

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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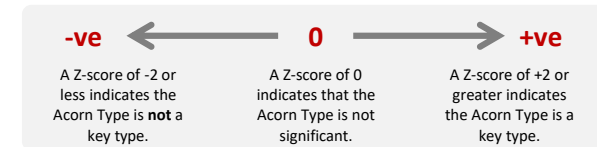
INTERPRETING THE REPORT

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



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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 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

acorn

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

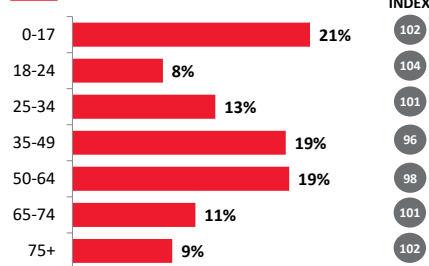


Social Media Usage

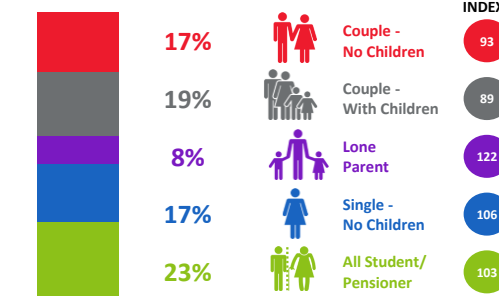
Medium

DEMOGRAPHICS

AGE



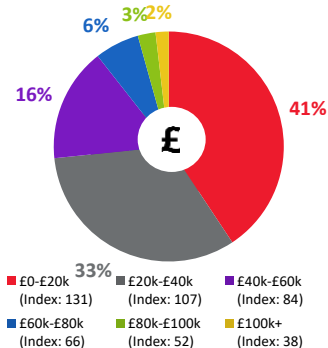
FAMILY



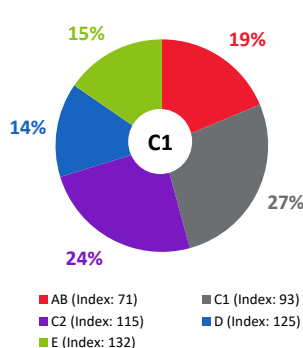
KEY INSIGHTS

- 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.

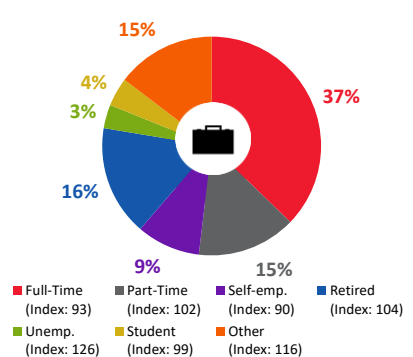
INCOME



SOCIAL GRADE

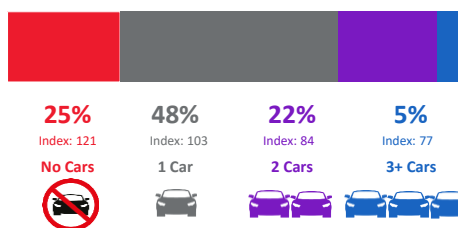


EMPLOYMENT

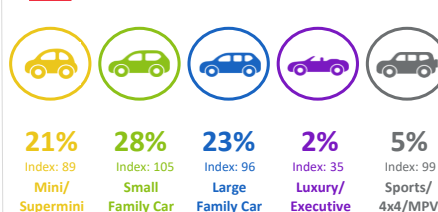


MOTOR & HOME

CARS



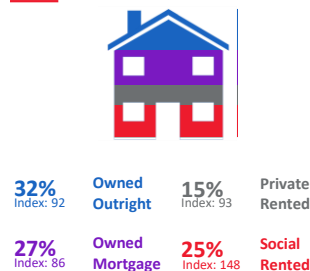
CAR TYPE



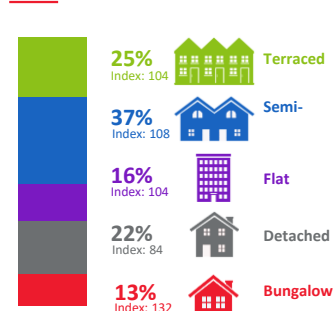
KEY INSIGHTS

- 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.

