

## 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...](#)



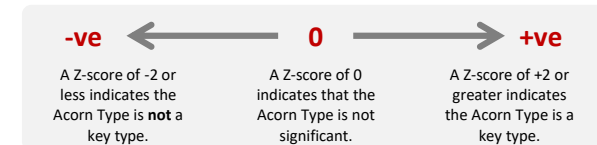
### INTERPRETING THE REPORT

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



#### 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: **Peterborough LSOAs in the 1-2 deciles of the IMD**  
 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	<b>25-34</b>		Social Grade	<b>C1</b>		Children At Home	<b>3+</b>
	House Tenure	<b>Social Rented</b>		Household Income	<b>£28k</b>		Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage	Index
0-17	23%	110
18-24	9%	113
25-34	15%	121
35-49	19%	98
50-64	17%	88
65-74	9%	81
75+	7%	88

### FAMILY

Family Type	Percentage	Index
Couple - No Children	14%	76
Couple - With Children	18%	84
Lone Parent	10%	148
Single - No Children	19%	127
All Student/Pensioner	19%	88

### 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.
- 47.1% 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	47%	159
£20k-£40k	32%	103
£40k-£60k	14%	69
£60k-£80k	5%	49
£80k-£100k	2%	35
£100k+	2%	24

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	15%	56
C1	25%	86
C2	17%	112
D	24%	151
E	19%	170

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	36%	91
Part-Time	18%	100
Self-emp.	8%	72
Retired	14%	90
Unemp.	5%	170
Student	5%	113
Other	13%	145

## MOTOR & HOME

### CARS

Car Type	Percentage	Index
No Cars	33%	168
1 Car	47%	102
2 Cars	16%	60
3+ Cars	3%	48

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	18%	78
Small Family Car	25%	93
Large Family Car	20%	79
Luxury/Executive	2%	43
Sports/4x4/MPV	4%	68

### 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 53.2% more likely than in the base.
- 32.3% of the households in the profile are likely to be social rented.
- About 11% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 1 person appear more than in the base.

### TENURE

Tenure Type	Percentage	Index
Owned Outright	23%	67
Owned Mortgage	25%	77
Private Rented	19%	115
Social Rented	32%	200

### TYPE

Property Type	Percentage	Index
Terraced	38%	153
Semi-	33%	94
Flat	20%	152
Detached	9%	34
Bungalow	5%	50

### BEDROOMS

Bedrooms	Percentage	Index
1	11%	172
2	29%	127
3	48%	103
4	9%	50
5+	2%	45

### SIZE

Household Size	Percentage	Index
1 Person	21%	124
2 People	33%	88
3-4 People	35%	96
5+ People	11%	121

