

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

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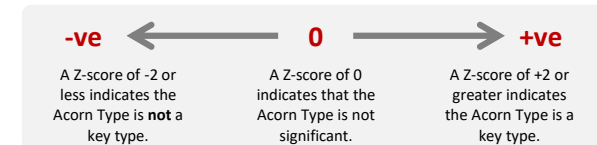
INTERPRETING THE REPORT

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



Z-SCORE



ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide



Technical Guide



Online Microsite



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 Communities	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

ACORN PROFILE OVERVIEW



Profile: **Cambridgeshire LSOAs in the 1-2 deciles**
 Base: **East of England**

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	50-64	Social Grade	C1	Children At Home	3+
House Tenure	Social Rented	Household Income	£31k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

Age Group	Percentage
0-17	21%
18-24	8%
25-34	13%
35-49	19%
50-64	19%
65-74	11%
75+	9%

FAMILY

Family Type	Percentage	Index
Couple - No Children	17%	93
Couple - With Children	19%	89
Lone Parent	8%	122
Single - No Children	17%	106
All Student/Pensioner	23%	103

KEY INSIGHTS

- The average age of the population in the profiled households is about the same when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 40.7% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 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

Income Range	Percentage	Index
£0-£20k	33%	131
£20k-£40k	41%	107
£40k-£60k	16%	84
£60k-£80k	6%	66
£80k-£100k	3%	52
£100k+	2%	38

SOCIAL GRADE

Social Grade	Percentage	Index
AB	15%	71
C1	27%	93
C2	24%	115
D	14%	125
E	19%	132

EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	37%	93
Part-Time	15%	102
Self-emp.	9%	90
Retired	16%	104
Unemp.	4%	126
Student	3%	99
Other	15%	116

MOTOR & HOME

CARS

Cars	Percentage	Index
No Cars	25%	121
1 Car	48%	103
2 Cars	22%	84
3+ Cars	5%	77

CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	21%	89
Small Family Car	28%	105
Large Family Car	23%	96
Luxury/Executive	2%	35
Sports/4x4/MPV	5%	99

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.
- Bungalows are 31.5% more likely than in the base.
- 25.1% of the households in the profile are likely to be social rented.
- About 9% of households will have 1 bedroom.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

TENURE

Tenure Type	Percentage	Index
Owned Outright	32%	92
Owned Mortgage	27%	86
Private Rented	15%	93
Social Rented	25%	148

TYPE

Property Type	Percentage	Index
Terraced	25%	104
Semi-detached	37%	108
Flat	16%	104
Detached	22%	84
Bungalow	13%	132

BEDROOMS

Bedrooms	Percentage	Index
1	9%	116
2	28%	111
3	49%	107
4	12%	68
5+	3%	62

SIZE

Household Size	Percentage	Index
1 Person	21%	112
2 People	38%	100
3-4 People	33%	94
5+ People	8%	96

