

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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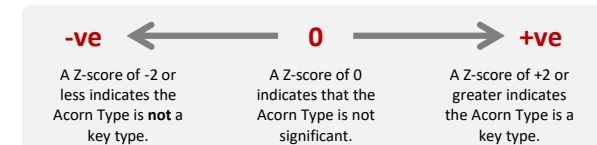
INTERPRETING THE REPORT

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: **Chatteris Profile**
 Base: **Fenland 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	C1	Children At Home	2
House Tenure	Private Rented	Household Income	£35k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	20%
18-24	7%
25-34	12%
35-49	19%
50-64	20%
65-74	12%
75+	9%

FAMILY

Couple - No Children	19%	INDEX: 102
Couple - With Children	21%	INDEX: 107
Lone Parent	7%	INDEX: 102
Single - No Children	14%	INDEX: 102
All Student/Pensioner	24%	INDEX: 90

KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing couples with children occur more in this profile than in the base.
- 2.7% of the profile live in households with an income of over £100k.
- The dominant Social Grade is C1 and the most over-represented is C2.
- There is a higher proportion of people in this profile who are employed full-time than in the base.

INCOME

£0-£20k	8%	INDEX: 94
£20k-£40k	3%	INDEX: 101
£40k-£60k	3%	INDEX: 105
£60k-£80k	19%	INDEX: 107
£80k-£100k	34%	INDEX: 108
£100k+	33%	INDEX: 110

SOCIAL GRADE

AB	11%	INDEX: 99
C1	22%	INDEX: 101
C2	29%	INDEX: 103
D	12%	INDEX: 101
E	25%	INDEX: 94

EMPLOYMENT

Full-Time	40%	INDEX: 106
Part-Time	17%	INDEX: 102
Self-emp.	15%	INDEX: 98
Retired	12%	INDEX: 91
Unemp.	4%	INDEX: 96
Student	3%	INDEX: 99
Other	10%	INDEX: 96

MOTOR & HOME

CARS

No Cars	18%	INDEX: 95
1 Car	50%	INDEX: 101
2 Cars	26%	INDEX: 102
3+ Cars	6%	INDEX: 98

CAR TYPE

Mini/Supermini	25%	INDEX: 105
Small Family Car	32%	INDEX: 106
Large Family Car	25%	INDEX: 99
Luxury/Executive	2%	INDEX: 95
Sports/4x4/MPV	5%	INDEX: 90

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 31.9% more likely than in the base.
- 15.2% of the households in the profile are likely to be private rented.
- About 51% of households will have 3 bedrooms.
- The prevailing size is 2 people but households with 3-4 people appear more than in the base.

TENURE

Owned Outright	37%	INDEX: 94
Owned Mortgage	33%	INDEX: 109
Private Rented	15%	INDEX: 110
Social Rented	14%	INDEX: 90

TYPE

Terraced	26%	INDEX: 132
Semi-	39%	INDEX: 107
Flat	9%	INDEX: 85
Detached	26%	INDEX: 79
Bungalow	13%	INDEX: 68

