

## 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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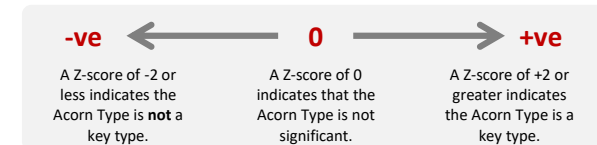
### INTERPRETING THE REPORT

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



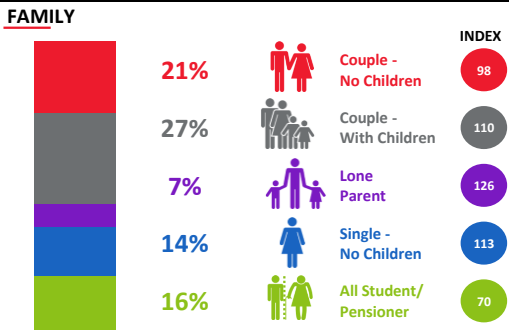
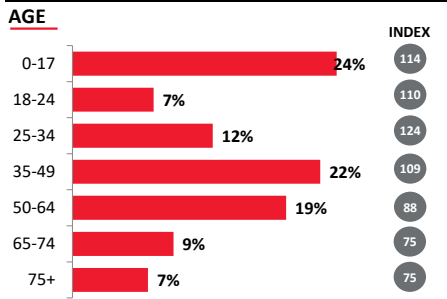
Profile: **Cambourne Profile**  
 Base: **South Cambridgeshire Profile**

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.

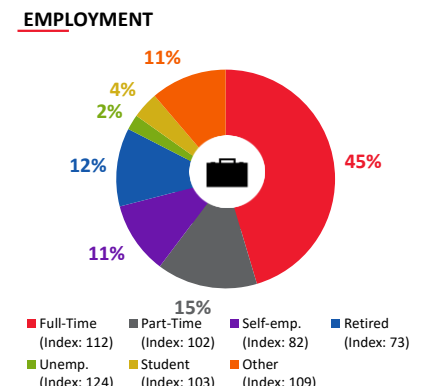
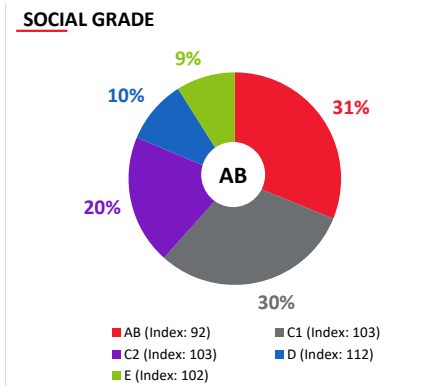
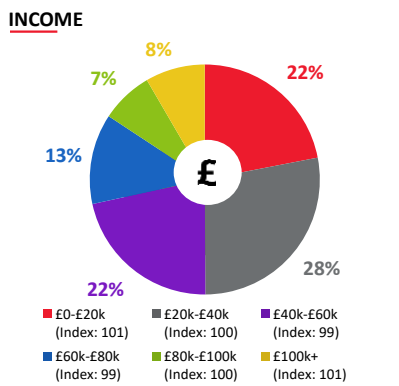
## KEY FEATURES (Based on most over-represented in the profile)

Age	<b>25-34</b>	Social Grade	<b>AB</b>	Children At Home	<b>1</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£48k</b>	Social Media Usage	<b>Medium</b>

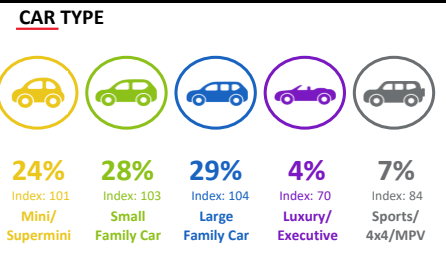
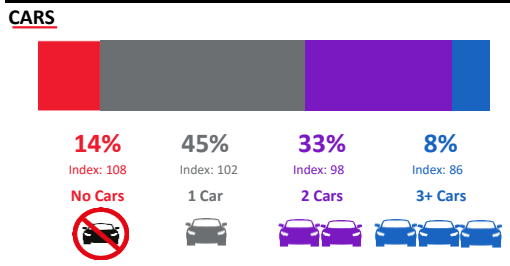
## DEMOGRAPHICS



