ACORN PROFILE REPORT

WHAT IS ACORN?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

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

Click here for more...

INTERPRETING THE REPORT

The Acorn profile report helps you understand the underlying demographics and lifestyle attributes of your customers by comparing their Acorn profile to a base (e.g. UK population, area or other customer groups).

INDEX

100

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE

-ve ← **0** → **+ve**

A Z-score of -2 or less indicates the Acorn Type is **not** a key type.

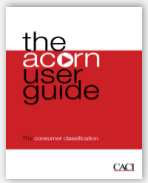
A Z-score of 0 indicates that the Acorn Type is not significant.

A Z-score of +2 or greater indicates the Acorn Type is a key type.

ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide



Technical Guide

Online Microsite

CACI

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ACORN - WHAT IS IT?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

This Acorn Profile provides a detailed understanding of the people who interact with your organisation. 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.

The User Guide (available to download at http:\\acorn.caci.co.uk) describes at each Acorn type across a wide range of demographic, behavioural and attitudinal attributes. The descriptions of each category, group and type provide an overview of the wider range of topics for which information is available.

Acorn draws on a wide range of data sources, both commercial and public sector Open Data and administrative data. These include the Land Registry, Registers of Scotland, commercial sources of information on age of residents, ethnicity profiles, benefits data, population density, and data on social housing and other rental property. In addition CACI has created proprietary databases, including the location of prisons, traveller sites, age-restricted housing, care homes, high-rise buildings and student accommodation. We also utilise the traditional inputs of the Census of Population and large-

ACORN - STRUCTURE

Acorn Category	Acorn Group	Acorn Type	
1 Affluent Achievers	1.A Lavish Lifestyles	1.A.1	Exclusive enclaves
		1.A.2	Metropolitan money
		1.A.3	Large house luxury
	1.B Executive Wealth	1.B.4	Asset rich families
		1.B.5	Wealthy countryside commuters
		1.B.6	Financially comfortable families
		1.B.7	Affluent professionals
		1.B.8	Prosperous suburban families
		1.B.9	Well-off edge of towners
	1.C Mature Money	1.C.10	Better-off villagers
		1.C.11	Settled suburbia, older people
		1.C.12	Retired and empty nesters
		1.C.13	Upmarket downsizers
2 Rising Prosperity	2.D City Sophisticates	2.D.14	Townhouse cosmopolitans
		2.D.15	Younger professionals in smaller flats
		2.D.16	Metropolitan professionals
		2.D.17	Socialising young renters
	2.E Career Climbers	2.E.18	Career driven young families
		2.E.19	First time buyers in small, modern homes
		2.E.20	Mixed metropolitan areas
3 Comfortable Communties	3.F Countryside Communities	3.F.21	Farms and cottages
		3.F.22	Larger families in rural areas
		3.F.23	Owner occupiers in small towns and villages
	3.G Successful Suburbs	3.G.24	Comfortably-off families in modern housing
		3.G.25	Larger family homes, multi-ethnic areas
		3.G.26	Semi-professional families, owner occupied neighbourhoods
	3.H Steady Neighbourhoods	3.H.27	Suburban semis, conventional attitudes
		3.H.28	Owner occupied terraces, average income
		3.H.29	Established suburbs, older families
	3.I Comfortable Seniors	3.I.30	Older people, neat and tidy neighbourhoods
		3.I.31	Elderly singles in purpose-built accommodation
	3.J Starting Out	3.J.32	Educated families in terraces, young children
		3.J.33	Smaller houses and starter homes
4 Financially Stretched	4.K Student Life	4.K.34	Student flats and halls of residence
		4.K.35	Term-time terraces
		4.K.36	Educated young people in flats and tenements
	4.L Modest Means	4.L.37	Low cost flats in suburban areas
		4.L.38	Semi-skilled workers in traditional neighbourhoods
		4.L.39	Fading owner occupied terraces
		4.L.40	High occupancy terraces, culturally diverse family areas
	4.M Striving Families	4.M.41	Labouring semi-rural estates
		4.M.42	Struggling young families in post-war terraces
		4.M.43	Families in right-to-buy estates
		4.M.44	Post-war estates, limited means
	4.N Poorer Families	4.N.45	Pensioners in social housing, semis and terraces
		4.N.46	Elderly people in social rented flats
		4.N.47	Low income older people in smaller semis
		4.N.48	Pensioners and singles in social rented flats
5 Urban Adversity	5.O Young Hardship	5.O.49	Young families in low cost private flats
		5.O.50	Struggling younger people in mixed tenure
		5.O.51	Young people in small, low cost terraces
	5.P Struggling Estates	5.P.52	Poorer families, many children, terraced housing
		5.P.53	Low income terraces
		5.P.54	Multi-ethnic, purpose-built estates
		5.P.55	Deprived and ethnically diverse in flats
		5.P.56	Low income large families in social rented semis
	5.Q Difficult Circumstances	5.Q.57	Social rented flats, families and single parents
		5.Q.58	Singles and young families, some receiving benefits
		5.Q.59	Deprived areas and high-rise flats
6 Not Private Households	6.R Not Private Households	6.R.60	Active communal population
		6.R.61	Inactive communal population
		6.R.62	Business areas without resident population