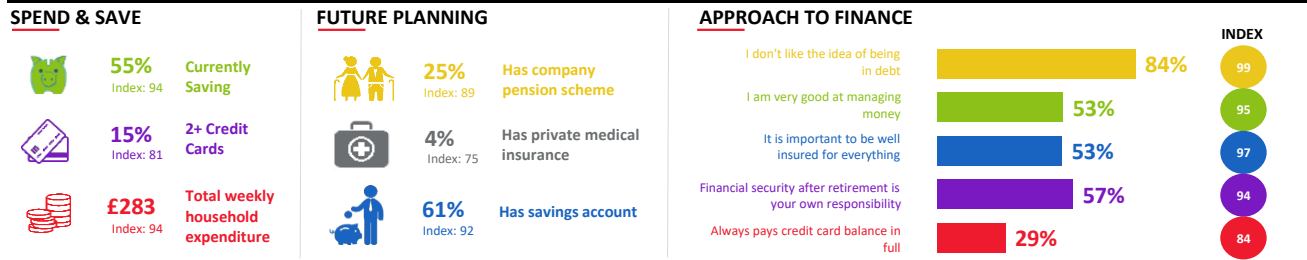
ACORN PROFILE OVERVIEW



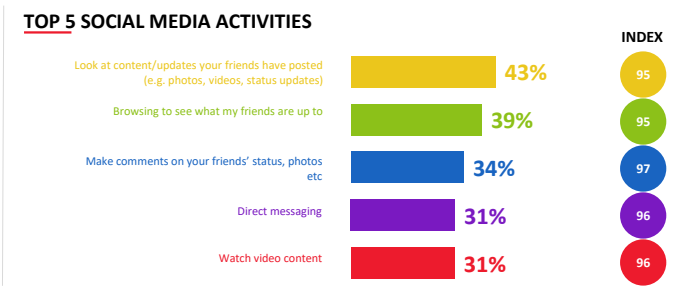
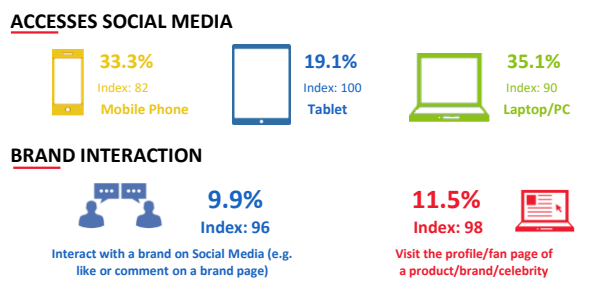
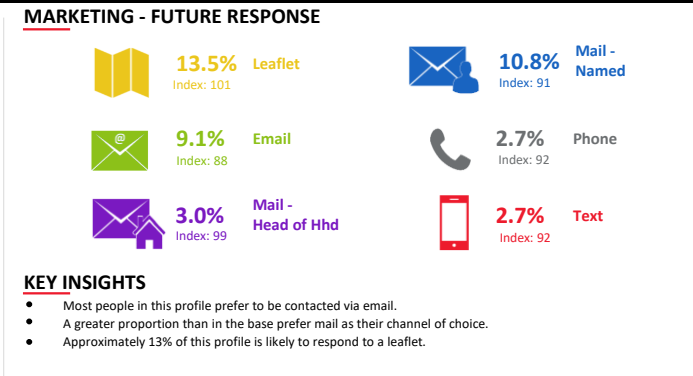
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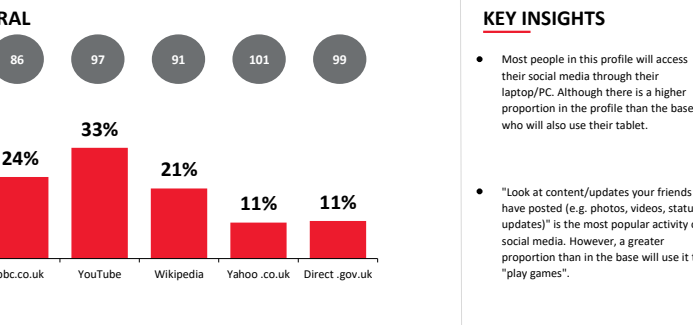
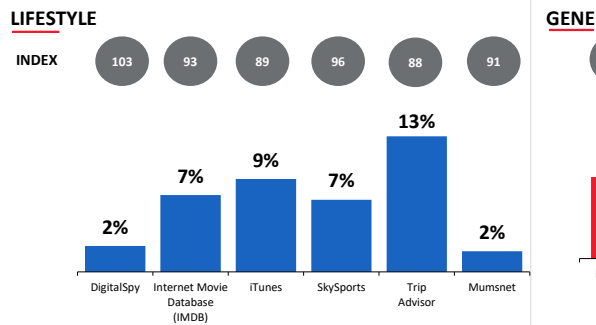
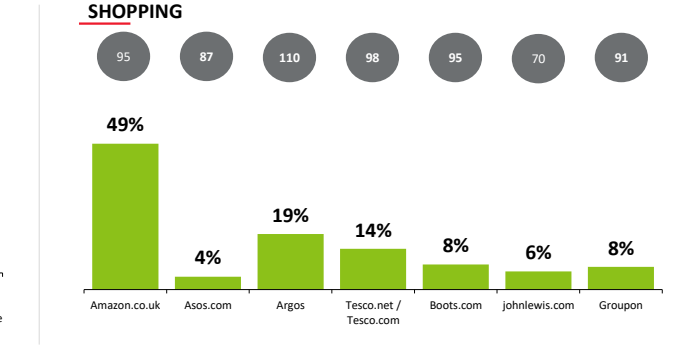
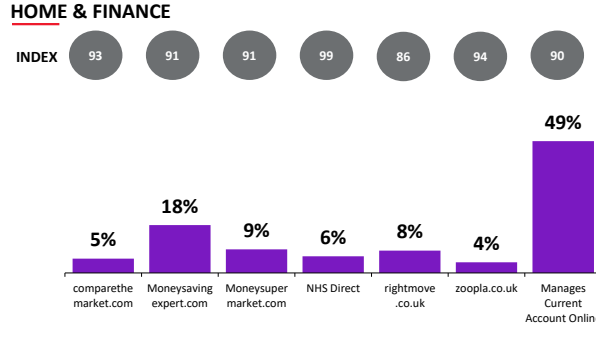
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