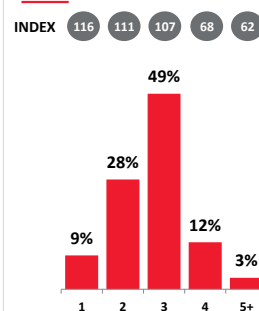
TENURE



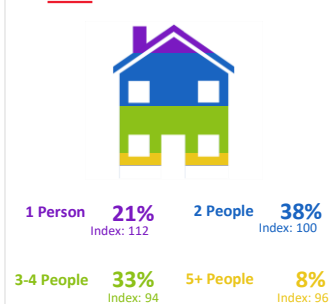
TYPE



BEDROOMS



SIZE



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.

FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE

55%
Index: 94

Currently Saving

15%
Index: 81

2+ Credit Cards

£283
Index: 94

Total weekly household expenditure

FUTURE PLANNING

25%
Index: 89

Has company pension scheme

4%
Index: 75

Has private medical insurance

61%
Index: 92

Has savings account

APPROACH TO FINANCE

I don't like the idea of being in debt

84%

INDEX
99

I am very good at managing money

53%

95

It is important to be well insured for everything

53%

97

Financial security after retirement is your own responsibility

57%

94

Always pays credit card balance in full

29%

84

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

Shopping online makes my life easier



40%

INDEX
92

I wait until tech becomes cheaper before considering purchase



57%

98

I love to buy new gadgets and appliances



30%

98

Computers confuse me - I'll never get used to them



19%

109

I couldn't live without the internet on my mobile



21%

96

I worry any personal information entered online won't be secure



54%

99

MARKETING - FUTURE RESPONSE

13.5%
Index: 101

Leaflet

10.8%
Index: 91

Mail - Named

9.1%
Index: 88

Email

2.7%
Index: 92

Phone

3.0%
Index: 99

Mail - Head of Hhd

2.7%
Index: 92

Text

KEY INSIGHTS

- Most people in this profile prefer to be contacted via email.
- A greater proportion than in the base prefer mail as their channel of choice.
- Approximately 13% of this profile is likely to respond to a leaflet.

ACCESSES SOCIAL MEDIA

33.3%
Index: 82

Mobile Phone

19.1%
Index: 100

Tablet

35.1%
Index: 90

Laptop/PC

BRAND INTERACTION

9.9%
Index: 96

Interact with a brand on Social Media (e.g. like or comment on a brand page)

11.5%
Index: 98

Visit the profile/fan page of a product/brand/celebrity

TOP 5 SOCIAL MEDIA ACTIVITIES

Look at content/updates your friends have posted (e.g. photos, videos, status updates)

43%

INDEX
95

Browsing to see what my friends are up to

39%

95

Make comments on your friends' status, photos etc

34%

97

Direct messaging

31%

96

Watch video content

31%

96

WEBSITES

HOME & FINANCE

INDEX

93

91

91

99

86

94

90

5%

comparethemarket.com

18%

Moneysavingexpert.com

9%

Moneysupermarket.com

6%

NHS Direct

8%

rightmove.co.uk

4%

zoopla.co.uk

49%

Manages Current Account Online

SHOPPING

95

87

110

98

95

70

91

49%

Amazon.co.uk

4%

Asos.com

19%

Argos

14%

Tesco.net / Tesco.com

8%

Boots.com

6%

johnlewis.com

8%

Groupon

LIFESTYLE

INDEX

103

93

89

96

88

91

2%

DigitalSpy

7%

Internet Movie Database (IMDB)

9%

iTunes

7%

SkySports

13%

Trip Advisor

2%

Mumsnet

GENERAL

86

97

91

101

99

24%

bbc.co.uk

33%

YouTube

21%

Wikipedia

11%

Yahoo.co.uk

11%

Direct.gov.uk

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 "play games".