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ACORN PROFILE OVERVIEW

Profile: Oxmoor Project Profile
Base: Huntingdonshire profile

The Acorn Profile Overview provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

KEY FEATURES

(Based on most over-represented in the profile)

Age	0-4	Social Grade	C2	Children At Home	3+
House Tenure	Social Rented	Household Income	£26k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

		INDEX
0-17	25%	120
18-24	9%	121
25-34	14%	119
35-49	19%	96
50-64	17%	84
65-74	9%	77
75+	7%	84

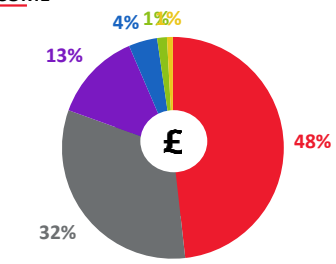
FAMILY

		INDEX
14%	Couple -	72
19%	Couple -	83
12%	Lone	190
16%	Single -	114
18%	All Student/	84

KEY INSIGHTS

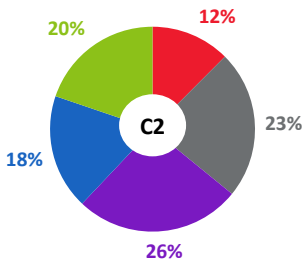
- The average age of the population in the profiled households is younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 48.2% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C2 and the most over-represented is E.
- There is a higher proportion of people in this profile who are unemployed than in the base.

INCOME



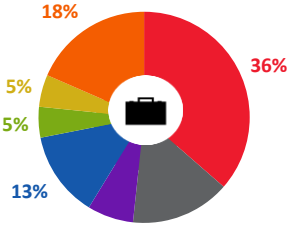
£0-£20k (Index: 179) | £20k-£40k (Index: 107) | £40k-£60k (Index: 64)
£60k-£80k (Index: 39) | £80k-£100k (Index: 25) | £100k+ (Index: 14)

SOCIAL GRADE



AB (Index: 43) | C1 (Index: 79)
C2 (Index: 124) | D (Index: 176)
E (Index: 198)

EMPLOYMENT



Full-Time (Index: 89) | Part-Time (Index: 104) | Self-emp. (Index: 64) | Retired (Index: 85)
Unemp. (Index: 198) | Student (Index: 127) | Other (Index: 161)

MOTOR & HOME

CARS

31%	49%	17%	3%
Index: 188	Index: 106	Index: 58	Index: 43
No Cars	1 Car	2 Cars	3+ Cars

CAR TYPE

15%	29%	23%	1%	4%
Index: 65	Index: 103	Index: 86	Index: 19	Index: 70
Mini/ Supermini	Small Family Car	Large Family Car	Luxury/ Executive	Sports/ 4x4/MPV

KEY INSIGHTS

- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a small family car.
- Terraced houses are 131.7% more likely than in the base.
- 41.2% of the households in the profile are likely to be social rented.
- About 59% of households will have 3 bedrooms.
- The prevailing size is 3-4 people but households with 5 or more people appear more than in the

TENURE

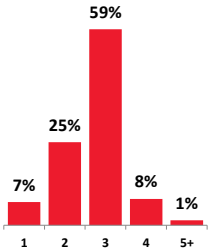
20% Index: 56	Owned Outright	13% Index: 85	Private Rented
25% Index: 73	Owned Mortgage	41% Index: 298	Social Rented

TYPE

48% Index: 232	Terraced
36% Index: 107	Semi-
9% Index: 85	Flat
6% Index: 19	Detached
4% Index: 36	Bungalow

BEDROOMS

INDEX	125	114	127	37	29



SIZE

1 Person	18% Index: 109	2 People	32% Index: 84
3-4 People	38% Index: 105	5+ People	11% Index: 135

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FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE

- 50% (Index: 82) Currently Saving
- 10% (Index: 52) 2+ Credit Cards
- £275 (Index: 89) Total weekly household expenditure

FUTURE PLANNING

- 25% (Index: 85) Has company pension scheme
- 3% (Index: 53) Has private medical
- 52% (Index: 75) Has savings account

APPROACH TO FINANCE

		INDEX
I don't like the idea of being in debt	81%	95
I am very good at managing money	48%	85
It is important to be well insured for everything	49%	88
Financial security after retirement is your own responsibility	50%	81
Always pays credit card balance in full	21%	57

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

		INDEX
Shopping online makes my life easier	36%	81
I wait until tech becomes cheaper before considering purchase	%	94
I love to buy new gadgets and appliances	30%	100
Computers confuse me - I'll never get used to them	20%	112
I couldn't live without the internet on my mobile	22%	104
I worry any personal information entered online won't be secure	3%	95

MARKETING - FUTURE RESPONSE

- 13.7% (Index: 103) Leaflet
- 8.8% (Index: 72) Mail - Named
- 8.6% (Index: 83) Email
- 2.4% (Index: 79) Phone
- 2.9% (Index: 94) Mail - Head of Hhd
- 2.4% (Index: 79) Text

KEY INSIGHTS

- Most people in this profile prefer to be contacted via visit.
- A greater proportion than in the base prefer mail as their channel of choice.
- Approximately 14% of this profile is likely to respond to a leaflet.