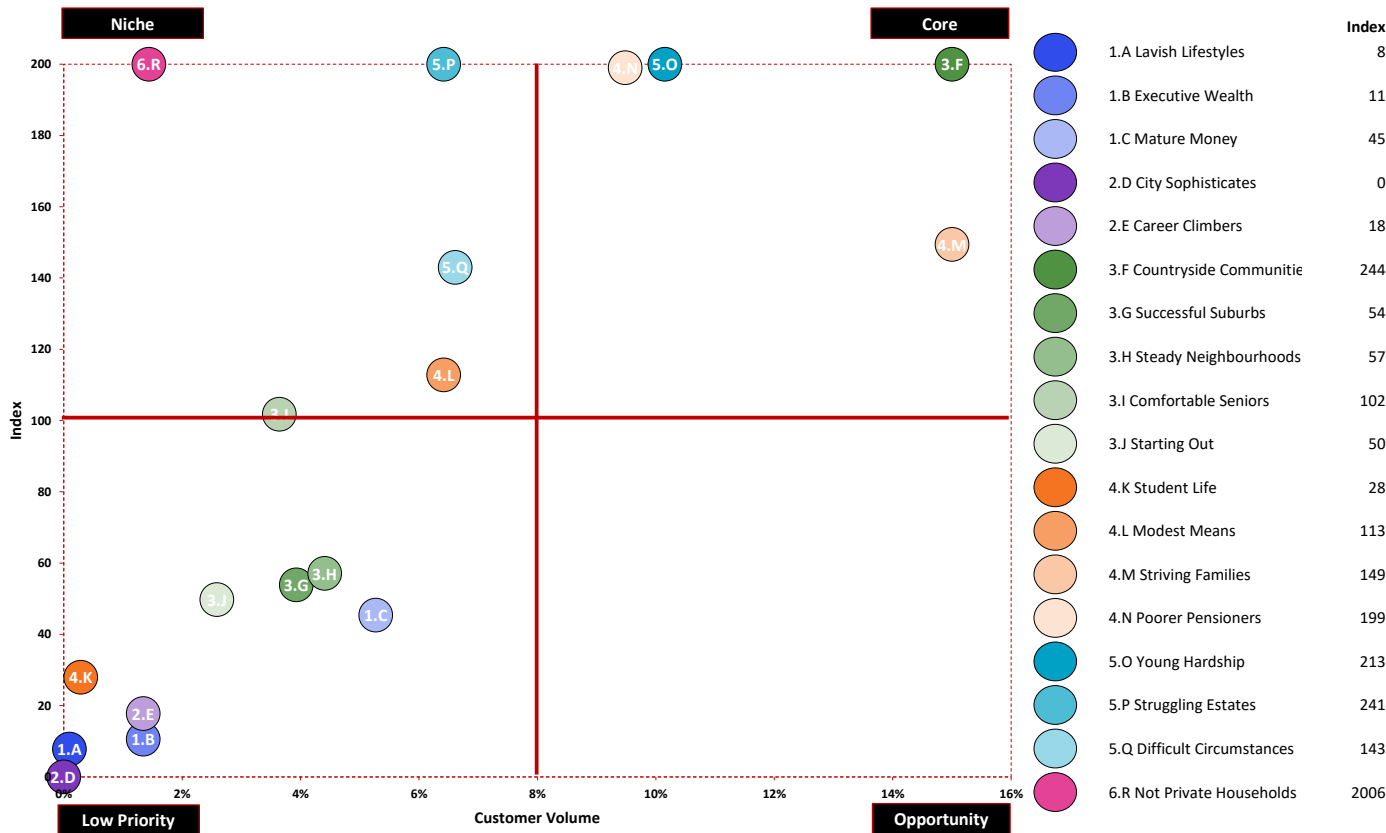
ACORN CUSTOMER VIEW CHART



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

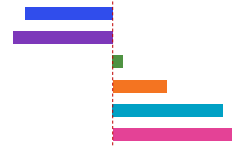


ACORN CATEGORY PROFILE



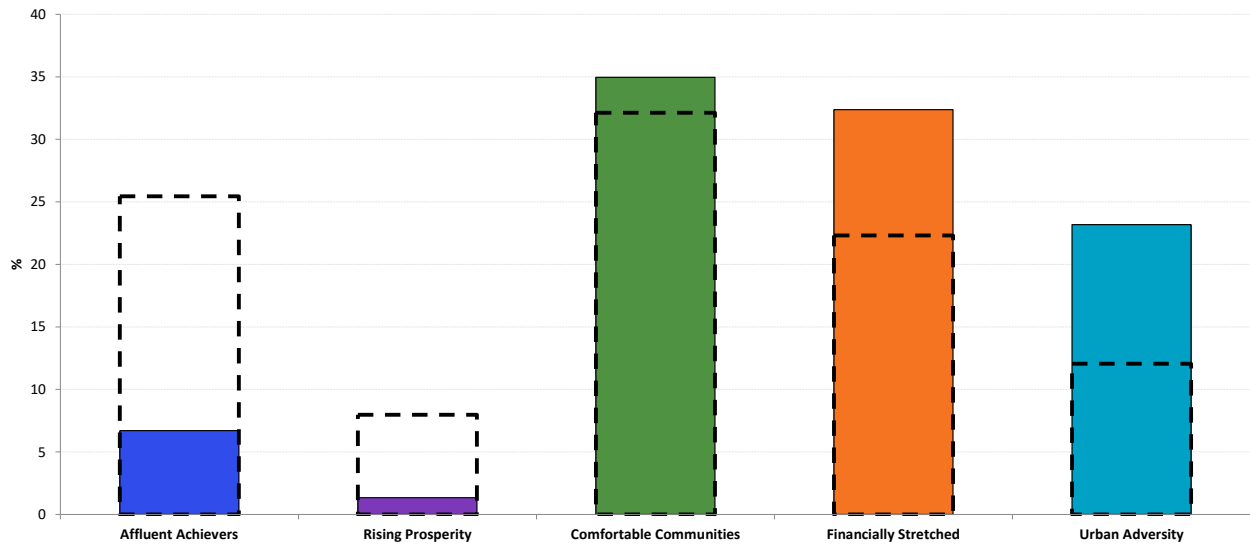
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	70	6.7	660,020	25.5	0.0	-13.9	26			
2. Rising Prosperity	14	1.3	206,766	8.0	0.0	-7.9	17			
3. Comfortable Communities	365	35.0	833,170	32.1	0.0	2.0	109			
4. Financially Stretched	338	32.4	578,539	22.3	0.1	7.8	145			
5. Urban Adversity	242	23.2	312,625	12.1	0.1	11.0	192			
6. Not Private Households	15	1.4	1,857	0.1	0.8	16.5	2006			
Total (Excluding Business addresses without residential pop.)	1,044		2,592,977		0.0					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