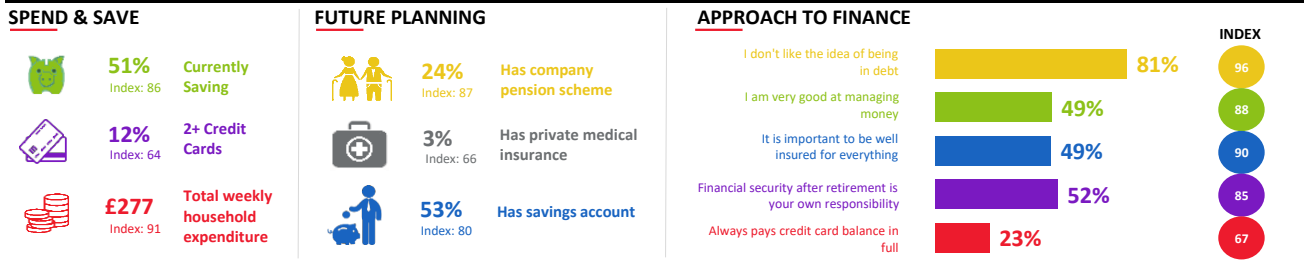
# ACORN PROFILE OVERVIEW



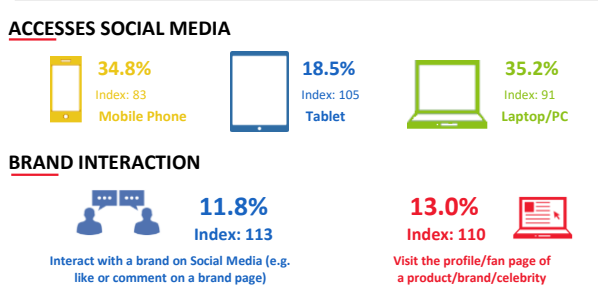
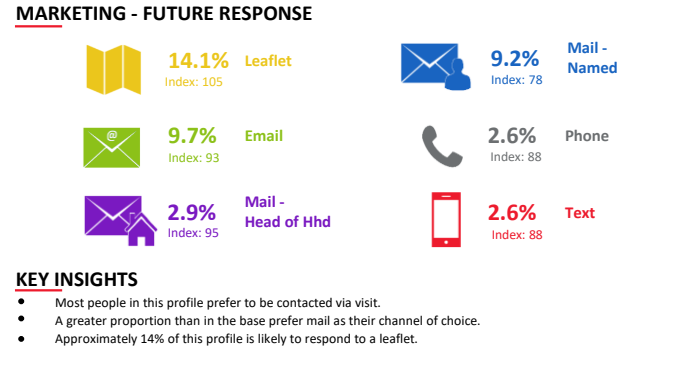
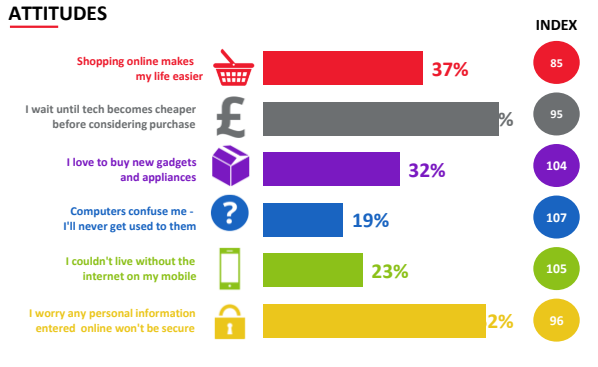
Profile: **Peterborough LSOAs in the 1-2 deciles of the IMD**  
 Base: **East of England**

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.

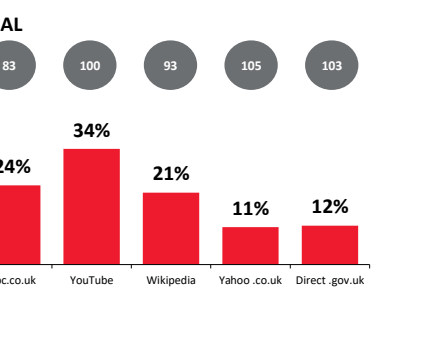
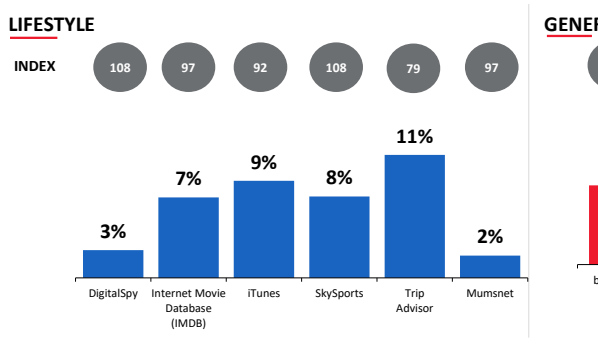
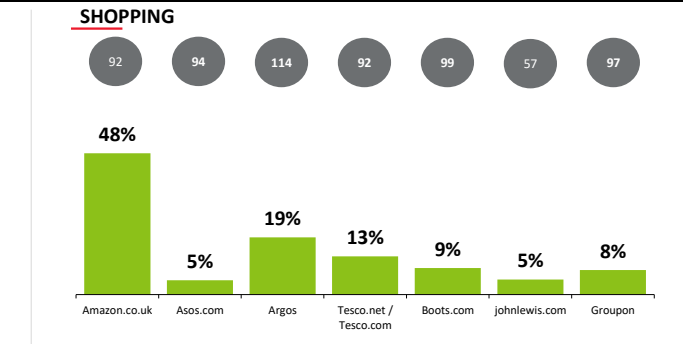
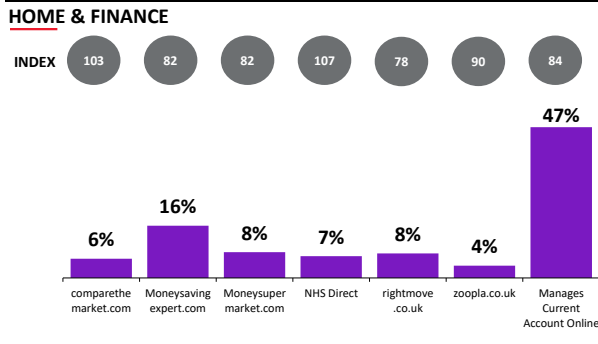
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