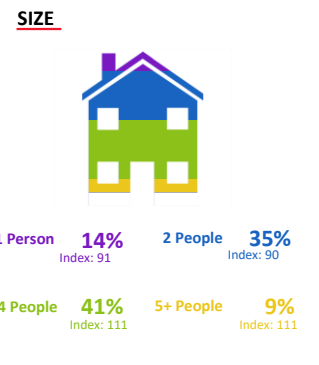
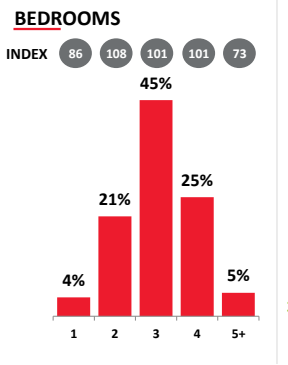
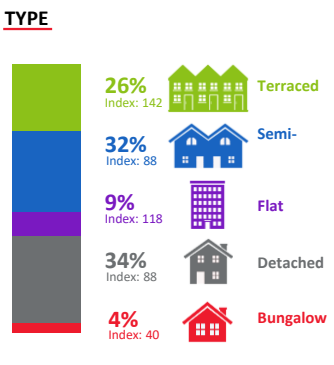
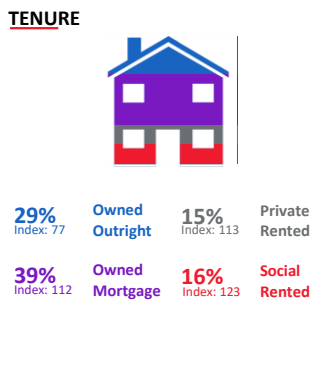
- ### KEY INSIGHTS
- The average age of the population in the profiled households is younger when compared to the base.
  - Households containing lone parents occur more in this profile than in the base.
  - 22.0% of the profile live in households with an income less than £20k.
  - The dominant Social Grade is AB and the most over-represented is D.
  - There is a higher proportion of people in this profile who are unemployed than in the base.



## MOTOR & HOME



- ### KEY INSIGHTS
- Most households will have access to a large family car.
  - A higher proportion, in comparison to the base, are likely to have a large family car.
  - Terraced houses are 41.8% more likely than in the base.
  - 15.7% of the households in the profile are likely to be social rented.
  - About 21% of households will have 2 bedrooms.
  - The prevailing size is 3-4 people