BEDROOMS

1	5%
2	26%
3	51%
4	15%
5+	3%

SIZE

1 Person	19%	INDEX: 96
2 People	39%	INDEX: 97
3-4 People	34%	INDEX: 106
5+ People	7%	INDEX: 104

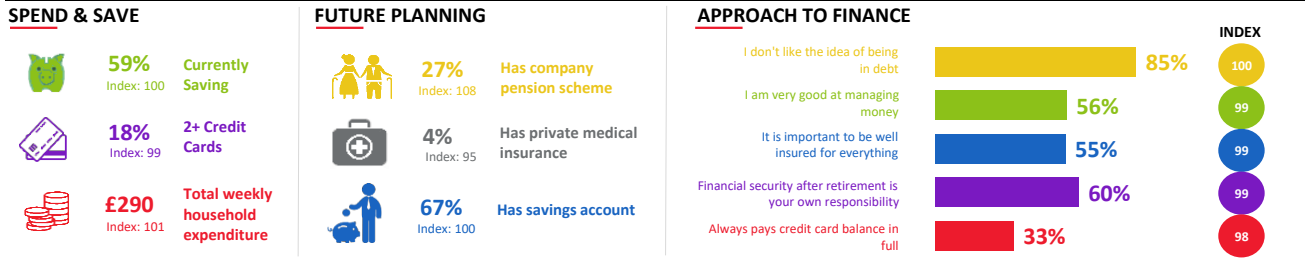
ACORN PROFILE OVERVIEW



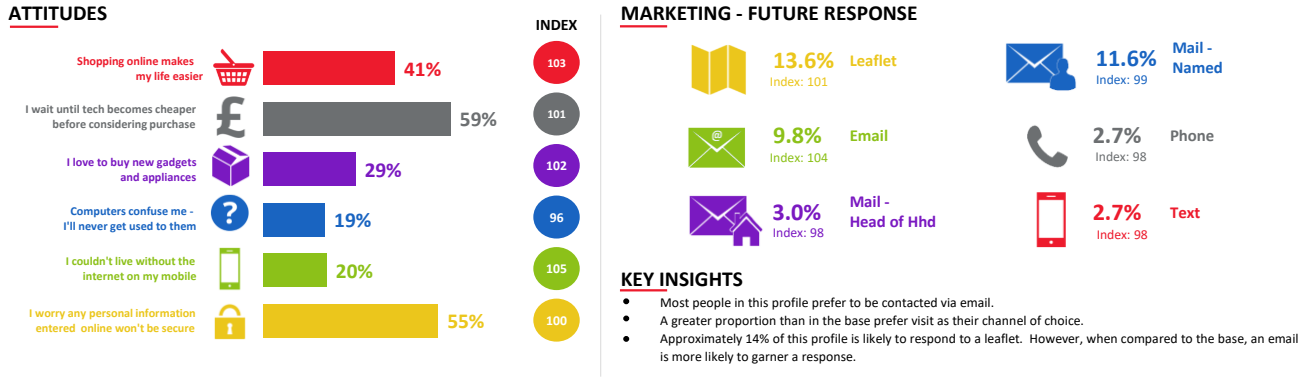
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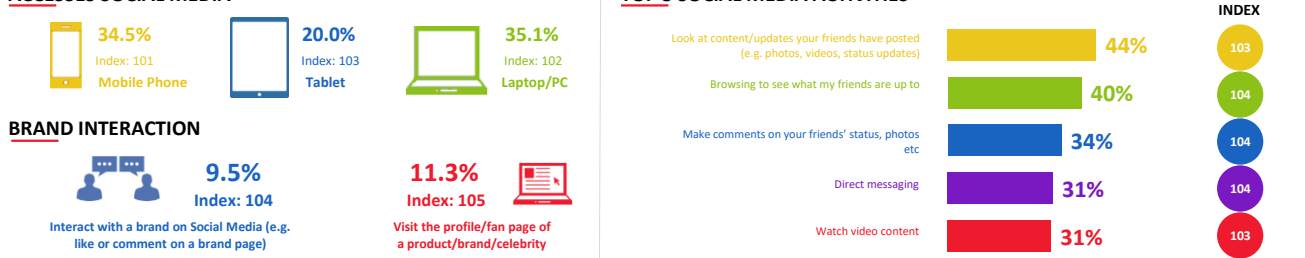
FINANCIAL BEHAVIOUR & ATTITUDES



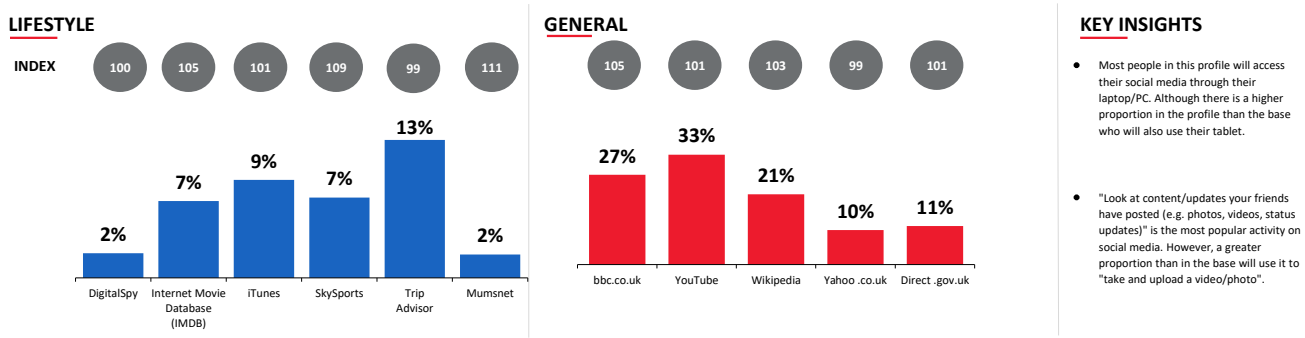
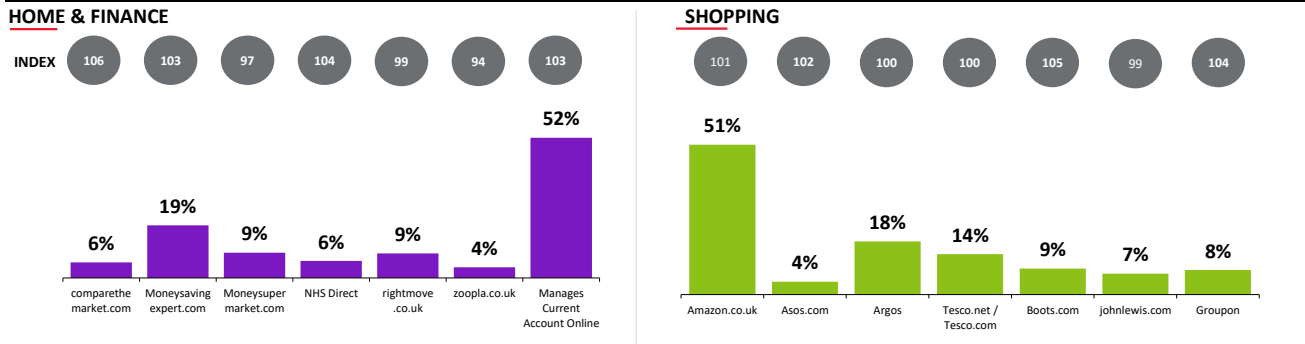
CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



