

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

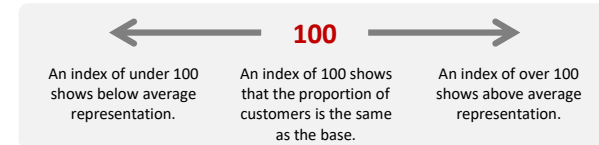
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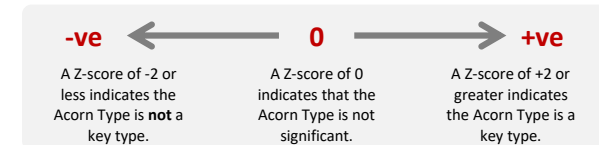
INTERPRETING THE REPORT

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: **Cambridge City profile**
 Base: **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	25-34	Social Grade	AB	Children At Home	0
House Tenure	Private Rented	Household Income	£44k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	20%
18-24	10%
25-34	17%
35-49	21%
50-64	17%
65-74	8%
75+	7%

FAMILY

Couple -	18%
Couple -	19%
Lone	6%
Single -	21%
All Student/	19%

KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- Households containing singles with no children occur more in this profile than in the base.
- 7.5% of the profile live in households with an income of over £100k.
- The dominant Social Grade is AB.
- There is a higher proportion of people in this profile who are students than in the base.

INCOME

£0-£20k (Index: 90)	6%
£20k-£40k (Index: 93)	8%
£40k-£60k (Index: 104)	27%
£60k-£80k (Index: 113)	11%
£80k-£100k (Index: 124)	20%
£100k+ (Index: 137)	28%

SOCIAL GRADE

AB (Index: 114)	32%
C1 (Index: 105)	30%
C2 (Index: 83)	17%
D (Index: 91)	10%
E (Index: 94)	11%

EMPLOYMENT

Full-Time (Index: 108)	42%
Part-Time (Index: 88)	12%
Self-emp. (Index: 97)	11%
Retired (Index: 77)	13%
Unemp. (Index: 106)	6%
Student (Index: 137)	3%
Other (Index: 105)	12%

MOTOR & HOME

CARS

No Cars (Index: 130)	28%
1 Car (Index: 101)	46%
2 Cars (Index: 81)	21%
3+ Cars (Index: 69)	5%

CAR TYPE

Mini/Supermini (Index: 102)	23%
Small Family Car (Index: 78)	20%
Large Family Car (Index: 72)	16%
Luxury/Executive (Index: 188)	12%
Sports/4x4/MPV (Index: 78)	5%

KEY INSIGHTS

- Most households will have access to a mini/supermini.
- A higher proportion, in comparison to the base, are likely to have a luxury/executive car.
- Flats are 73.9% more likely than in the base.
- 25.0% of the households in the profile are likely to be private rented.
- About 11% of households will have 1 bedroom.
- The prevailing size is 3-4 people but households with 5 or more people appear more than in the

TENURE

Owned Outright (Index: 81)	28%
Owned Mortgage (Index: 96)	29%
Private Rented (Index: 140)	25%
Social Rented (Index: 104)	16%

TYPE

Terraced (Index: 124)	29%
Semi- (Index: 90)	29%
Flat (Index: 174)	29%
Detached (Index: 47)	13%
Bungalow (Index: 32)	3%

BEDROOMS

1 (Index: 146)	11%
2 (Index: 111)	27%
3 (Index: 87)	38%
4 (Index: 90)	16%
5+ (Index: 122)	7%