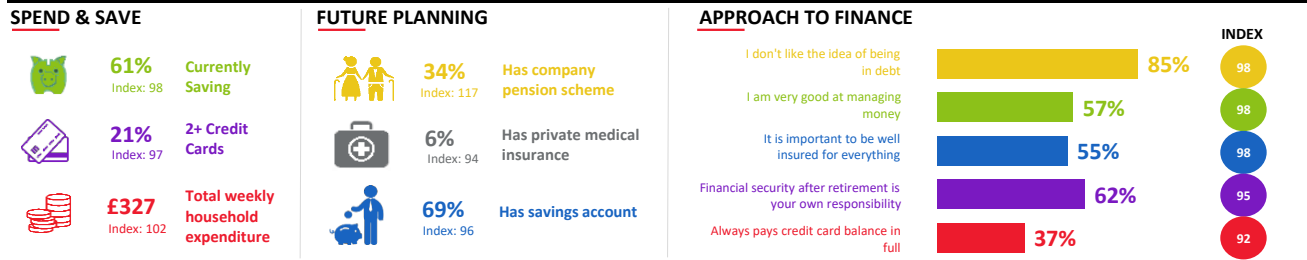
# ACORN PROFILE OVERVIEW



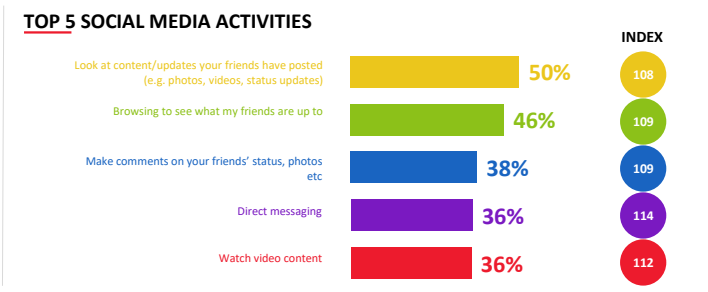
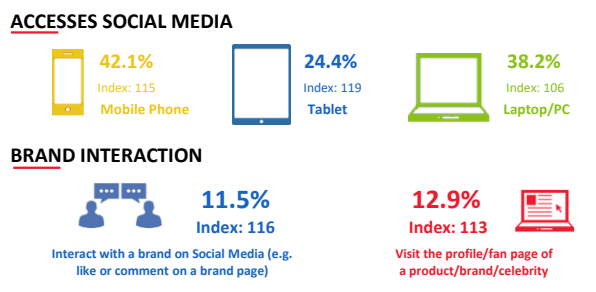
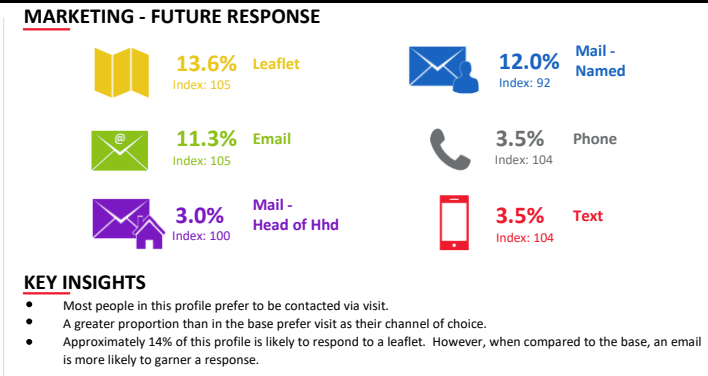
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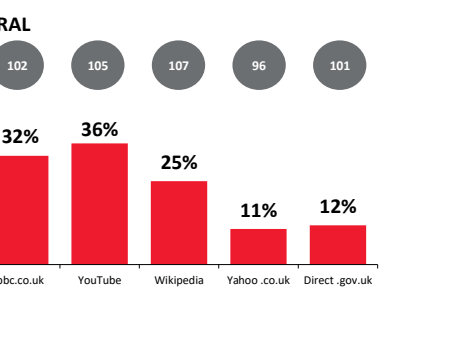
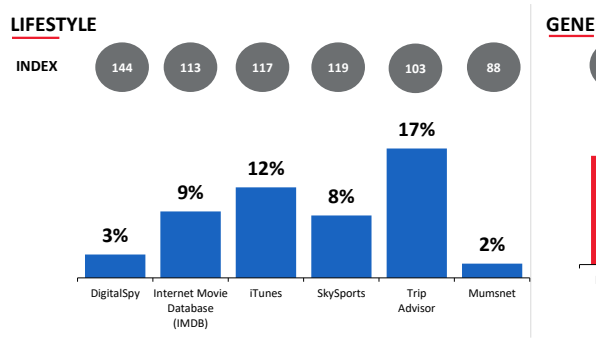
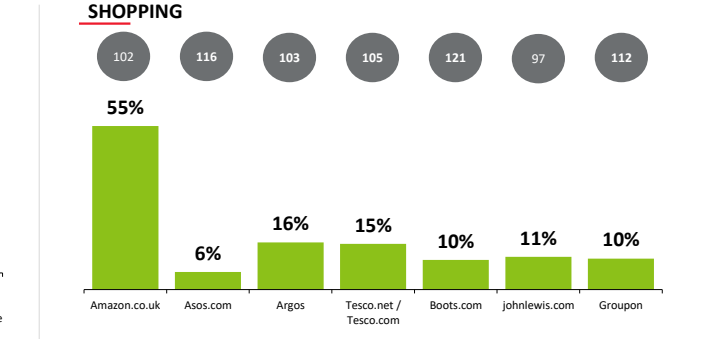
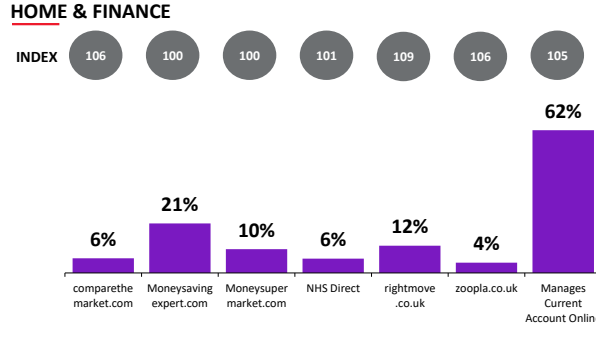
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



### KEY INSIGHTS

- Most people in this profile will access their social media through their mobile. 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 "interact with a brand (e.g. like the content that brand posted, comment on a brand page, tweet a brand)".