### 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 "trying to meet new people".

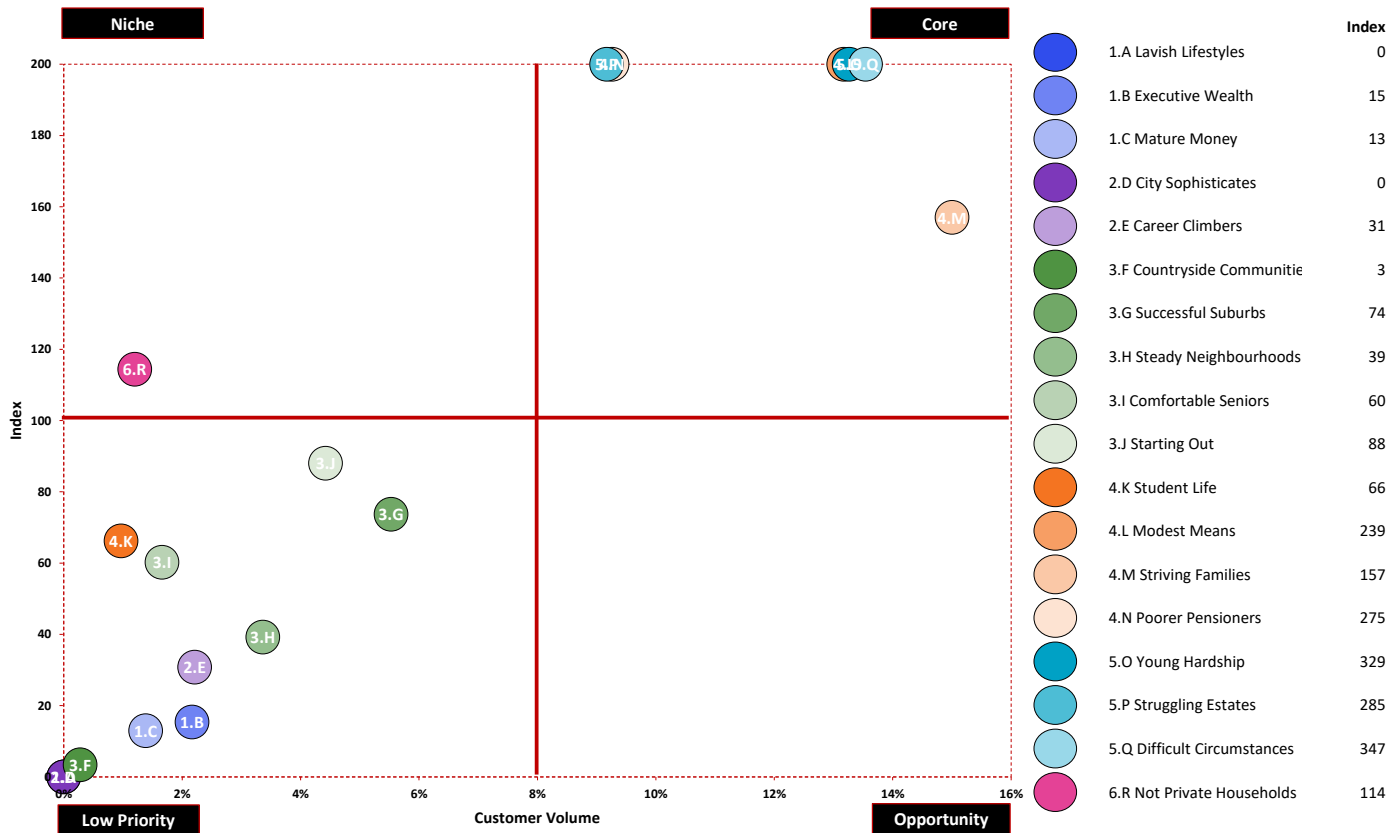
# ACORN CUSTOMER VIEW CHART



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

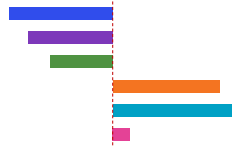


### ACORN CATEGORY PROFILE



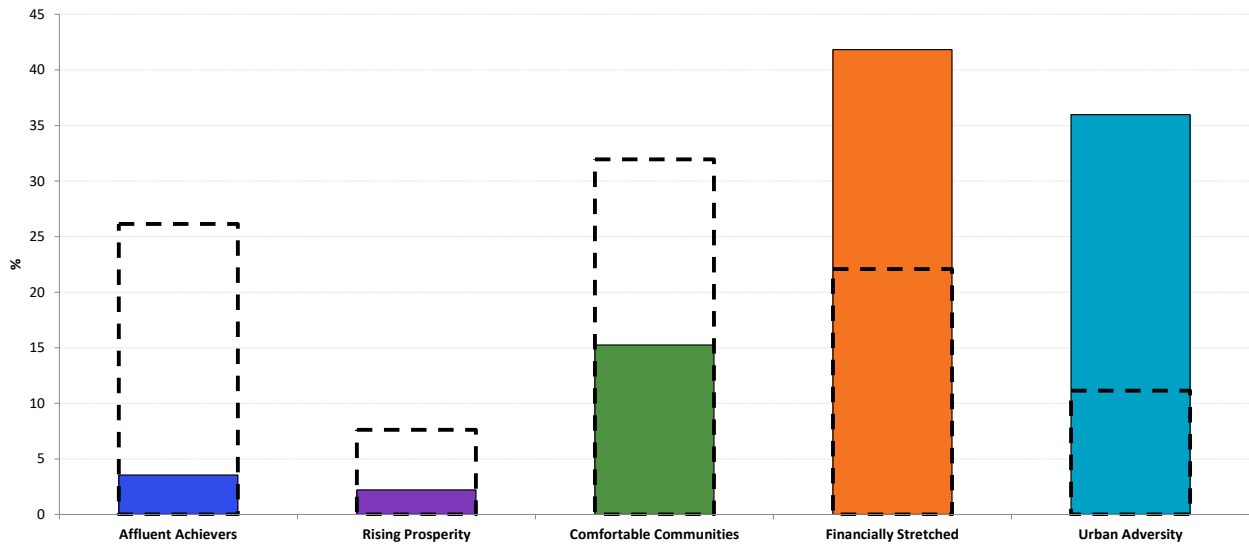
Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	77	3.5	1,637,555	26.1	0.0	-24.0	14			
2. Rising Prosperity	48	2.2	477,258	7.6	0.0	-9.5	29			
3. Comfortable Communities	331	15.2	2,001,456	32.0	0.0	-16.7	48			
4. Financially Stretched	908	41.8	1,383,173	22.1	0.1	22.2	189			
5. Urban Adversity	781	36.0	698,220	11.1	0.1	36.8	323			
6. Not Private Households	26	1.2	65,575	1.0	0.0	0.7	114			
<b>Total (Excluding Business addresses without residential pop.)</b>			<b>2,171</b>		<b>6,263,237</b>	<b>0.0</b>				



### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



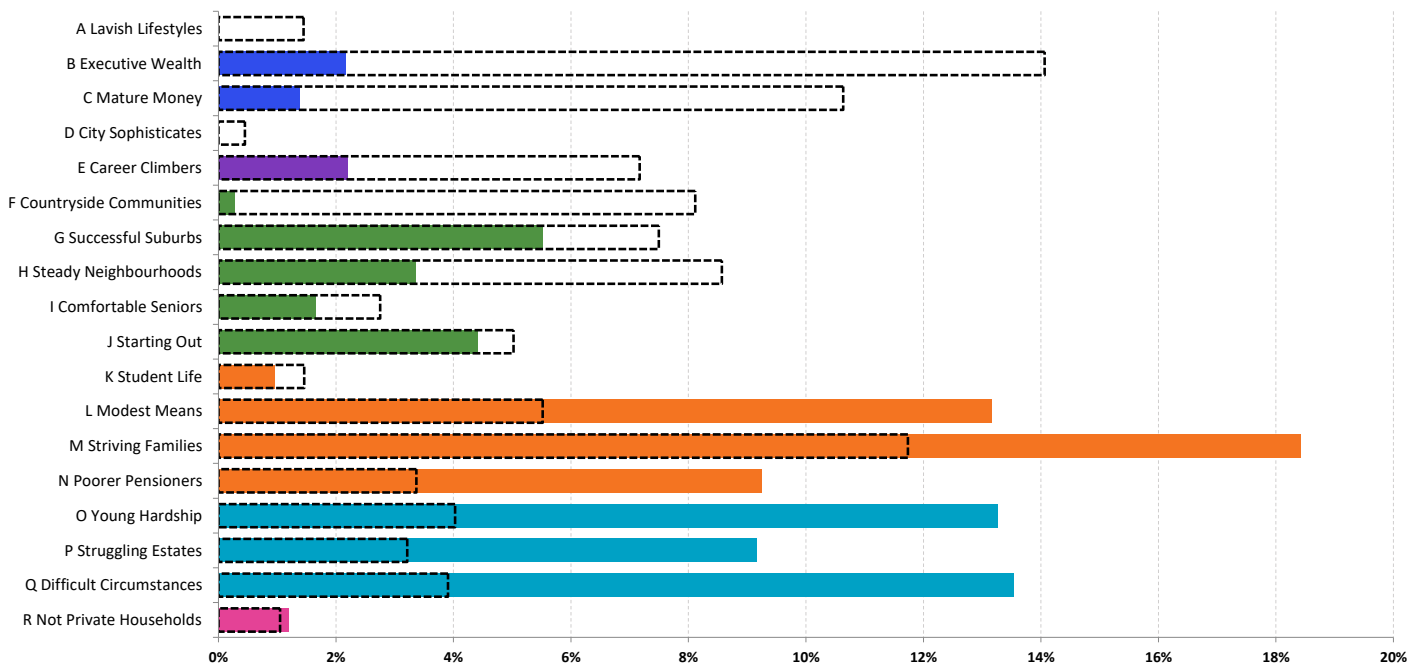
Profile:

Sort by: ● Acorn Group  
 ○ Index  
 ○ Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
1.A Lavish Lifestyles	0	0.0	90,665	1.4	0.0	-5.6	0			
1.B Executive Wealth	47	2.2	880,891	14.1	0.0	-15.9	15			
1.C Mature Money	30	1.4	665,999	10.6	0.0	-14.0	13			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	28,107	0.4	0.0	-3.1	0			
2.E Career Climbers	48	2.2	449,151	7.2	0.0	-9.0	31			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	6	0.3	508,260	8.1	0.0	-13.4	3			
3.G Successful Suburbs	120	5.5	469,567	7.5	0.0	-3.5	74			
3.H Steady Neighbourhoods	73	3.4	536,755	8.6	0.0	-8.7	39			
3.I Comfortable Seniors	36	1.7	172,343	2.8	0.0	-3.1	60			
3.J Starting Out	96	4.4	314,531	5.0	0.0	-1.3	88			
<b>4. Financially Stretched</b>										
4.K Student Life	21	1.0	91,452	1.5	0.0	-1.9	66			
4.L Modest Means	286	13.2	345,663	5.5	0.1	15.6	239			
4.M Striving Families	400	18.4	734,958	11.7	0.1	9.7	157			
4.N Poorer Pensioners	201	9.3	211,100	3.4	0.1	15.2	275			
<b>5. Urban Adversity</b>										
5.O Young Hardship	288	13.3	252,183	4.0	0.1	21.9	329			
5.P Struggling Estates	199	9.2	201,303	3.2	0.1	15.7	285			
5.Q Difficult Circumstances	294	13.5	244,734	3.9	0.1	23.2	347			
<b>6. Not Private Households</b>										
6.R Not Private Households	26	1.2	65,575	1.0	0.0	0.7	114			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>2,171</b>		<b>6,263,237</b>		<b>0.0</b>					

# ACORN GROUP PROFILE

Show Base



# ACORN TYPE PROFILE



Profile: **Peterborough LSOAs in the 1-2 deciles of the IMD**  
**East of England**