ACCESSES SOCIAL MEDIA

- 35.1% (Index: 77) Mobile Phone
- 19.1% (Index: 104) Tablet
- 35.4% (Index: 86) Laptop/PC

BRAND INTERACTION

- 11.2% (Index: 111) Interact with a brand on Social Media (e.g. like or comment on a brand page)
- 13.1% (Index: 113) Visit the profile/fan page of a product/brand/celebrity

TOP 5 SOCIAL MEDIA ACTIVITIES

		INDEX
Browsing to see what my friends are up to	41%	98
Make comments on your friends' status,	37%	106
Direct messaging	33%	102
Watch video content	32%	100
Play games	24%	114

WEBSITES

HOME & FINANCE

	comparethemarket.com	Moneysaving expert.com	Moneysupermarket.com	NHS Direct	rightmove.co.uk	zoopla.co.uk	Manages Current Account Online
INDEX	94	76	71	103	63	73	80
	6%	16%	7%	6%	6%	3%	45%

SHOPPING

	Amazon.co.uk	Asos.com	Argos	Tesco.net / Tesco.com	Boots.com	johnlewis.com	Groupon
	90	94	121	92	94	43	91
	48%	5%	20%	13%	8%	4%	8%

LIFESTYLE

	DigitalSpy	Internet Movie Database (IMDB)	iTunes	SkySports	Trip Advisor	Mumsnet
INDEX	98	93	87	103	73	102
	2%	7%	9%	7%	11%	2%

GENERAL

	bbc.co.uk	YouTube	Wikipedia	Yahoo .co.uk	Direct .gov.uk
	74	99	88	100	101
	22%	34%	20%	11%	12%

KEY INSIGHTS

- Most people in this profile will access their social media through their laptop/PC. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "update your profile (e.g. pictures, hobbies)".

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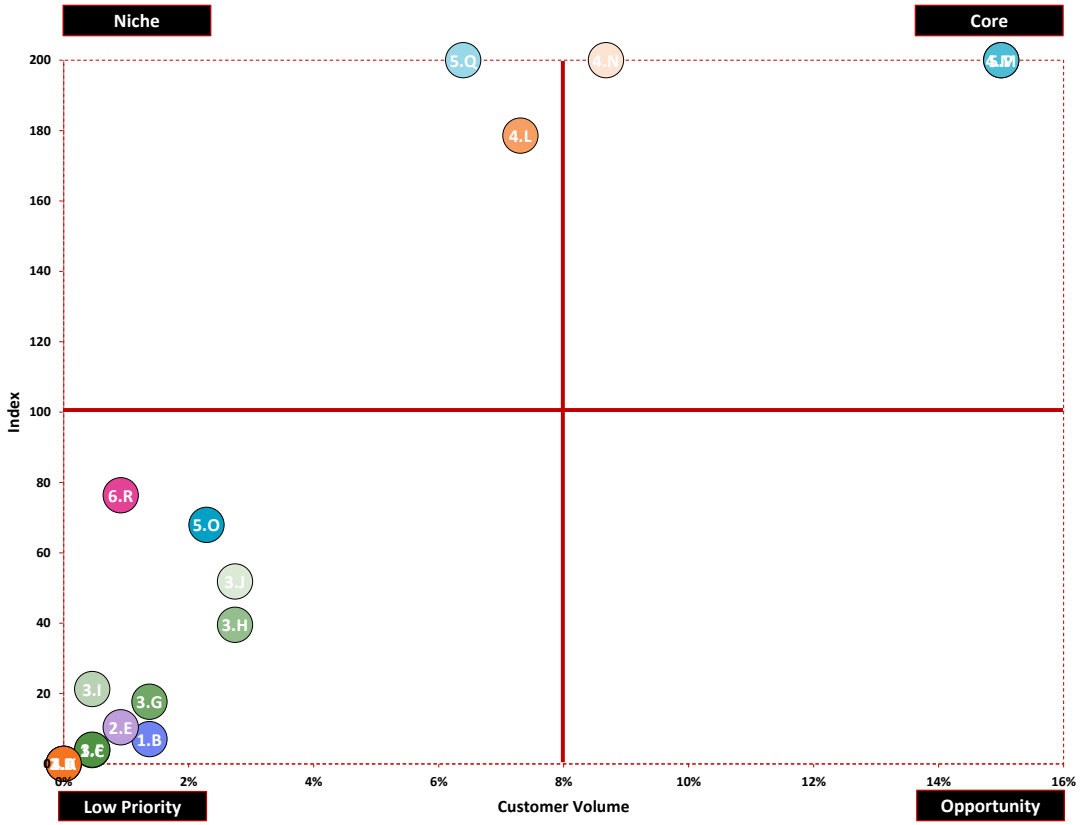
ACORN CUSTOMER VIEW CHART

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

The Customer View Chart shows the different levels of engagement each Acorn Group has with your organisation.
The chart shows the position of each Acorn Group according to the volume of customers 'Market Share' and the index against the base's 'Market Potential'.