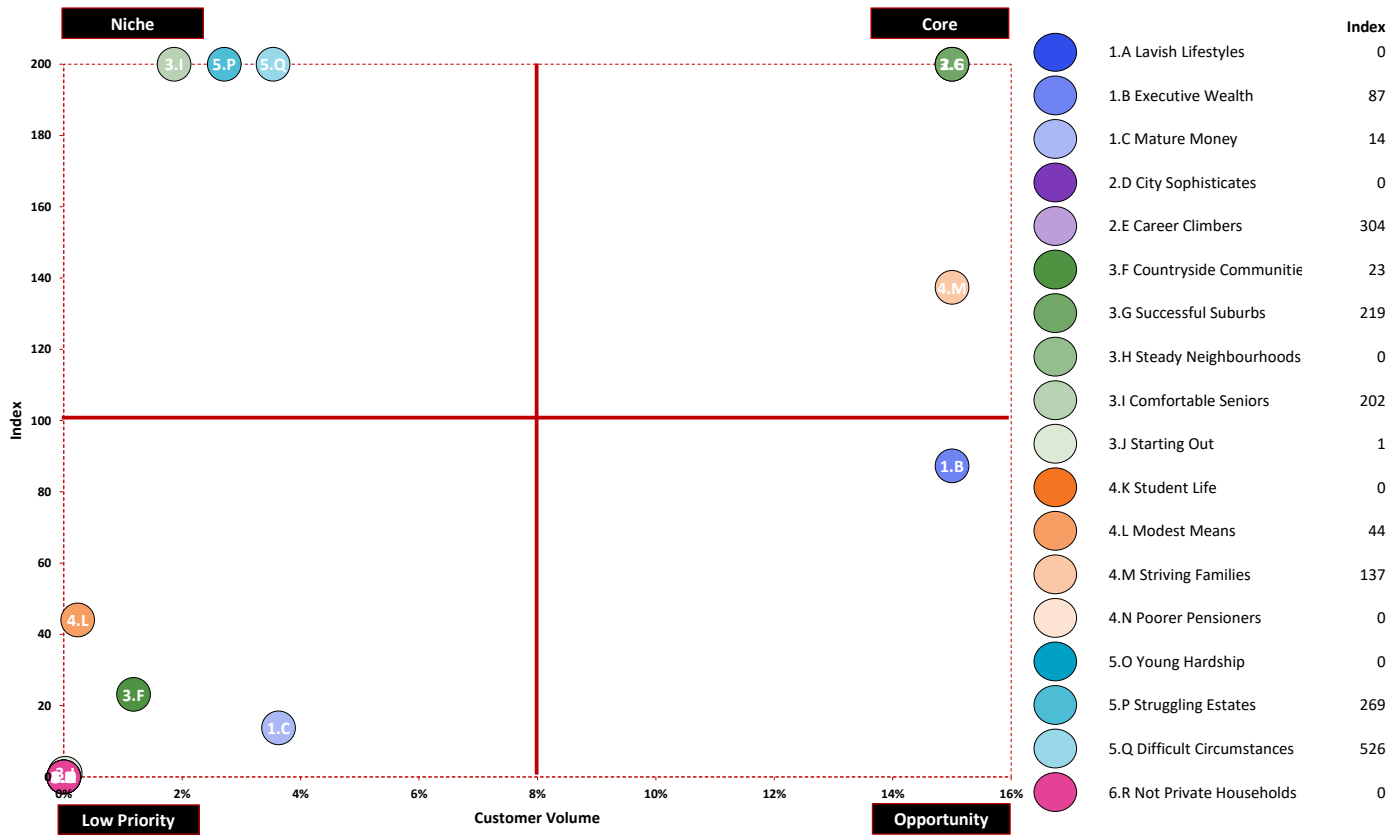
# ACORN CUSTOMER VIEW CHART



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

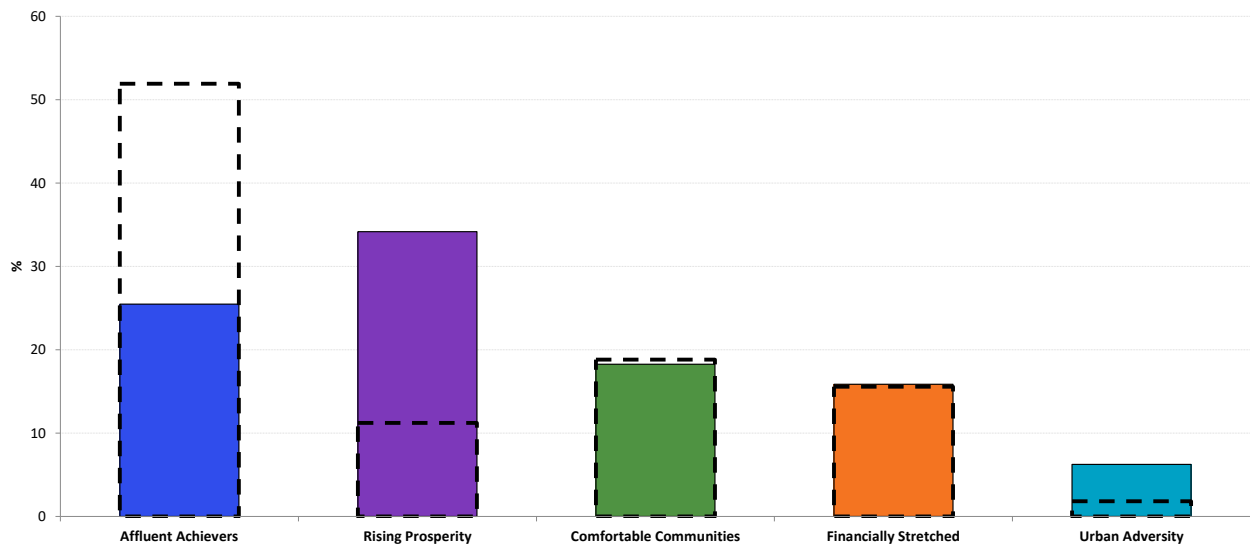


Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,081	25.5	35,044	51.9	3.1	-34.5	49			
2. Rising Prosperity	1,450	34.2	7,578	11.2	19.1	47.3	304			
3. Comfortable Communities	775	18.3	12,709	18.8	6.1	-0.9	97			
4. Financially Stretched	673	15.9	10,512	15.6	6.4	0.5	102			
5. Urban Adversity	265	6.2	1,239	1.8	21.4	21.4	340			
6. Not Private Households	0	0.0	432	0.6	0.0	-5.2	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,244</b>		<b>67,514</b>		<b>6.3</b>					

### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



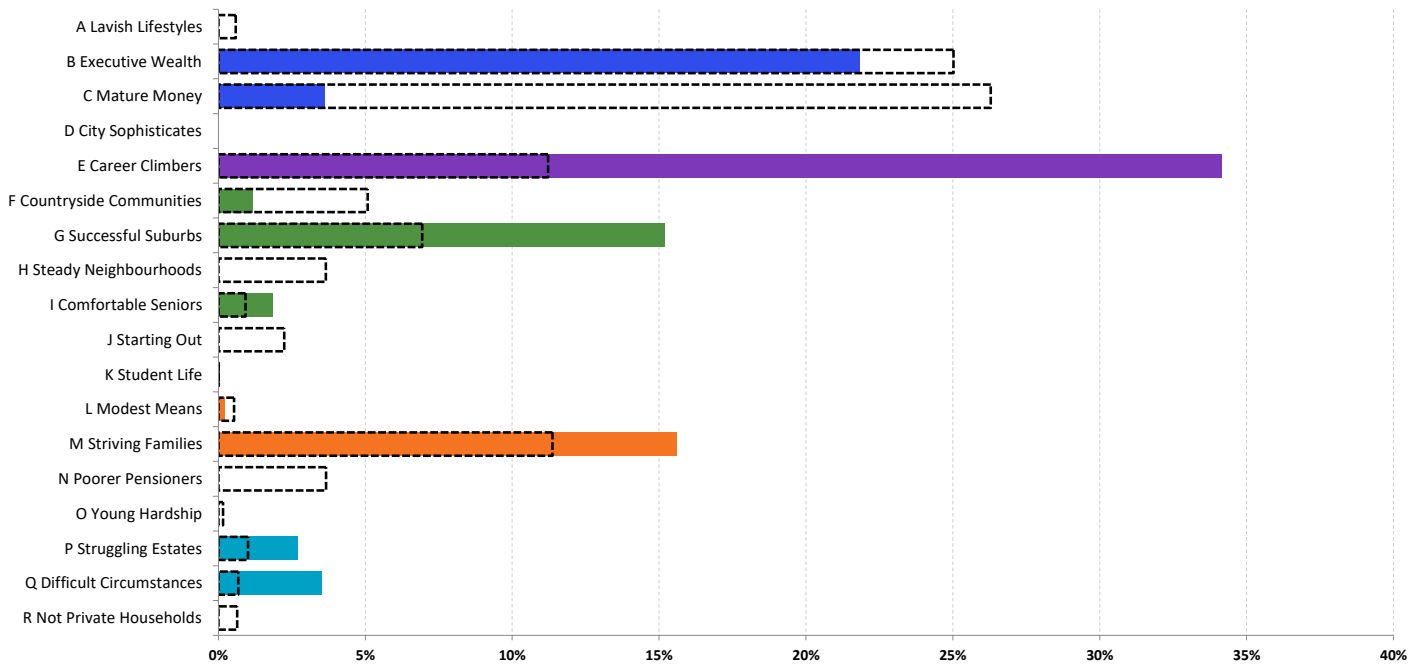
Profile:

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	397	0.6	0.0	-5.0	0			
1.B Executive Wealth	927	21.8	16,896	25.0	5.5	-4.8	87			
1.C Mature Money	154	3.6	17,751	26.3	0.9	-33.5	14			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	1,450	34.2	7,578	11.2	19.1	47.3	304			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	50	1.2	3,430	5.1	1.5	-11.6	23			
3.G Successful Suburbs	645	15.2	4,681	6.9	13.8	21.2	219			
3.H Steady Neighbourhoods	0	0.0	2,467	3.7	0.0	-12.7	0			
3.I Comfortable Seniors	79	1.9	621	0.9	12.7	6.4	202			
3.J Starting Out	1	0.0	1,510	2.2	0.1	-9.7	1			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	1	0.0	0.0	-0.3	0			
4.L Modest Means	10	0.2	361	0.5	2.8	-2.7	44			
4.M Striving Families	663	15.6	7,677	11.4	8.6	8.7	137			
4.N Poorer Pensioners	0	0.0	2,473	3.7	0.0	-12.7	0			
<b>5. Urban Adversity</b>										
5.O Young Hardship	0	0.0	106	0.2	0.0	-2.6	0			
5.P Struggling Estates	115	2.7	679	1.0	16.9	11.1	269			
5.Q Difficult Circumstances	150	3.5	454	0.7	33.0	22.8	526			
<b>6. Not Private Households</b>										
6.R Not Private Households	0	0.0	432	0.6	0.0	-5.2	0			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,244</b>		<b>67,514</b>		<b>6.3</b>					