Sort by: ● Acorn Type  
 ↓ OIndex  
 OProfile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Affluent Achievers</b>										
<b>1.A. Lavish Lifestyles</b>										
1.A.1 Exclusive enclaves	0	0.0	7,066	0.1	0.0	-1.6	0			
1.A.2 Metropolitan money	0	0.0	777	0.0	0.0	-0.5	0			
1.A.3 Large house luxury	0	0.0	82,822	1.3	0.0	-5.4	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	10	0.5	175,239	2.8	0.0	-6.6	16			
1.B.5 Wealthy countryside commuters	0	0.0	178,944	2.9	0.0	-8.0	0			
1.B.6 Financially comfortable families	29	1.3	203,432	3.2	0.0	-5.0	41			
1.B.7 Affluent professionals	0	0.0	34,987	0.6	0.0	-3.5	0			
1.B.8 Prosperous suburban families	0	0.0	141,978	2.3	0.0	-7.1	0			
1.B.9 Well-off edge of towners	8	0.4	146,311	2.3	0.0	-6.1	16			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	3	0.1	292,396	4.7	0.0	-10.0	3			
1.C.11 Settled suburbia, older people	2	0.1	124,917	2.0	0.0	-6.3	5			
1.C.12 Retired and empty nesters	23	1.1	204,787	3.3	0.0	-5.8	32			
1.C.13 Upmarket downsizers	2	0.1	43,899	0.7	0.0	-3.4	13			
<b>2. Rising Prosperity</b>										
<b>2.D. City Sophisticates</b>										
2.D.14 Townhouse cosmopolitans	0	0.0	21,743	0.3	0.0	-2.8	0			
2.D.15 Younger professionals in smaller flats	0	0.0	2,998	0.0	0.0	-1.0	0			
2.D.16 Metropolitan professionals	0	0.0	495	0.0	0.0	-0.4	0			
2.D.17 Socialising young renters	0	0.0	2,871	0.0	0.0	-1.0	0			
<b>2.E Career Climbers</b>										
2.E.18 Career driven young families	14	0.6	226,478	3.6	0.0	-7.4	18			
2.E.19 First time buyers in small, modern homes	33	1.5	214,838	3.4	0.0	-4.9	44			
2.E.20 Mixed metropolitan areas	1	0.0	7,835	0.1	0.0	-1.0	37			
<b>3. Comfortable Communities</b>										
<b>3.F Countryside Communities</b>										
3.F.21 Farms and cottages	0	0.0	68,760	1.1	0.0	-4.9	0			
3.F.22 Larger families in rural areas	2	0.1	176,735	2.8	0.0	-7.7	3			
3.F.23 Owner occupiers in small towns and villages	4	0.2	262,765	4.2	0.0	-9.3	4			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	53	2.4	214,448	3.4	0.0	-2.5	71			
3.G.25 Larger family homes, multi-ethnic areas	63	2.9	44,144	0.7	0.1	12.2	412			
3.G.26 Semi-professional families, owner occupied neighbourhoods	4	0.2	210,975	3.4	0.0	-8.2	5			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	66	3.0	146,039	2.3	0.0	2.2	130			
3.H.28 Owner occupied terraces, average income	1	0.0	107,025	1.7	0.0	-6.0	3			
3.H.29 Established suburbs, older families	6	0.3	283,691	4.5	0.0	-9.5	6			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	29	1.3	146,658	2.3	0.0	-3.1	57			
3.I.31 Elderly singles in purpose-built accommodation	7	0.3	25,685	0.4	0.0	-0.6	79			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	30	1.4	150,069	2.4	0.0	-3.1	58			
3.J.33 Smaller houses and starter homes	66	3.0	164,462	2.6	0.0	1.2	116			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
4.K.34 Student flats and halls of residence	0	0.0	38,870	0.6	0.0	-3.7	0			
4.K.35 Term-time terraces	0	0.0	6,450	0.1	0.0	-1.5	0			
4.K.36 Educated young people in flats and tenements	21	1.0	46,132	0.7	0.0	1.3	131			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	21	1.0	79,909	1.3	0.0	-1.3	76			
4.L.38 Semi-skilled workers in traditional neighbourhoods	68	3.1	119,454	1.9	0.1	4.2	164			
4.L.39 Fading owner occupied terraces	52	2.4	102,690	1.6	0.1	2.8	146			
4.L.40 High occupancy terraces, culturally diverse family areas	145	6.7	43,610	0.7	0.3	33.5	959			
<b>4.M Striving Families</b>										
4.M.41 Labouring semi-rural estates	1	0.0	218,665	3.5	0.0	-8.7	1			
4.M.42 Struggling young families in post-war terraces	166	7.6	333,390	5.3	0.0	4.8	144			
4.M.43 Families in right-to-buy estates	181	8.3	113,745	1.8	0.2	22.8	459			
4.M.44 Post-war estates, limited means	52	2.4	69,158	1.1	0.1	5.8	217			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	29	1.3	36,867	0.6	0.1	4.6	227			
4.N.46 Elderly people in social rented flats	41	1.9	39,046	0.6	0.1	7.5	303			
4.N.47 Low income older people in smaller semis	95	4.4	87,819	1.4	0.1	11.8	312			
4.N.48 Pensioners and singles in social rented flats	36	1.7	47,368	0.8	0.1	4.9	219			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	73	3.4	97,454	1.6	0.1	6.8	216			
5.O.50 Struggling younger people in mixed tenure	130	6.0	101,645	1.6	0.1	16.1	369			
5.O.51 Young people in small, low cost terraces	85	3.9	53,084	0.8	0.2	15.6	462			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	148	6.8	86,198	1.4	0.2	21.8	495			
5.P.53 Low income terraces	0	0.0	11,157	0.2	0.0	-2.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	841	0.0	0.0	-0.5	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	2,563	0.0	0.0	-0.9	0			
5.P.56 Low income large families in social rented semis	51	2.3	100,544	1.6	0.1	2.8	146			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	48	2.2	122,139	2.0	0.0	0.9	113			
5.Q.58 Singles and young families, some receiving benefits	151	7.0	58,194	0.9	0.3	29.3	749			
5.Q.59 Deprived areas and high-rise flats	95	4.4	64,401	1.0	0.1	15.5	426			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	8	0.4	14,616	0.2	0.1	1.3	158			
6.R.61 Inactive Communal Population	18	0.8	50,959	0.8	0.0	0.1	102			
6.R.62 Business addresses without residential population	435	20.0	0	0.0	0.0	0.0	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>2,171</b>		<b>6,263,237</b>		<b>0.0</b>					