SIZE

1 Person (Index: 103)	19%
2 People (Index: 93)	35%
3-4 People (Index: 103)	36%
5+ People (Index: 112)	10%

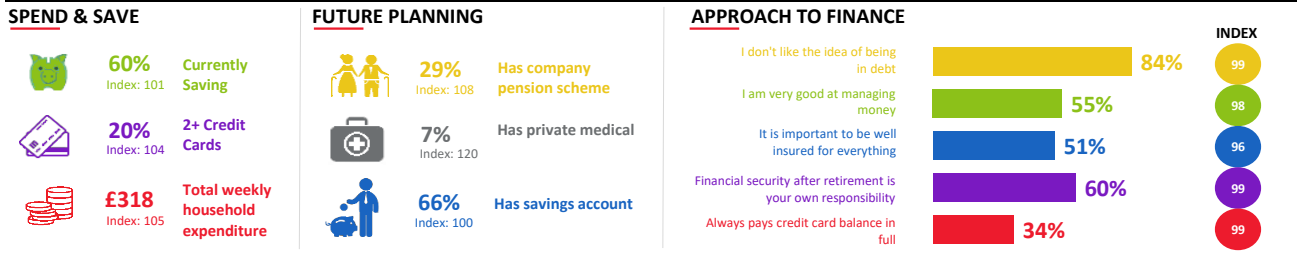
ACORN PROFILE OVERVIEW



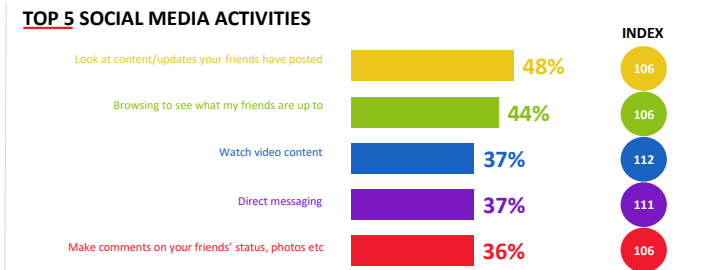
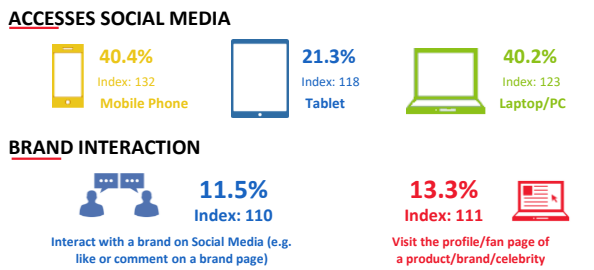
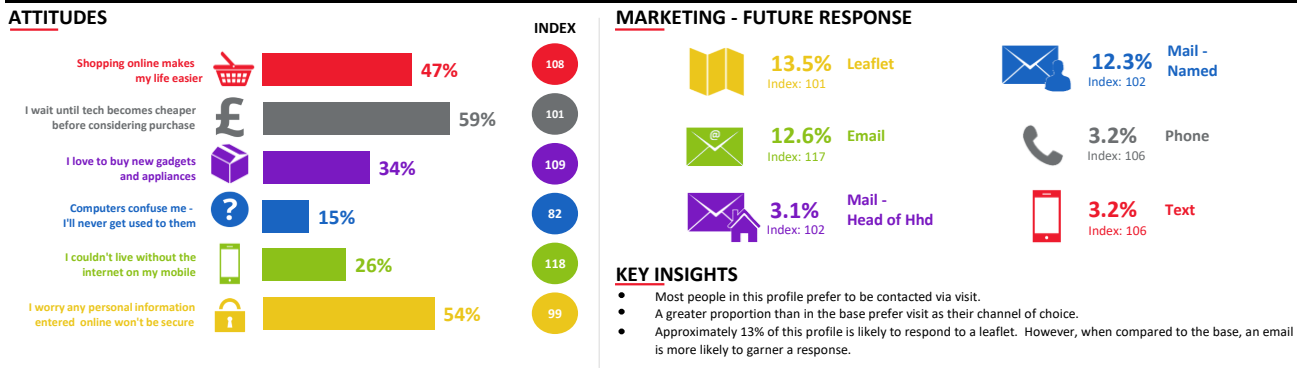
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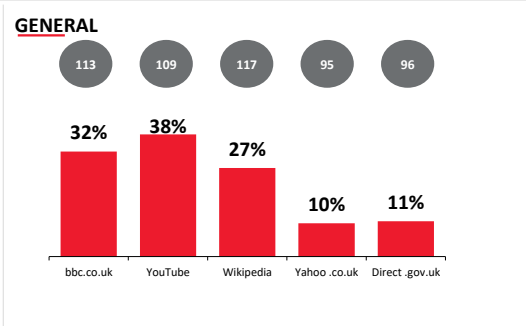
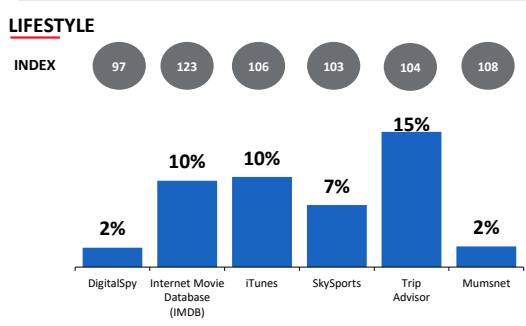
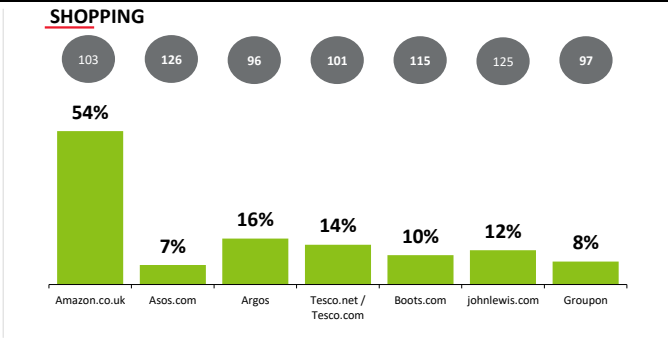
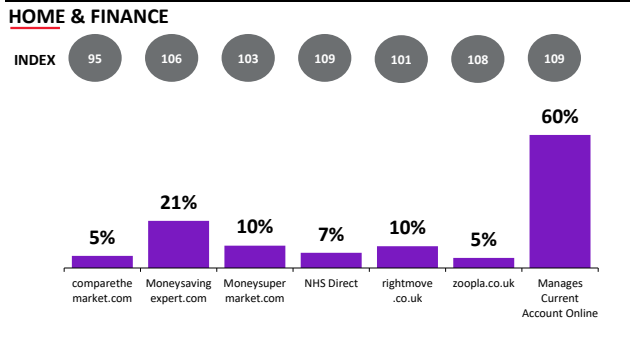
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