# 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
<b>1. Affluent Achievers</b>										
<b>1.A. Lavish Lifestyles</b>										
1.A.1 Exclusive enclaves	0	0.0	18	0.0	0.0	-1.1	0			
1.A.2 Metropolitan money	0	0.0	5	0.0	0.0	-0.6	0			
1.A.3 Large house luxury	0	0.0	374	0.6	0.0	-4.9	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	99	2.3	3,921	5.8	2.5	-9.7	40			
1.B.5 Wealthy countryside commuters	0	0.0	6,779	10.0	0.0	-21.8	0			
1.B.6 Financially comfortable families	372	8.8	3,063	4.5	12.1	13.2	193			
1.B.7 Affluent professionals	0	0.0	97	0.1	0.0	-2.5	0			
1.B.8 Prosperous suburban families	0	0.0	757	1.1	0.0	-6.9	0			
1.B.9 Well-off edge of towners	456	10.7	2,279	3.4	20.0	26.6	318			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	70	1.6	16,161	23.9	0.4	-34.0	7			
1.C.11 Settled suburbia, older people	0	0.0	453	0.7	0.0	-5.4	0			
1.C.12 Retired and empty nesters	0	0.0	600	0.9	0.0	-6.2	0			
1.C.13 Upmarket downsizers	84	2.0	537	0.8	15.6	8.7	249			
<b>2. Rising Prosperity</b>										
<b>2.D. City Sophisticates</b>										
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			
<b>2.E Career Climbers</b>										
2.E.18 Career driven young families	1,375	32.4	6,075	9.0	22.6	53.3	360			
2.E.19 First time buyers in small, modern homes	75	1.8	1,503	2.2	5.0	-2.0	79			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
<b>3. Comfortable Communities</b>										
<b>3.F Countryside Communities</b>										
3.F.21 Farms and cottages	0	0.0	216	0.3	0.0	-3.7	0			
3.F.22 Larger families in rural areas	0	0.0	784	1.2	0.0	-7.1	0			
3.F.23 Owner occupiers in small towns and villages	50	1.2	2,430	3.6	2.1	-8.5	33			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	0	0.0	534	0.8	0.0	-5.8	0			
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	645	15.2	4,147	6.1	15.6	24.6	247			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	0	0.0	61	0.1	0.0	-2.0	0			
3.H.28 Owner occupied terraces, average income	0	0.0	170	0.3	0.0	-3.3	0			
3.H.29 Established suburbs, older families	0	0.0	2,236	3.3	0.0	-12.1	0			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	30	0.7	369	0.5	8.1	1.4	129			
3.I.31 Elderly singles in purpose-built accommodation	49	1.2	252	0.4	19.4	8.3	309			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	0	0.0	392	0.6	0.0	-5.0	0			
3.J.33 Smaller houses and starter homes	1	0.0	1,118	1.7	0.1	-8.3	1			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
4.K.34 Student flats and halls of residence	0	0.0	1	0.0	0.0	-0.3	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	0	0.0	0.0	0.0	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	0	0.0	232	0.3	0.0	-3.8	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	104	0.2	0.0	-2.6	0			
4.L.39 Fading owner occupied terraces	10	0.2	25	0.0	40.0	6.7	636			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
<b>4.M Striving Families</b>										
4.M.41 Labouring semi-rural estates	526	12.4	6,648	9.8	7.9	5.6	126			
4.M.42 Struggling young families in post-war terraces	137	3.2	475	0.7	28.8	19.7	459			
4.M.43 Families in right-to-buy estates	0	0.0	0	0.0	0.0	0.0	0			
4.M.44 Post-war estates, limited means	0	0.0	554	0.8	0.0	-5.9	0			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	1,434	2.1	0.0	-9.6	0			
4.N.46 Elderly people in social rented flats	0	0.0	56	0.1	0.0	-1.9	0			
4.N.47 Low income older people in smaller semis	0	0.0	767	1.1	0.0	-7.0	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	216	0.3	0.0	-3.7	0			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	0	0.0	70	0.1	0.0	-2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	36	0.1	0.0	-1.5	0			
5.O.51 Young people in small, low cost terraces	0	0.0	0	0.0	0.0	0.0	0			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	58	1.4	76	0.1	76.3	24.4	1214			
5.P.53 Low income terraces	0	0.0	100	0.1	0.0	-2.5	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	57	1.3	503	0.7	11.3	4.5	180			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	123	2.9	373	0.6	33.0	20.6	525			
5.Q.58 Singles and young families, some receiving benefits	27	0.6	45	0.1	60.0	14.4	954			
5.Q.59 Deprived areas and high-rise flats	0	0.0	36	0.1	0.0	-1.5	0			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	0	0.0	182	0.3	0.0	-3.4	0			
6.R.61 Inactive Communal Population	0	0.0	250	0.4	0.0	-4.0	0			
6.R.62 Business addresses without residential population	38	0.9	932	1.4	4.1	-2.7				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,244</b>		<b>67,514</b>		<b>6.3</b>					