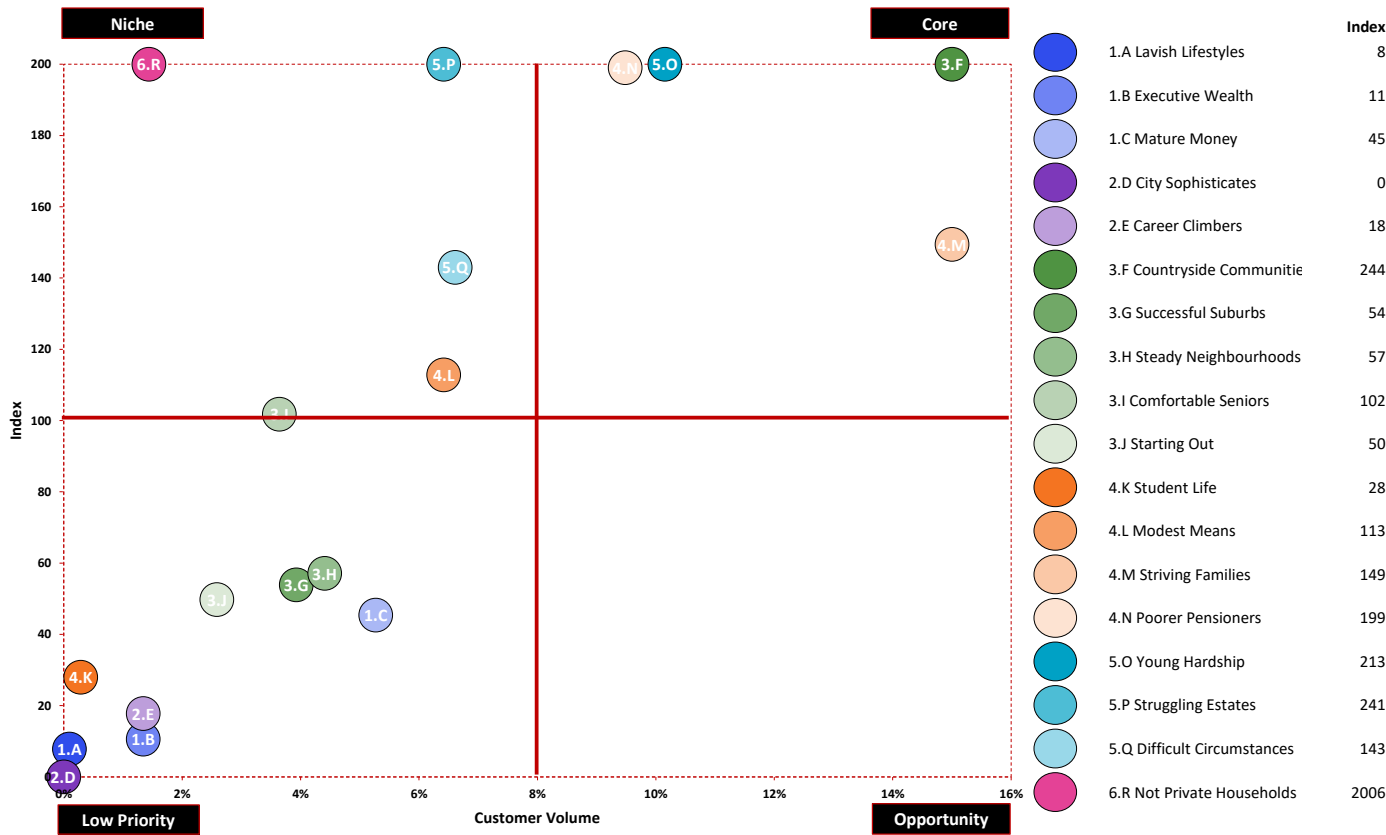
ACORN CUSTOMER VIEW CHART



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

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



HOME

OVERVIEW

CUSTOMER VIEW

PROFILE

CATEGORY

GROUP

TYPE

ACORN CATEGORY PROFILE

acorn

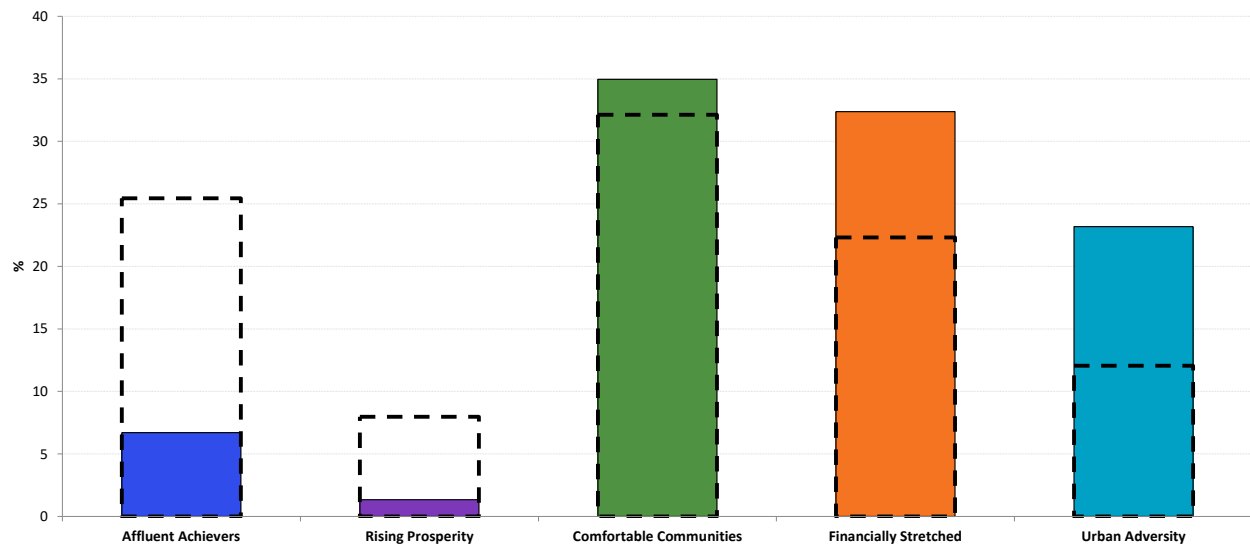
Profile: Cambridgeshire LSOAs in the 1-2 deciles

Base: East of England

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



CACI

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ACORN GROUP PROFILE



Profile:

Cambridgeshire LSOAs in the 1-2 deciles

East of England

Sort by:

Acorn Group

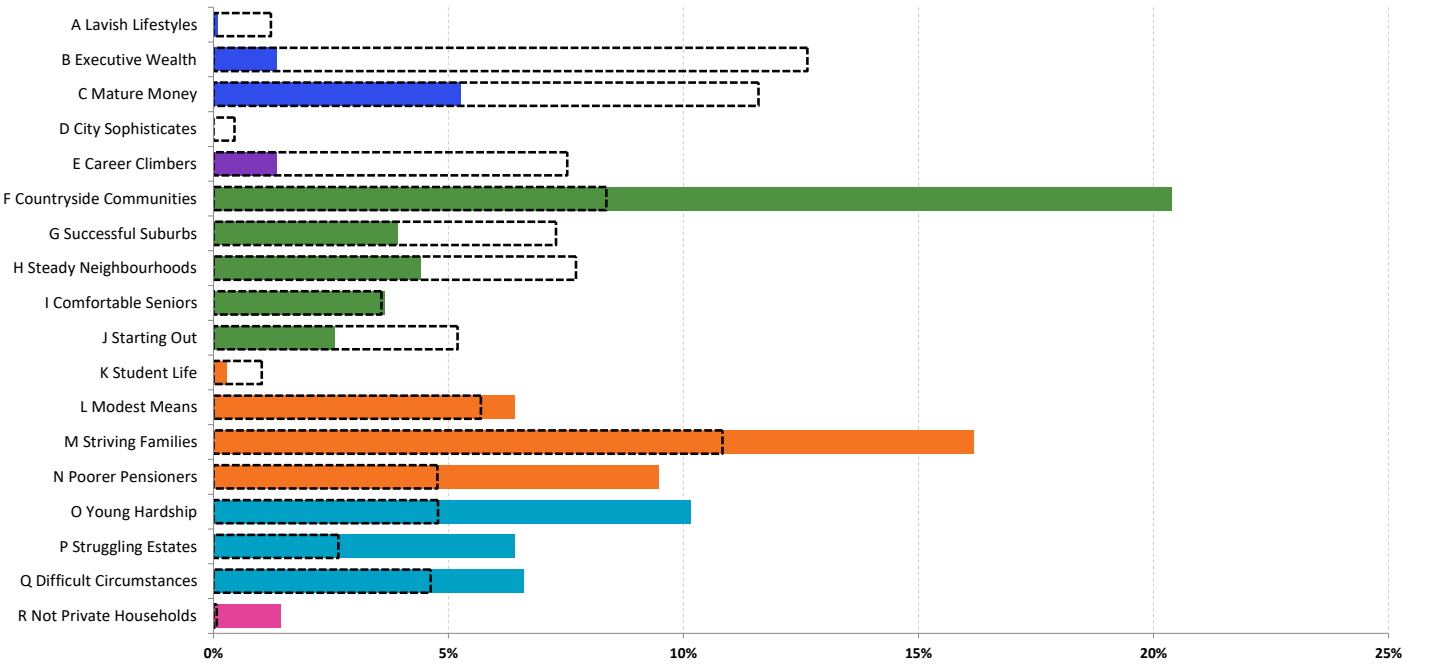
Index

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

acorn

Sort by:

● Acorn Type

○ Index

○ Profile %

Profile:

Cambridgeshire LSOAs in the 1-2 deciles

East of England

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	<div></div>		
1.A.2 Metropolitan money	0	0.0	261	0.0	0.0	-0.3	0	<div></div>		
1.A.3 Large house luxury	1	0.1	29,014	1.1	0.0	-3.1	9	<div></div>		
1.B Executive Wealth										
1.B.4 Asset rich families	1	0.1	73,164	2.8	0.0	-5.3	3	<div></div>		
1.B.5 Wealthy countryside commuters	4	0.4	71,204	2.7	0.0	-4.7	14	<div></div>		
1.B.6 Financially comfortable families	4	0.4	69,932	2.7	0.0	-4.6	14	<div></div>		
1.B.7 Affluent professionals	3	0.3	14,704	0.6	0.0	-1.2	51	<div></div>		
1.B.8 Prosperous suburban families	2	0.2	50,247	1.9	0.0	-4.1	10	<div></div>		
1.B.9 Well-off edge of towners	0	0.0	48,422	1.9	0.0	-4.5	0	<div></div>		
1.C Mature Money										
1.C.10 Better-off villagers	2	0.2	123,441	4.8	0.0	-6.9	4	<div></div>		
1.C.11 Settled suburbia, older people	5	0.5	50,485	1.9	0.0	-3.4	25	<div></div>		
1.C.12 Retired and empty nesters	48	4.6	102,105	3.9	0.0	1.1	117	<div></div>		
1.C.13 Upmarket downsizers	0	0.0	24,648	1.0	0.0	-3.2	0	<div></div>		
2. Rising Prosperity										
2.D. City Sophisticates										
2.D.14 Townhouse cosmopolitans	0	0.0	8,360	0.3	0.0	-1.8	0	<div></div>		
2.D.15 Younger professionals in smaller flats	0	0.0	1,542	0.1	0.0	-0.8	0	<div></div>		
2.D.16 Metropolitan professionals	0	0.0	232	0.0	0.0	-0.3	0	<div></div>		
2.D.17 Socialising young renters	0	0.0	1,459	0.1	0.0	-0.8	0	<div></div>		
2.E Career Climbers										
2.E.18 Career driven young families	1	0.1	84,986	3.3	0.0	-5.8	3	<div></div>		
2.E.19 First time buyers in small, modern homes	13	1.2	107,329	4.1	0.0	-4.7	30	<div></div>		
2.E.20 Mixed metropolitan areas	0	0.0	2,858	0.1	0.0	-1.1	0	<div></div>		
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	<div></div>		
3.F.22 Larger families in rural areas	102	9.8	68,696	2.6	0.1	14.3	369	<div></div>		
3.F.23 Owner occupiers in small towns and villages	91	8.7	116,927	4.5	0.1	6.6	193	<div></div>		
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	<div></div>		
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	11,797	0.5	0.0	-2.2	0	<div></div>		
3.G.26 Semi-professional families, owner occupied neighbourhoods	2	0.2	91,089	3.5	0.0	-5.8	5	<div></div>		
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	31	3.0	59,870	2.3	0.1	1.4	129	<div></div>		
3.H.28 Owner occupied terraces, average income	1	0.1	37,631	1.5	0.0	-3.7	7	<div></div>		
3.H.29 Established suburbs, older families	14	1.3	102,506	4.0	0.0	-4.3	34	<div></div>		
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	<div></div>		
3.I.31 Elderly singles in purpose-built accommodation	2	0.2	16,425	0.6	0.0	-1.8	30	<div></div>		