KEY INSIGHTS

- Most people in this profile will access their social media through their mobile.
- "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 "look for a job".

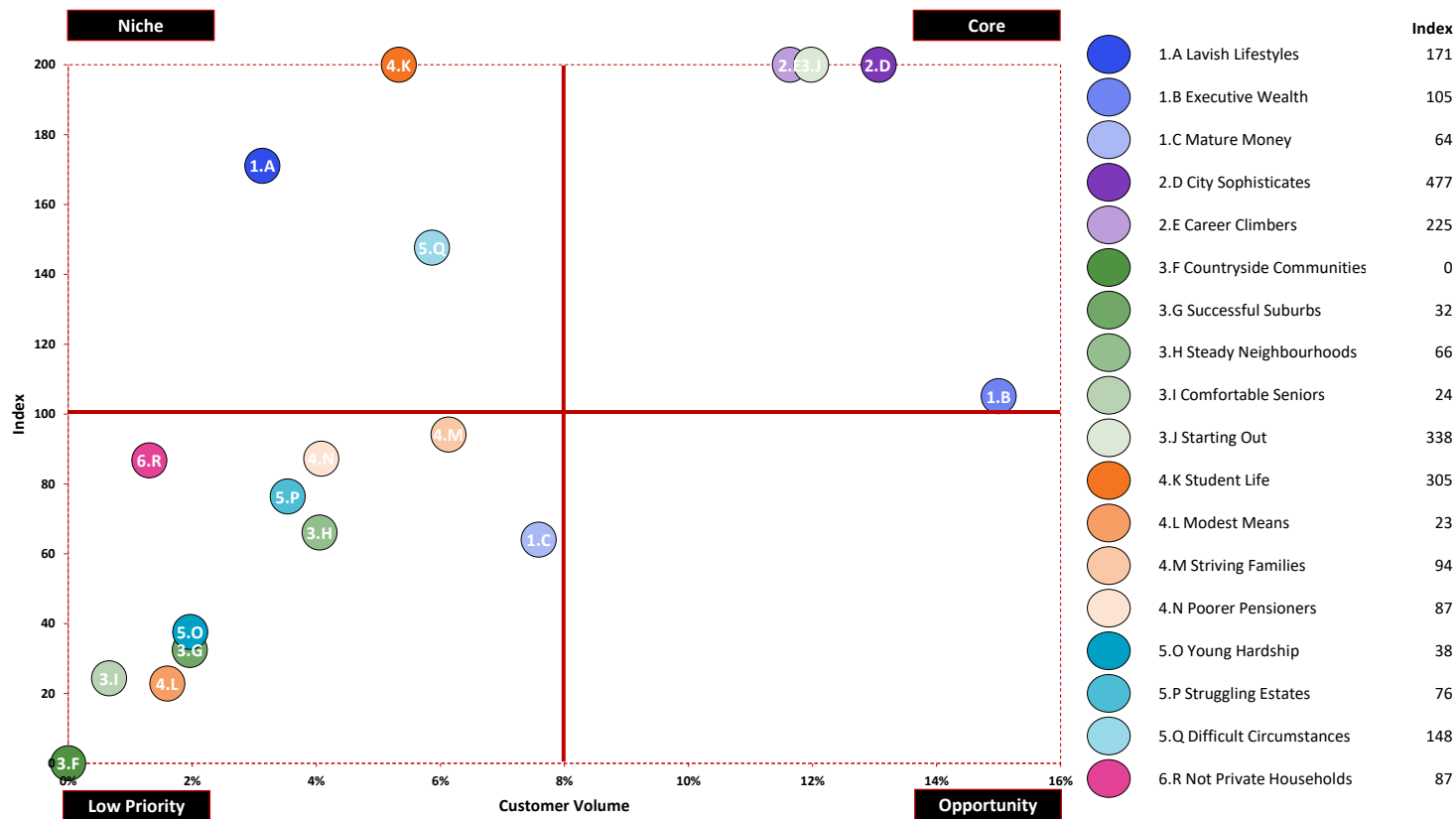
ACORN CUSTOMER VIEW CHART



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

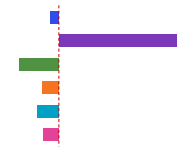




ACORN CATEGORY PROFILE

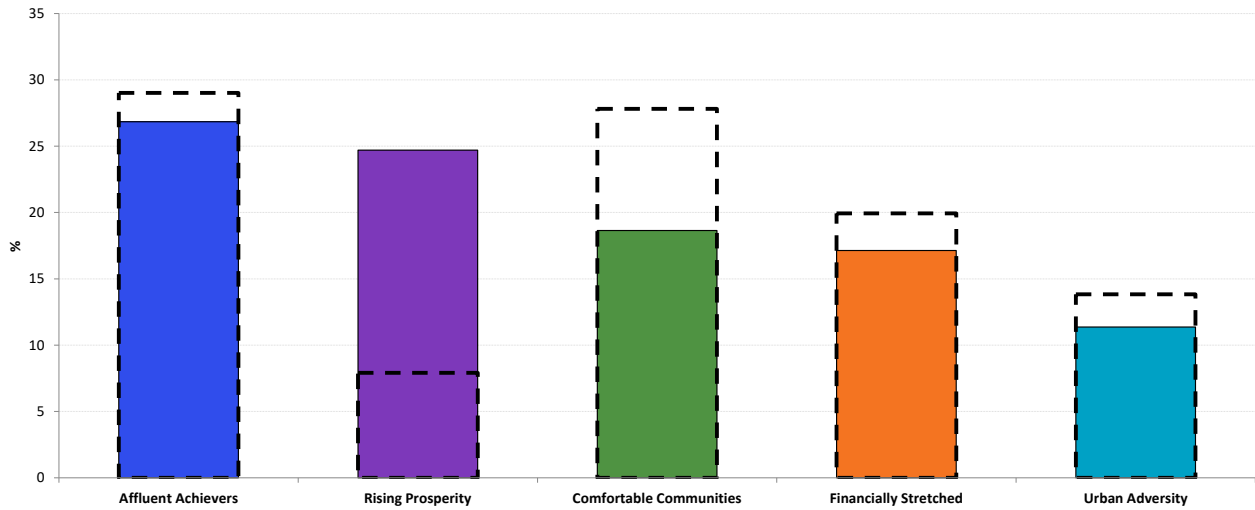
Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	15,049	26.8	483,518	29.0	3.1	-11.3	93			
2. Rising Prosperity	13,849	24.7	131,738	7.9	10.5	147.4	312			
3. Comfortable Communities	10,452	18.6	463,398	27.8	2.3	-48.4	67			
4. Financially Stretched	9,607	17.1	332,062	19.9	2.9	-16.6	86			
5. Urban Adversity	6,373	11.4	230,434	13.8	2.8	-16.9	82			
6. Not Private Households	732	1.3	25,072	1.5	2.9	-3.9	87			
Total (Excluding Business addresses without residential pop.)	56,062		1,666,222		3.4					



ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



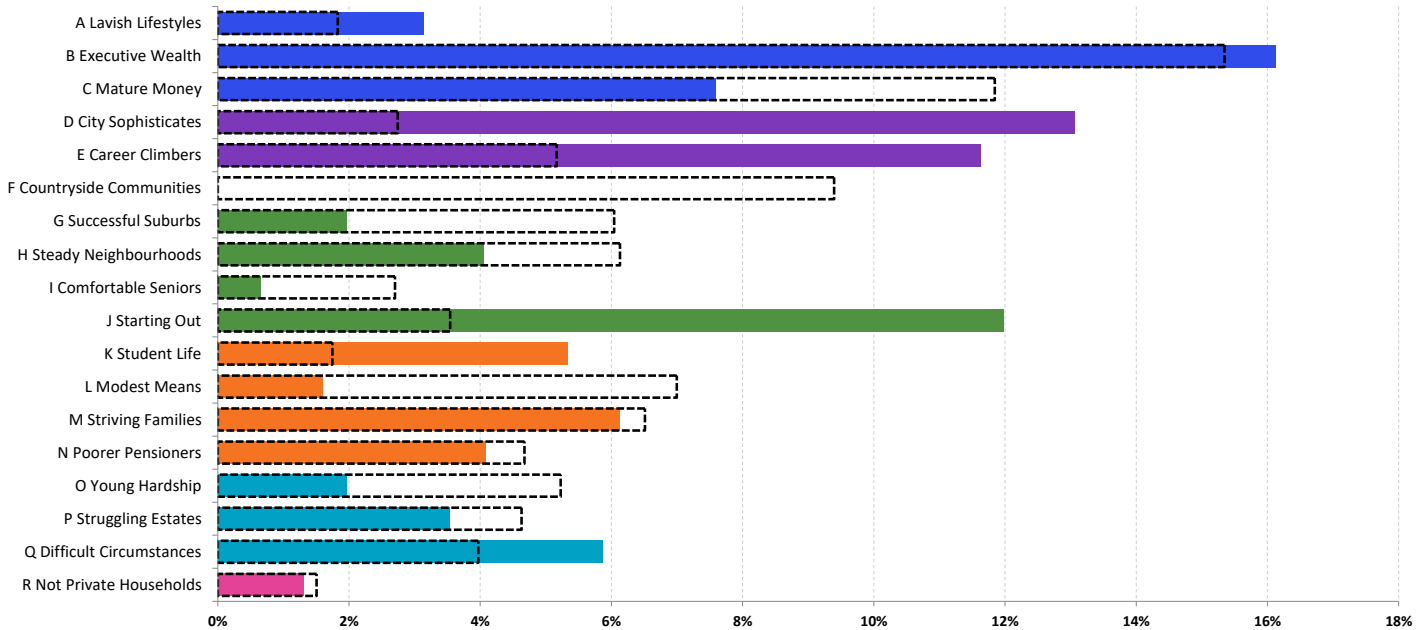
Profile:

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	1,755	3.1	30,489	1.8	5.8	23.0	171			
1.B Executive Wealth	9,041	16.1	255,671	15.3	3.5	5.1	105			
1.C Mature Money	4,253	7.6	197,358	11.8	2.2	-31.2	64			
2. Rising Prosperity										
2.D City Sophisticates	7,326	13.1	45,666	2.7	16.0	149.8	477			
2.E Career Climbers	6,523	11.6	86,072	5.2	7.6	69.2	225			
3. Comfortable Communities										
3.F Countryside Communities	0	0.0	156,535	9.4	0.0	-76.2	0			
3.G Successful Suburbs	1,099	2.0	100,688	6.0	1.1	-40.6	32			
3.H Steady Neighbourhoods	2,271	4.1	102,134	6.1	2.2	-20.5	66			
3.I Comfortable Seniors	369	0.7	45,006	2.7	0.8	-29.8	24			
3.J Starting Out	6,713	12.0	59,035	3.5	11.4	108.0	338			
4. Financially Stretched										
4.K Student Life	2,988	5.3	29,117	1.7	10.3	64.7	305			
4.L Modest Means	896	1.6	116,555	7.0	0.8	-50.1	23			
4.M Striving Families	3,437	6.1	108,510	6.5	3.2	-3.7	94			
4.N Poorer Pensioners	2,286	4.1	77,880	4.7	2.9	-6.7	87			
5. Urban Adversity										
5.O Young Hardship	1,102	2.0	87,093	5.2	1.3	-34.7	38			
5.P Struggling Estates	1,984	3.5	77,168	4.6	2.6	-12.3	76			
5.Q Difficult Circumstances	3,287	5.9	66,173	4.0	5.0	22.9	148			
6. Not Private Households										
6.R Not Private Households	732	1.3	25,072	1.5	2.9	-3.9	87			
Total (Excluding Business addresses without residential pop.)	56,062		1,666,222		3.4					