☐ Show Definitions



	Index
1.A Lavish Lifestyles	0
1.B Executive Wealth	7
1.C Mature Money	4
2.D City Sophisticates	0
2.E Career Climbers	10
3.F Countryside Communities	4
3.G Successful Suburbs	18
3.H Steady Neighbourhoods	40
3.I Comfortable Seniors	21
3.J Starting Out	52
4.K Student Life	0
4.L Modest Means	179
4.M Striving Families	407
4.N Poorer Pensioners	221
5.O Young Hardship	68
5.P Struggling Estates	1125
5.Q Difficult Circumstances	321
6.R Not Private Households	76

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ACORN PROFILE FEATURES

The Acorn Profile Features provide more in depth information across the full range of variables. The numbers here are derived using the recognised behaviours of the Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find in the profile, based on the relative proportions of the individual Acorn Types found within the profile set.

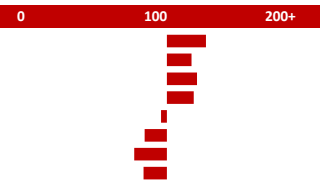
Profile: **Oxmoor Project Profile**
Base: **Huntingdonshire profile**

1. Click in the top red box and select your **theme**
2. Click in the bottom red box and select your **subject**

Population & Family

Age

Variable	Index
Age 0-4	**127**
Age 5-17	**117**
Age 18-24	**121**
Age 25-34	**119**
Age 35-49	**96**
Age 50-64	**84**
Aged 65-74	**77**
Aged 75 plus	**84**



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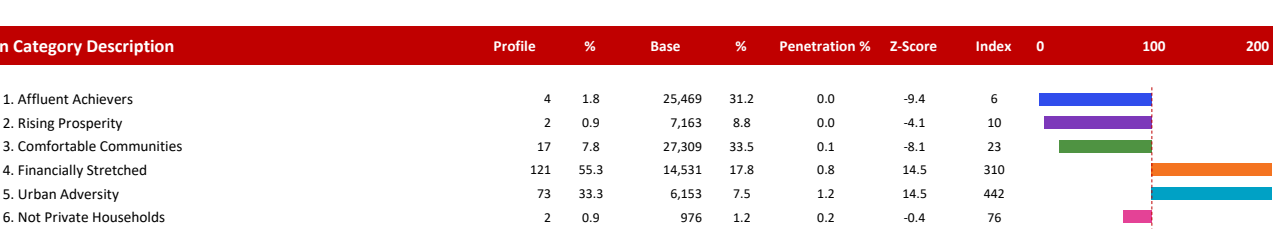
ACORN CATEGORY PROFILE

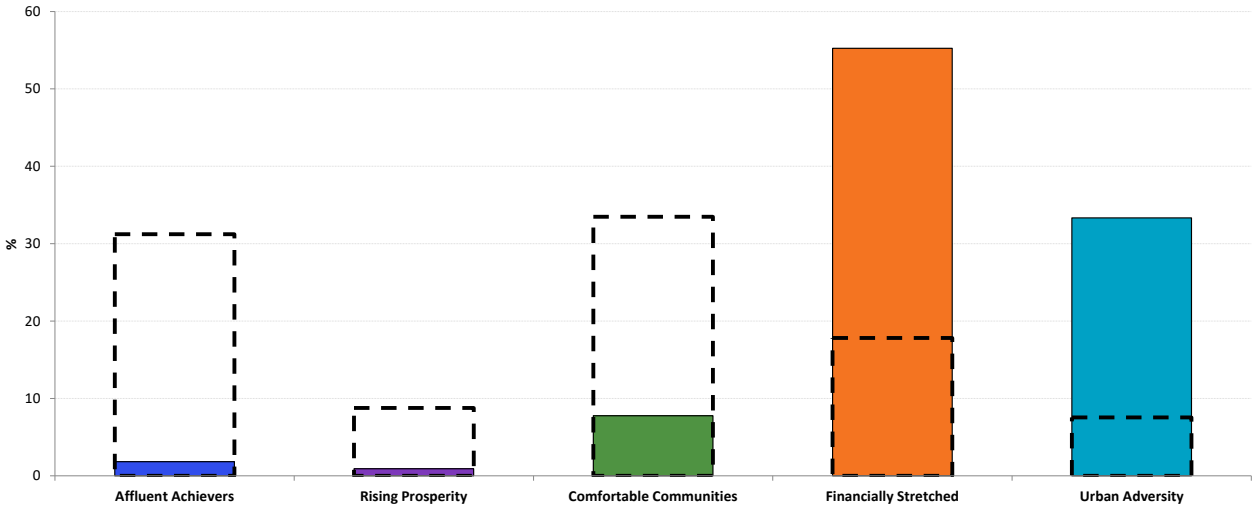
Profile: Oxmoor Project Profile
Base: Huntingdonshire profile

