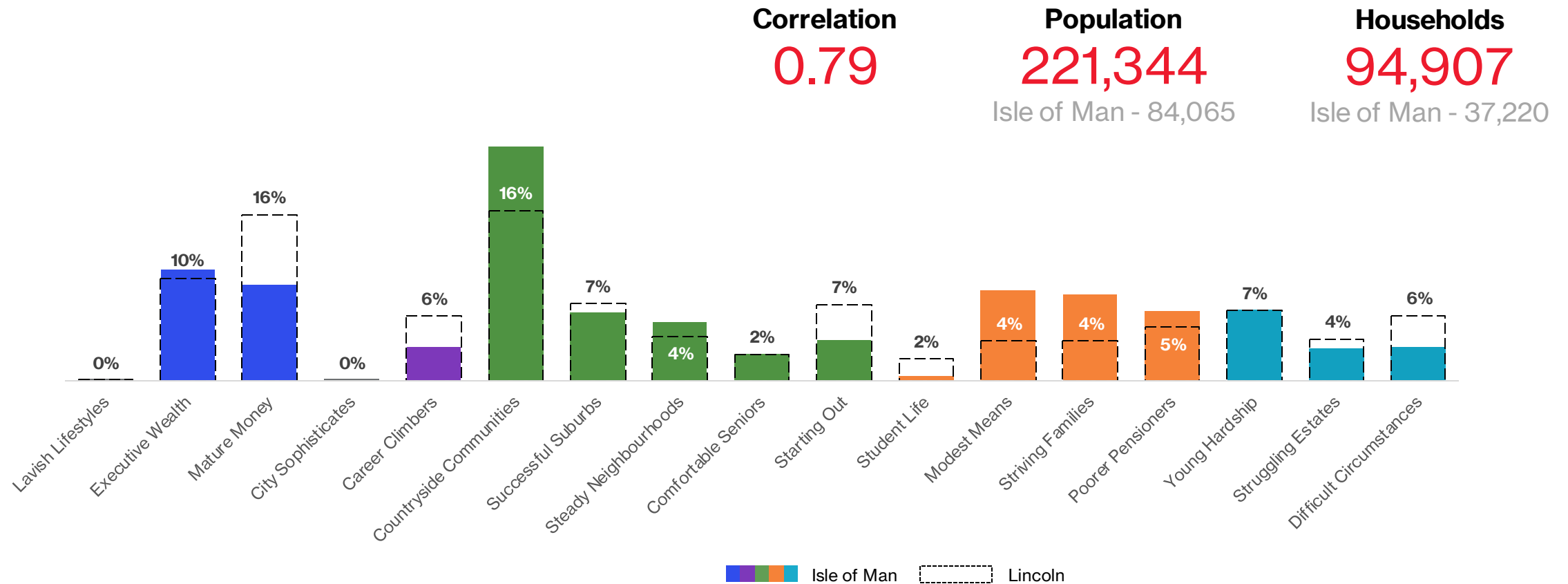
UK Town Comparison: Carlisle, Cumbria

Carlisle is a cathedral city, nestled within a predominately rural setting. The striking countryside is like the geographies of the Isle of Man. The correlation is fair considering the differences in **Executive Wealth** and **Countryside Communities**, additionally, there is a much smaller population.



UK Town Comparison: Lincoln, Lincolnshire

Situated within the east midlands, Lincoln's historic buildings and heritage boast picturesque surroundings for the city, especially the magnificent cathedral. When drawing comparisons, there is a greater proportion of **Countryside Communities** in the Isle of Man and a lack of **Mature Money**.



Acorn by Postcode

Postcode	Acorn Group
IM1 1	Young Hardship
IM1 2	Young Hardship
IM1 3	Young Hardship
IM1 4	Striving Families
IM1 5	Young Hardship
IM2 1	Striving Families
IM2 2	Modest Means
IM2 3	Executive Wealth
IM2 4	Young Hardship
IM2 5	Countryside Communities
IM2 6	Poorer Pensioners
IM2 7	Striving Families
IM3 1	Modest Means
IM3 2	Countryside Communities
IM3 3	Countryside Communities
IM3 4	Modest Means
IM4 1	Countryside Communities
IM4 2	Executive Wealth
IM4 3	Countryside Communities

IM4 4	Countryside Communities
IM4 5	Executive Wealth
IM4 6	Countryside Communities
IM4 7	Countryside Communities
IM5 1	Modest Means
IM5 2	Executive Wealth
IM5 3	Countryside Communities
IM6 1	Countryside Communities
IM6 2	Countryside Communities
IM7 1	Countryside Communities
IM7 2	Countryside Communities
IM7 3	Countryside Communities
IM7 4	Countryside Communities
IM7 5	Countryside Communities
IM8 1	Young Hardship
IM8 2	Modest Means
IM8 3	Countryside Communities
IM9 1	Modest Means
IM9 2	Modest Means
IM9 3	Executive Wealth
IM9 4	Countryside Communities
IM9 5	Countryside Communities
IM9 6	Countryside Communities

Acorn by Post Town

Post Town	Acorn Group
Andreas	Countryside Communities
Arbory	Countryside Communities
Ballaugh	Countryside Communities
Braddan	Executive Wealth
Bride	Countryside Communities
Castletown	Modest Means
Douglas	Modest Means
German	Countryside Communities
Jurby	Countryside Communities
Laxey	Countryside Communities
Lezayre	Countryside Communities
Lonan	Countryside Communities
Malew	Countryside Communities
Marown	Executive Wealth
Maughold	Countryside Communities
Michael	Countryside Communities
Onchan	Countryside Communities
Patrick	Executive Wealth
Peel	Modest Means
Port Erin	Countryside Communities
Port St Mary	Countryside Communities
Ramsey	Modest Means
Rushen	Countryside Communities
Santon	Executive Wealth

Thank you



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