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	<div></div>		
3.J.33 Smaller houses and starter homes	19	1.8	67,439	2.6	0.0	-1.6	70	<div></div>		
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	<div></div>		
4.K.35 Term-time terraces	0	0.0	1,830	0.1	0.0	-0.9	0	<div></div>		
4.K.36 Educated young people in flats and tenements	2	0.2	23,681	0.9	0.0	-2.5	21	<div></div>		
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	<div></div>		
4.L.38 Semi-skilled workers in traditional neighbourhoods	36	3.4	54,968	2.1	0.1	3.0	163	<div></div>		
4.L.39 Fading owner occupied terraces	19	1.8	42,598	1.6	0.0	0.5	111	<div></div>		
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	11,604	0.4	0.0	-2.2	0	<div></div>		
4.M Striving Families										
4.M.41 Labouring semi-rural estates	20	1.9	87,763	3.4	0.0	-2.6	57	<div></div>		
4.M.42 Struggling young families in post-war terraces	58	5.6	121,646	4.7	0.0	1.3	118	<div></div>		
4.M.43 Families in right-to-buy estates	68	6.5	40,551	1.6	0.2	12.9	416	<div></div>		
4.M.44 Post-war estates, limited means	23	2.2	30,920	1.2	0.1	3.0	185	<div></div>		
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	<div></div>		
4.N.46 Elderly people in social rented flats	12	1.1	29,916	1.2	0.0	0.0	100	<div></div>		
4.N.47 Low income older people in smaller semis	58	5.6	40,644	1.6	0.1	10.4	354	<div></div>		
4.N.48 Pensioners and singles in social rented flats	16	1.5	28,888	1.1	0.1	1.3	138	<div></div>		
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	<div></div>		
5.O.50 Struggling younger people in mixed tenure	49	4.7	46,974	1.8	0.1	7.0	259	<div></div>		
5.O.51 Young people in small, low cost terraces	19	1.8	23,408	0.9	0.1	3.1	202	<div></div>		
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	<div></div>		
5.P.53 Low income terraces	2	0.2	3,526	0.1	0.1	0.5	141	<div></div>		
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	408	0.0	0.0	-0.4	0	<div></div>		
5.P.55 Deprived and ethnically diverse in flats	0	0.0	825	0.0	0.0	-0.6	0	<div></div>		
5.P.56 Low income large families in social rented semis	36	3.4	33,856	1.3	0.1	6.1	264	<div></div>		
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	<div></div>		
5.Q.58 Singles and young families, some receiving benefits	20	1.9	26,173	1.0	0.1	2.9	190	<div></div>		
5.Q.59 Deprived areas and high-rise flats	25	2.4	39,288	1.5	0.1	2.3	158	<div></div>		
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	<div></div>		
6.R.61 Inactive Communal Population	9	0.9	597	0.0	1.5	17.9	3744	<div></div>		
6.R.62 Business addresses without residential population	69	6.6	0	0.0	0.0	0.0		<div></div>		
Total (Excluding Business addresses without residential pop.)			1,044	2,592,977	0.0					