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers	4	1.8	25,469	31.2	0.0	-9.4	6
2. Rising Prosperity	2	0.9	7,163	8.8	0.0	-4.1	10
3. Comfortable Communities	17	7.8	27,309	33.5	0.1	-8.1	23
4. Financially Stretched	121	55.3	14,531	17.8	0.8	14.5	310
5. Urban Adversity	73	33.3	6,153	7.5	1.2	14.5	442
6. Not Private Households	2	0.9	976	1.2	0.2	-0.4	76
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3**		



ACORN CATEGORY PROFILE

Show Base



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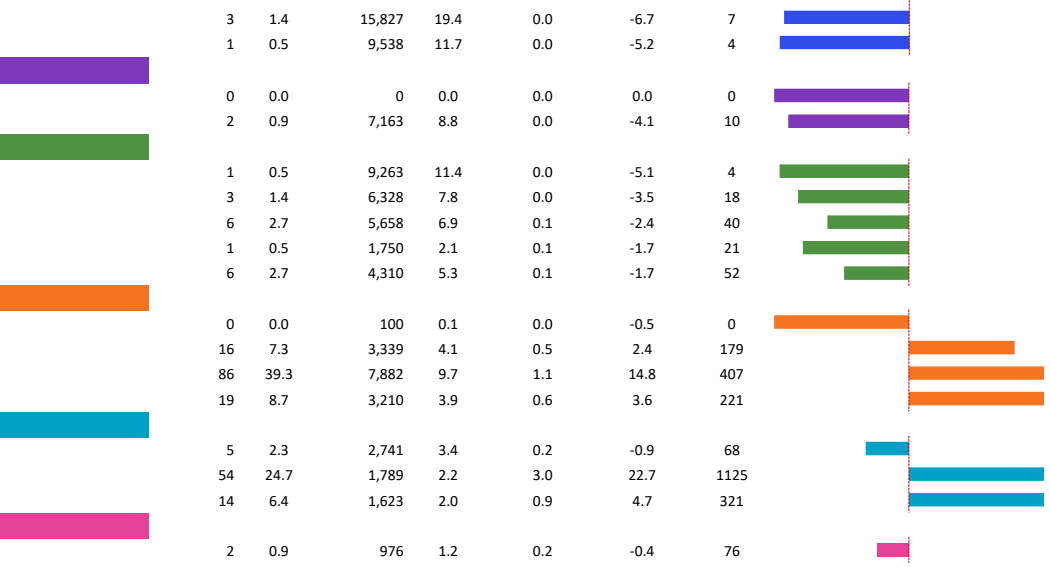
ACORN GROUP PROFILE