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	124	0.2	2,676	0.2	4.6	3.6	138			
1.A.2 Metropolitan money	186	0.3	3,475	0.2	5.4	6.4	159			
1.A.3 Large house luxury	1,445	2.6	24,338	1.5	5.9	22.0	176			
1.B Executive Wealth										
1.B.4 Asset rich families	568	1.0	55,358	3.3	1.0	-30.5	30			
1.B.5 Wealthy countryside commuters	165	0.3	85,790	5.1	0.2	-52.0	6			
1.B.6 Financially comfortable families	135	0.2	37,358	2.2	0.4	-32.0	11			
1.B.7 Affluent professionals	4,833	8.6	15,440	0.9	31.3	190.1	930			
1.B.8 Prosperous suburban families	3,242	5.8	26,611	1.6	12.2	79.1	362			
1.B.9 Well-off edge of towners	98	0.2	35,114	2.1	0.3	-31.9	8			
1.C Mature Money										
1.C.10 Better-off villagers	545	1.0	80,361	4.8	0.7	-42.6	20			
1.C.11 Settled suburbia, older people	2,474	4.4	45,320	2.7	5.5	24.6	162			
1.C.12 Retired and empty nesters	116	0.2	48,832	2.9	0.2	-38.2	7			
1.C.13 Upmarket downsizers	1,118	2.0	22,845	1.4	4.9	12.7	145			
2. Rising Prosperity										
2.D. City Sophisticates										
2.D.14 Townhouse cosmopolitans	5,079	9.1	9,492	0.6	53.5	267.1	1590			
2.D.15 Younger professionals in smaller flats	1,859	3.3	16,851	1.0	11.0	54.5	328			
2.D.16 Metropolitan professionals	230	0.4	10,908	0.7	2.1	-7.2	63			
2.D.17 Socialising young renters	158	0.3	8,415	0.5	1.9	-7.5	56			
2.E Career Climbers										
2.E.18 Career driven young families	330	0.6	31,200	1.9	1.1	-22.4	31			
2.E.19 First time buyers in small, modern homes	5,152	9.2	43,438	2.6	11.9	97.8	353			
2.E.20 Mixed metropolitan areas	1,041	1.9	11,434	0.7	9.1	33.6	271			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	0	0.0	63,734	3.8	0.0	-47.2	0			
3.F.22 Larger families in rural areas	0	0.0	29,744	1.8	0.0	-31.9	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	63,057	3.8	0.0	-47.0	0			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	238	0.4	44,089	2.6	0.5	-32.8	16			
3.G.25 Larger family homes, multi-ethnic areas	223	0.4	11,294	0.7	2.0	-8.1	59			
3.G.26 Semi-professional families, owner occupied neighbourhoods	638	1.1	45,305	2.7	1.4	-23.0	42			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	355	0.6	47,488	2.9	0.7	-31.5	22			
3.H.28 Owner occupied terraces, average income	1,117	2.0	18,722	1.1	6.0	19.5	177			
3.H.29 Established suburbs, older families	799	1.4	35,924	2.2	2.2	-11.9	66			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	143	0.3	39,890	2.4	0.4	-33.1	11			
3.I.31 Elderly singles in purpose-built accommodation	226	0.4	5,116	0.3	4.4	4.1	131			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	5,413	9.7	28,560	1.7	19.0	144.9	563			
3.J.33 Smaller houses and starter homes	1,300	2.3	30,475	1.8	4.3	8.7	127			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	1,013	1.8	7,080	0.4	14.3	50.3	425			
4.K.35 Term-time terraces	110	0.2	3,465	0.2	3.2	-0.6	94			
4.K.36 Educated young people in flats and tenements	1,865	3.3	18,572	1.1	10.0	49.9	298			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	792	1.4	20,637	1.2	3.8	3.7	114			
4.L.38 Semi-skilled workers in traditional neighbourhoods	61	0.1	43,931	2.6	0.1	-37.4	4			
4.L.39 Fading owner occupied terraces	43	0.1	39,988	2.4	0.1	-35.9	3			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	11,999	0.7	0.0	-20.2	0			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	408	0.7	25,371	1.5	1.6	-15.4	48			
4.M.42 Struggling young families in post-war terraces	1,441	2.6	22,935	1.4	6.3	24.3	187			
4.M.43 Families in right-to-buy estates	1,254	2.2	30,556	1.8	4.1	7.1	122			
4.M.44 Post-war estates, limited means	334	0.6	29,648	1.8	1.1	-21.2	33			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	233	0.4	13,732	0.8	1.7	-10.7	50			
4.N.46 Elderly people in social rented flats	821	1.5	10,797	0.6	7.6	24.1	226			
4.N.47 Low income older people in smaller semis	43	0.1	31,411	1.9	0.1	-31.5	4			
4.N.48 Pensioners and singles in social rented flats	1,189	2.1	21,940	1.3	5.4	16.7	161			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	292	0.5	29,661	1.8	1.0	-22.5	29			
5.O.50 Struggling younger people in mixed tenure	810	1.4	27,856	1.7	2.9	-4.2	86			
5.O.51 Young people in small, low cost terraces	0	0.0	29,576	1.8	0.0	-31.8	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	67	0.1	21,921	1.3	0.3	-24.9	9			
5.P.53 Low income terraces	861	1.5	10,398	0.6	8.3	27.4	246			
5.P.54 Multi-ethnic, purpose-built estates	175	0.3	11,809	0.7	1.5	-11.2	44			
5.P.55 Deprived and ethnically diverse in flats	53	0.1	8,514	0.5	0.6	-13.8	19			
5.P.56 Low income large families in social rented semis	828	1.5	24,526	1.5	3.4	0.1	100			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	1,769	3.2	18,645	1.1	9.5	45.8	282			
5.Q.58 Singles and young families, some receiving benefits	95	0.2	25,910	1.6	0.4	-26.5	11			
5.Q.59 Deprived areas and high-rise flats	1,423	2.5	21,618	1.3	6.6	26.0	196			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	236	0.4	7,102	0.4	3.3	-0.2	99			
6.R.61 Inactive Communal Population	496	0.9	17,970	1.1	2.8	-4.4	82			
6.R.62 Business addresses without residential population	1,167	2.1	198,519	11.9	0.6	-71.9				
Total (Excluding Business addresses without residential pop.)	56,062		1,666,222		3.4					