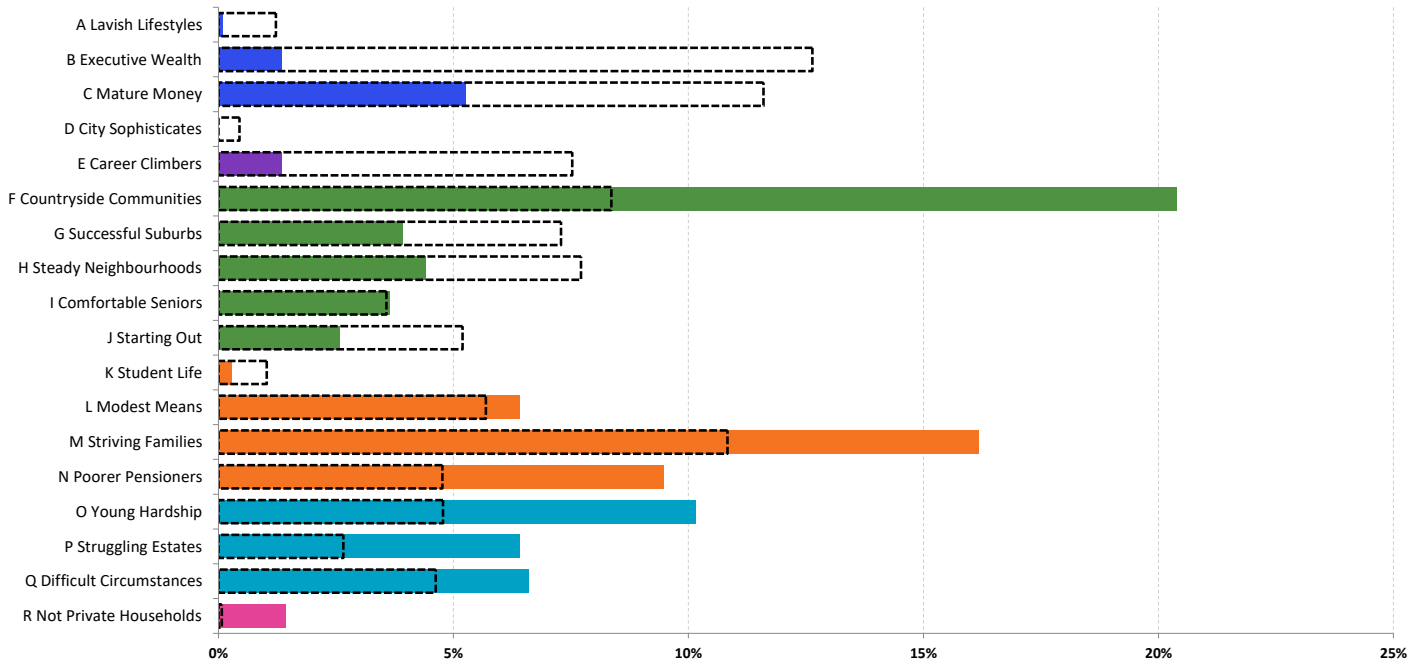
Profile:

Sort by: ● Acorn Group
 ○ Index
 ○ Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A Lavish Lifestyles	1	0.1	31,668	1.2	0.0	-3.3	8			
1.B Executive Wealth	14	1.3	327,673	12.6	0.0	-11.0	11			
1.C Mature Money	55	5.3	300,679	11.6	0.0	-6.4	45			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	11,593	0.4	0.0	-2.2	0			
2.E Career Climbers	14	1.3	195,173	7.5	0.0	-7.6	18			
3. Comfortable Communities										
3.F Countryside Communities	213	20.4	216,782	8.4	0.1	14.1	244			
3.G Successful Suburbs	41	3.9	188,945	7.3	0.0	-4.2	54			
3.H Steady Neighbourhoods	46	4.4	200,007	7.7	0.0	-4.0	57			
3.I Comfortable Seniors	38	3.6	92,716	3.6	0.0	0.1	102			
3.J Starting Out	27	2.6	134,720	5.2	0.0	-3.8	50			
4. Financially Stretched										
4.K Student Life	3	0.3	26,616	1.0	0.0	-2.4	28			
4.L Modest Means	67	6.4	147,513	5.7	0.0	1.0	113			
4.M Striving Families	169	16.2	280,880	10.8	0.1	5.6	149			
4.N Poorer Pensioners	99	9.5	123,530	4.8	0.1	7.2	199			
5. Urban Adversity										
5.O Young Hardship	106	10.2	123,839	4.8	0.1	8.1	213			
5.P Struggling Estates	67	6.4	68,949	2.7	0.1	7.5	241			
5.Q Difficult Circumstances	69	6.6	119,837	4.6	0.1	3.1	143			
6. Not Private Households										
6.R Not Private Households	15	1.4	1,857	0.1	0.8	16.5	2006			
Total (Excluding Business addresses without residential pop.)	1,044		2,592,977		0.0					

ACORN GROUP PROFILE

Show Base



ACORN TYPE PROFILE



Profile:

Sort by: Acorn Type
 Index
 Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A. Lavish Lifestyles										
1.A.1 Exclusive enclaves	0	0.0	2,393	0.1	0.0	-1.0	0			
1.A.2 Metropolitan money	0	0.0	261	0.0	0.0	-0.3	0			
1.A.3 Large house luxury	1	0.1	29,014	1.1	0.0	-3.1	9			
1.B Executive Wealth										
1.B.4 Asset rich families	1	0.1	73,164	2.8	0.0	-5.3	3			
1.B.5 Wealthy countryside commuters	4	0.4	71,204	2.7	0.0	-4.7	14			
1.B.6 Financially comfortable families	4	0.4	69,932	2.7	0.0	-4.6	14			
1.B.7 Affluent professionals	3	0.3	14,704	0.6	0.0	-1.2	51			
1.B.8 Prosperous suburban families	2	0.2	50,247	1.9	0.0	-4.1	10			
1.B.9 Well-off edge of towners	0	0.0	48,422	1.9	0.0	-4.5	0			
1.C Mature Money										
1.C.10 Better-off villagers	2	0.2	123,441	4.8	0.0	-6.9	4			
1.C.11 Settled suburbia, older people	5	0.5	50,485	1.9	0.0	-3.4	25			
1.C.12 Retired and empty nesters	48	4.6	102,105	3.9	0.0	1.1	117			
1.C.13 Upmarket downsizers	0	0.0	24,648	1.0	0.0	-3.2	0			
2. Rising Prosperity										
2.D. City Sophisticates										
2.D.14 Townhouse cosmopolitans	0	0.0	8,360	0.3	0.0	-1.8	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1,542	0.1	0.0	-0.8	0			
2.D.16 Metropolitan professionals	0	0.0	232	0.0	0.0	-0.3	0			
2.D.17 Socialising young renters	0	0.0	1,459	0.1	0.0	-0.8	0			
2.E Career Climbers										
2.E.18 Career driven young families	1	0.1	84,986	3.3	0.0	-5.8	3			
2.E.19 First time buyers in small, modern homes	13	1.2	107,329	4.1	0.0	-4.7	30			
2.E.20 Mixed metropolitan areas	0	0.0	2,858	0.1	0.0	-1.1	0			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	20	1.9	31,159	1.2	0.1	2.1	159			
3.F.22 Larger families in rural areas	102	9.8	68,696	2.6	0.1	14.3	369			
3.F.23 Owner occupiers in small towns and villages	91	8.7	116,927	4.5	0.1	6.6	193			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	39	3.7	86,059	3.3	0.0	0.8	113			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	11,797	0.5	0.0	-2.2	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	2	0.2	91,089	3.5	0.0	-5.8	5			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	31	3.0	59,870	2.3	0.1	1.4	129			
3.H.28 Owner occupied terraces, average income	1	0.1	37,631	1.5	0.0	-3.7	7			
3.H.29 Established suburbs, older families	14	1.3	102,506	4.0	0.0	-4.3	34			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	36	3.4	76,291	2.9	0.0	1.0	117			
3.I.31 Elderly singles in purpose-built accommodation	2	0.2	16,425	0.6	0.0	-1.8	30			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	8	0.8	67,281	2.6	0.0	-3.7	30			
3.J.33 Smaller houses and starter homes	19	1.8	67,439	2.6	0.0	-1.6	70			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	1	0.1	1,105	0.0	0.1	0.8	225			
4.K.35 Term-time terraces	0	0.0	1,830	0.1	0.0	-0.9	0			
4.K.36 Educated young people in flats and tenements	2	0.2	23,681	0.9	0.0	-2.5	21			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	12	1.1	38,343	1.5	0.0	-0.9	78			
4.L.38 Semi-skilled workers in traditional neighbourhoods	36	3.4	54,968	2.1	0.1	3.0	163			
4.L.39 Fading owner occupied terraces	19	1.8	42,598	1.6	0.0	0.5	111			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	11,604	0.4	0.0	-2.2	0			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	20	1.9	87,763	3.4	0.0	-2.6	57			
4.M.42 Struggling young families in post-war terraces	58	5.6	121,646	4.7	0.0	1.3	118			
4.M.43 Families in right-to-buy estates	68	6.5	40,551	1.6	0.2	12.9	416			
4.M.44 Post-war estates, limited means	23	2.2	30,920	1.2	0.1	3.0	185			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	13	1.2	24,082	0.9	0.1	1.1	134			
4.N.46 Elderly people in social rented flats	12	1.1	29,916	1.2	0.0	0.0	100			
4.N.47 Low income older people in smaller semis	58	5.6	40,644	1.6	0.1	10.4	354			
4.N.48 Pensioners and singles in social rented flats	16	1.5	28,888	1.1	0.1	1.3	138			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	38	3.6	53,457	2.1	0.1	3.6	177			
5.O.50 Struggling younger people in mixed tenure	49	4.7	46,974	1.8	0.1	7.0	259			
5.O.51 Young people in small, low cost terraces	19	1.8	23,408	0.9	0.1	3.1	202			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	29	2.8	30,334	1.2	0.1	4.8	237			
5.P.53 Low income terraces	2	0.2	3,526	0.1	0.1	0.5	141			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	408	0.0	0.0	-0.4	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	825	0.0	0.0	-0.6	0			
5.P.56 Low income large families in social rented semis	36	3.4	33,856	1.3	0.1	6.1	264			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	24	2.3	54,376	2.1	0.0	0.5	110			
5.Q.58 Singles and young families, some receiving benefits	20	1.9	26,173	1.0	0.1	2.9	190			
5.Q.59 Deprived areas and high-rise flats	25	2.4	39,288	1.5	0.1	2.3	158			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	6	0.6	1,260	0.0	0.5	7.7	1183			
6.R.61 Inactive Communal Population	9	0.9	597	0.0	1.5	17.9	3744			
6.R.62 Business addresses without residential population	69	6.6	0	0.0	0.0	0.0	0			
Total (Excluding Business addresses without residential pop.)	1,044		2,592,977		0.0					