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

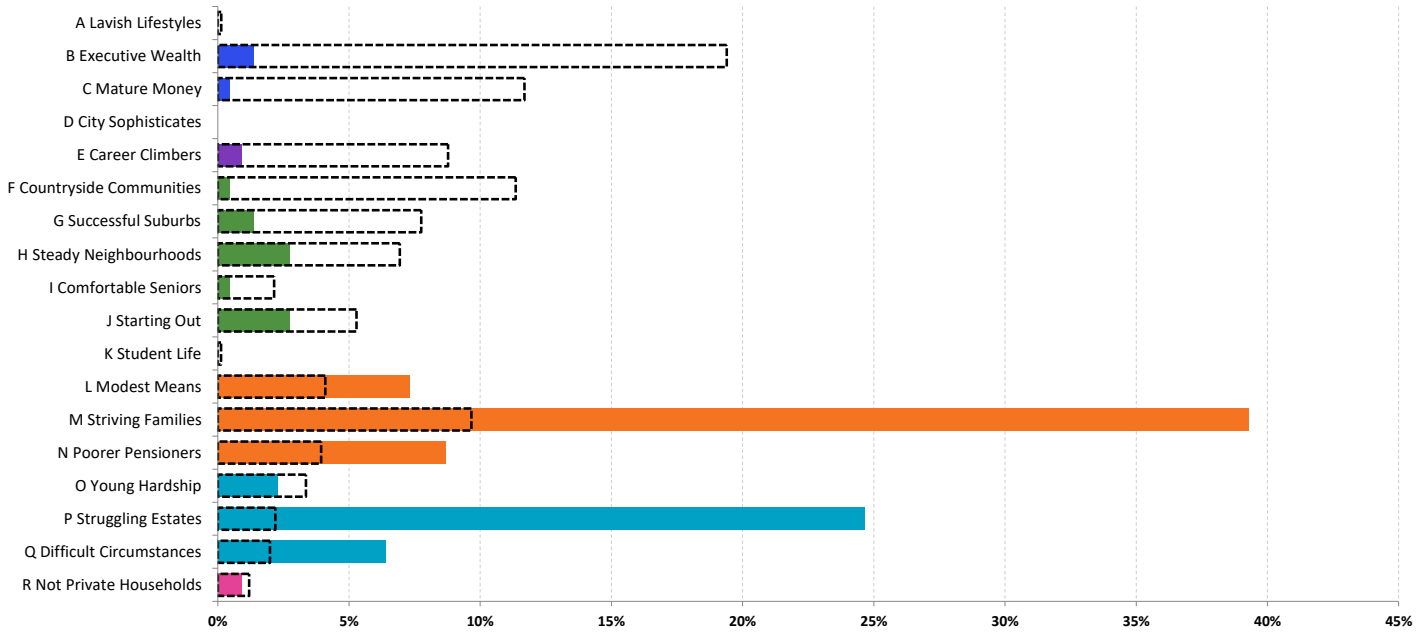
Sort by: (•) Acorn Group ( ) Index ( ) Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	104	0.1	0.0	-0.5	0
1.B Executive Wealth	3	1.4	15,827	19.4	0.0	-6.7	7
1.C Mature Money	1	0.5	9,538	11.7	0.0	-5.2	4
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0
2.E Career Climbers	2	0.9	7,163	8.8	0.0	-4.1	10
3. Comfortable Communities							
3.F Countryside Communities	1	0.5	9,263	11.4	0.0	-5.1	4
3.G Successful Suburbs	3	1.4	6,328	7.8	0.0	-3.5	18
3.H Steady Neighbourhoods	6	2.7	5,658	6.9	0.1	-2.4	40
3.I Comfortable Seniors	1	0.5	1,750	2.1	0.1	-1.7	21
3.J Starting Out	6	2.7	4,310	5.3	0.1	-1.7	52
4. Financially Stretched							
4.K Student Life	0	0.0	100	0.1	0.0	-0.5	0
4.L Modest Means	16	7.3	3,339	4.1	0.5	2.4	179
4.M Striving Families	86	39.3	7,882	9.7	1.1	14.8	407
4.N Poorer Pensioners	19	8.7	3,210	3.9	0.6	3.6	221
5. Urban Adversity							
5.O Young Hardship	5	2.3	2,741	3.4	0.2	-0.9	68
5.P Struggling Estates	54	24.7	1,789	2.2	3.0	22.7	1125
5.Q Difficult Circumstances	14	6.4	1,623	2.0	0.9	4.7	321
6. Not Private Households							
6.R Not Private Households	2	0.9	976	1.2	0.2	-0.4	76
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3**		



ACORN GROUP PROFILE

☑ Show Base



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ACORN GROUP PROFILE

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

Sort by: Acorn Group / Index / Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index
5.P Struggling Estates	**54**	**24.7**	**1,789**	**2.2**	**3.0**	**22.7**	**1125**
4.M Striving Families	**86**	**39.3**	**7,882**	**9.7**	**1.1**	**14.8**	**407**
5.Q Difficult Circumstances	**14**	**6.4**	**1,623**	**2.0**	**0.9**	**4.7**	**321**
4.N Poorer Pensioners	**19**	**8.7**	**3,210**	**3.9**	**0.6**	**3.6**	**221**
4.L Modest Means	**16**	**7.3**	**3,339**	**4.1**	**0.5**	**2.4**	**179**
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3.H Steady Neighbourhoods	6	2.7	5,658	6.9	0.1	-2.4	40
3.I Comfortable Seniors	1	0.5	1,750	2.1	0.1	-1.7	21
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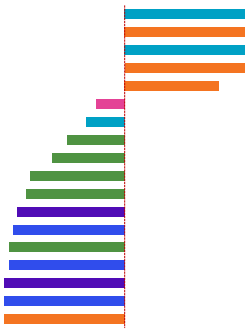
1.B Executive Wealth	3	1.4	15,827	19.4	0.0	-6.7	7
3.F Countryside Communities	1	0.5	9,263	11.4	0.0	-5.1	4
1.C Mature Money	1	0.5	9,538	11.7	0.0	-5.2	4
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0
1.A Lavish Lifestyles	0	0.0	104	0.1	0.0	-0.5	0
4.K Student Life	0	0.0	100	0.1	0.0	-0.5	0
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3**		



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ACORN TYPE PROFILE

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

Sort by: Acorn Type / Index / Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers							
1.A. Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	3	0.0	0.0	-0.1	0
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0
1.A.3 Large house luxury	0	0.0	101	0.1	0.0	-0.5	0
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	3,421	4.2	0.0	-3.1	0
1.B.5 Wealthy countryside commuters	0	0.0	3,306	4.1	0.0	-3.0	0
1.B.6 Financially comfortable families	3	1.4	5,942	7.3	0.1	-3.4	19
1.B.7 Affluent professionals	0	0.0	38	0.0	0.0	-0.3	0
1.B.8 Prosperous suburban families	0	0.0	9	0.0	0.0	-0.2	0
1.B.9 Well-off edge of towners	0	0.0	3,111	3.8	0.0	-2.9	0
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	6,307	7.7	0.0	-4.3	0
1.C.11 Settled suburbia, older people	0	0.0	482	0.6	0.0	-1.1	0
1.C.12 Retired and empty nesters	1	0.5	2,130	2.6	0.0	-2.0	17
1.C.13 Upmarket downsizers	0	0.0	619	0.8	0.0	-1.3	0
2. Rising Prosperity							
2.D. City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0	0.0	0.0	0.0	0
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0
2.D.16 Metropolitan professionals	0	0.0	0	0.0	0.0	0.0	0
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0
2.E Career Climbers							
2.E.18 Career driven young families	1	0.5	4,634	5.7	0.0	-3.3	8
2.E.19 First time buyers in small, modern homes	1	0.5	2,529	3.1	0.0	-2.3	15
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1,012	1.2	0.0	-1.7	0
3.F.22 Larger families in rural areas	0	0.0	2,712	3.3	0.0	-2.7	0
3.F.23 Owner occupiers in small towns and villages	1	0.5	5,539	6.8	0.0	-3.7	7
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	3	1.4	2,803	3.4	0.1	-1.7	40
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	3,525	4.3	0.0	-3.1	0
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	3	1.4	1,229	1.5	0.2	-0.2	91
3.H.28 Owner occupied terraces, average income	0	0.0	56	0.1	0.0	-0.4	0
3.H.29 Established suburbs, older families	3	1.4	4,373	5.4	0.1	-2.6	26
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	1,140	1.4	0.0	-1.8	0
3.I.31 Elderly singles in purpose-built accommodation	1	0.5	610	0.7	0.2	-0.5	61
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	1,268	1.6	0.0	-1.9	0
3.J.33 Smaller houses and starter homes	6	2.7	3,042	3.7	0.2	-0.8	73
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	3	0.0	0.0	-0.1	0
4.K.35 Term-time terraces	0	0.0	0	0.0	0.0	0.0	0
4.K.36 Educated young people in flats and tenements	0	0.0	97	0.1	0.0	-0.5	0
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	649	0.8	0.0	-1.3	0
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	3.7	1,430	1.8	0.6	2.1	208
4.L.39 Fading owner occupied terraces	8	3.7	1,260	1.5	0.6	2.5	237
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0
4.M Striving Families							
4.M.41 Labouring semi-rural estates	1	0.5	3,556	4.4	0.0	-2.8	10
4.M.42 Struggling young families in post-war terraces	52	23.7	2,780	3.4	1.9	16.6	697
4.M.43 Families in right-to-buy estates	19	8.7	961	1.2	2.0	10.3	737
4.M.44 Post-war estates, limited means	14	6.4	585	0.7	2.4	10.0	892
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	5	2.3	428	0.5	1.2	3.6	435
4.N.46 Elderly people in social rented flats	3	1.4	764	0.9	0.4	0.7	146
4.N.47 Low income older people in smaller semis	11	5.0	1,474	1.8	0.7	3.6	278
4.N.48 Pensioners and singles in social rented flats	0	0.0	544	0.7	0.0	-1.2	0
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1	0.5	1,269	1.6	0.1	-1.3	29
5.O.50 Struggling younger people in mixed tenure	2	0.9	1,203	1.5	0.2	-0.7	62
5.O.51 Young people in small, low cost terraces	2	0.9	269	0.3	0.7	1.5	277
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	39	17.8	994	1.2	3.9	22.4	1462
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0
5.P.56 Low income large families in social rented semis	15	6.8	795	1.0	1.9	8.9	703
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	1	0.5	768	0.9	0.1	-0.7	49
5.Q.58 Singles and young families, some receiving benefits	13	5.9	675	0.8	1.9	8.3	718
5.Q.59 Deprived areas and high-rise flats	0	0.0	180	0.2	0.0	-0.7	0
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	210	0.3	0.0	-0.8	0
6.R.61 Inactive Communal Population	2	0.9	766	0.9	0.3	0.0	97
6.R.62 Business addresses without residential population	17	7.8	1,996	2.4	0.9	5.1	
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3**		

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ACORN TYPE PROFILE

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

Sort by: Acorn Type / Index / Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index
4.M.42 Struggling young families in post-war terraces	**52**	**23.7**	**2,780**	**3.4**	**1.9**	**16.6**	**697**
5.P.52 Poorer families, many children, terraced housing	39	17.8	994	1.2	3.9	22.4	1462
4.M.43 Families in right-to-buy estates	19	8.7	961	1.2	2.0	10.3	737
5.P.56 Low income large families in social rented semis	15	6.8	795	1.0	1.9	8.9	703
4.M.44 Post-war estates, limited means	14	6.4	585	0.7	2.4	10.0	892
5.Q.58 Singles and young families, some receiving benefits	13	5.9	675	0.8	1.9	8.3	718
4.N.47 Low income older people in smaller semis	11	5.0	1,474	1.8	0.7	3.6	278
4.L.39 Fading owner occupied terraces	8	3.7	1,260	1.5	0.6	2.5	237
4.L.38 Semi-skilled workers in traditional neighbourhoods	8	3.7	1,430	1.8	0.6	2.1	208
3.J.33 Smaller houses and starter homes	6	2.7	3,042	3.7	0.2	-0.8	73
4.N.45 Pensioners in social housing, semis and terraces	5	2.3	428	0.5	1.2	3.6	435
4.N.46 Elderly people in social rented flats	3	1.4	764	0.9	0.4	0.7	146
3.H.29 Established suburbs, older families	3	1.4	4,373	5.4	0.1	-2.6	26
3.H.27 Suburban semis, conventional attitudes	3	1.4	1,229	1.5	0.2	-0.2	91
3.G.24 Comfortably-off families in modern housing	3	1.4	2,803	3.4	0.1	-1.7	40
1.B.6 Financially comfortable families	3	1.4	5,942	7.3	0.1	-3.4	19
6.R.61 Inactive Communal Population	2	0.9	766	0.9	0.3	0.0	97
5.O.50 Struggling younger people in mixed tenure	2	0.9	1,203	1.5	0.2	-0.7	62
5.O.51 Young people in small, low cost terraces	2	0.9	269	0.3	0.7	1.5	277
3.F.23 Owner occupiers in small towns and villages	1	0.5	5,539	6.8	0.0	-3.7	7
5.Q.57 Social rented flats, families and single parents	1	0.5	768	0.9	0.1	-0.7	49
2.E.19 First time buyers in small, modern homes	1	0.5	2,529	3.1	0.0	-2.3	15
2.E.18 Career driven young families	1	0.5	4,634	5.7	0.0	-3.3	8
1.C.12 Retired and empty nesters	1	0.5	2,130	2.6	0.0	-2.0	17
4.M.41 Labouring semi-rural estates	1	0.5	3,556	4.4	0.0	-2.8	10
3.I.31 Elderly singles in purpose-built accommodation	1	0.5	610	0.7	0.2	-0.5	61
5.O.49 Young families in low cost private flats	1	0.5	1,269	1.6	0.1	-1.3	29
3.F.22 Larger families in rural areas	0	0.0	2,712	3.3	0.0	-2.7	0
1.B.4 Asset rich families	0	0.0	3,421	4.2	0.0	-3.1	0
3.F.21 Farms and cottages	0	0.0	1,012	1.2	0.0	-1.7	0
4.K.36 Educated young people in flats and tenements	0	0.0	97	0.1	0.0	-0.5	0
4.L.37 Low cost flats in suburban areas	0	0.0	649	0.8	0.0	-1.3	0
1.C.11 Settled suburbia, older people	0	0.0	482	0.6	0.0	-1.1	0
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0
3.J.32 Educated families in terraces, young children	0	0.0	1,268	1.6	0.0	-1.9	0
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0
1.B.5 Wealthy countryside commuters	0	0.0	3,306	4.1	0.0	-3.0	0
2.D.14 Townhouse cosmopolitans	0	0.0	0	0.0	0.0	0.0	0
4.K.34 Student flats and halls of residence	0	0.0	3	0.0	0.0	-0.1	0
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	3,525	4.3	0.0	-3.1	0
2.D.16 Metropolitan professionals	0	0.0	0	0.0	0.0	0.0	0
1.B.9 Well-off edge of towners	0	0.0	3,111	3.8	0.0	-2.9	0
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0
1.C.10 Better-off villagers	0	0.0	6,307	7.7	0.0	-4.3	0
1.B.8 Prosperous suburban families	0	0.0	9	0.0	0.0	-0.2	0
6.R.60 Active communal population	0	0.0	210	0.3	0.0	-0.8	0
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	1,140	1.4	0.0	-1.8	0
4.N.48 Pensioners and singles in social rented flats	0	0.0	544	0.7	0.0	-1.2	0
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0
5.Q.59 Deprived areas and high-rise flats	0	0.0	180	0.2	0.0	-0.7	0
1.A.3 Large house luxury	0	0.0	101	0.1	0.0	-0.5	0
3.H.28 Owner occupied terraces, average income	0	0.0	56	0.1	0.0	-0.4	0
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0
4.K.35 Term-time terraces	0	0.0	0	0.0	0.0	0.0	0
1.C.13 Upmarket downsizers	0	0.0	619	0.8	0.0	-1.3	0
1.A.1 Exclusive enclaves	0	0.0	3	0.0	0.0	-0.1	0
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0
1.B.7 Affluent professionals	0	0.0	38	0.0	0.0	-0.3	0
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3**		

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