ACCESSES SOCIAL MEDIA



WEBSITES



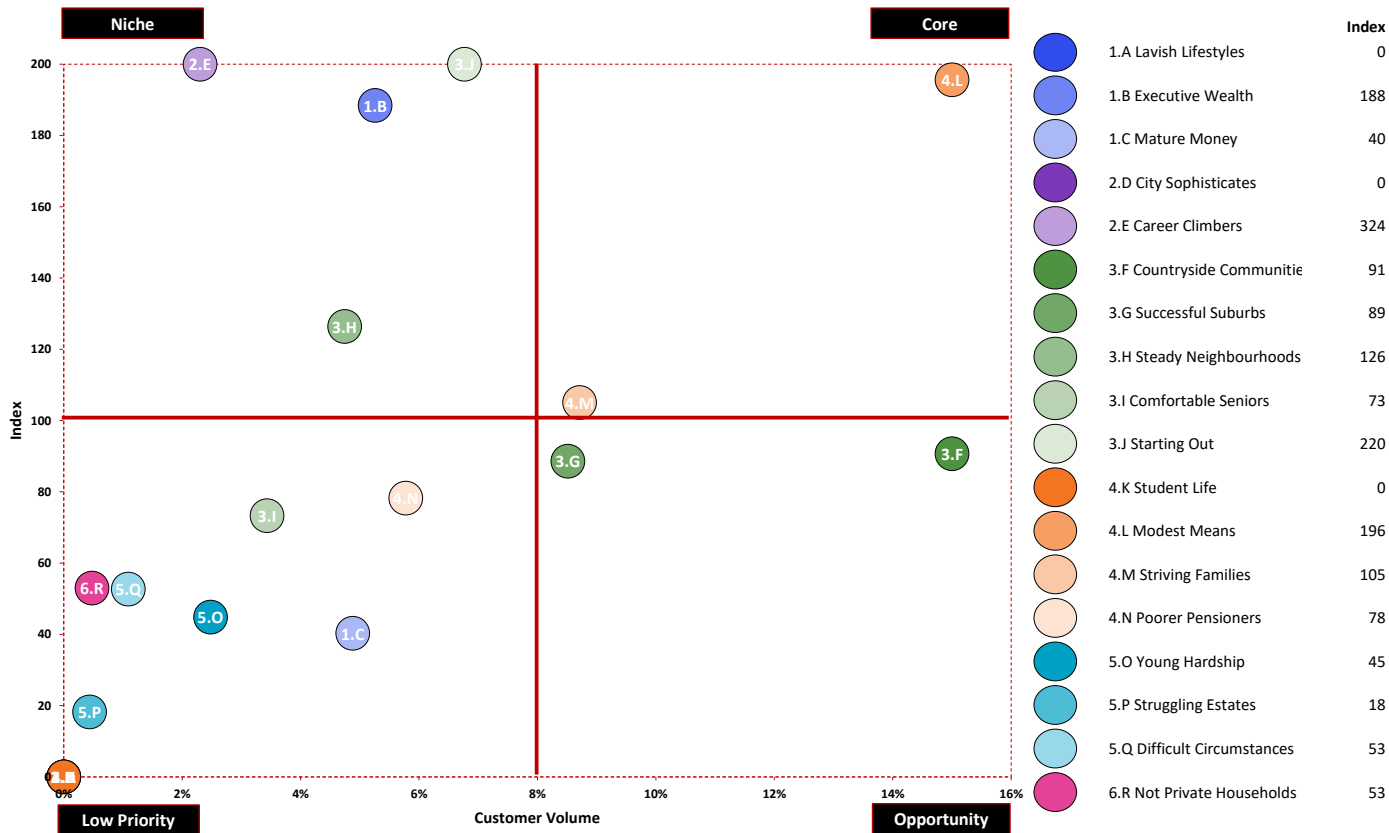
ACORN CUSTOMER VIEW CHART



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

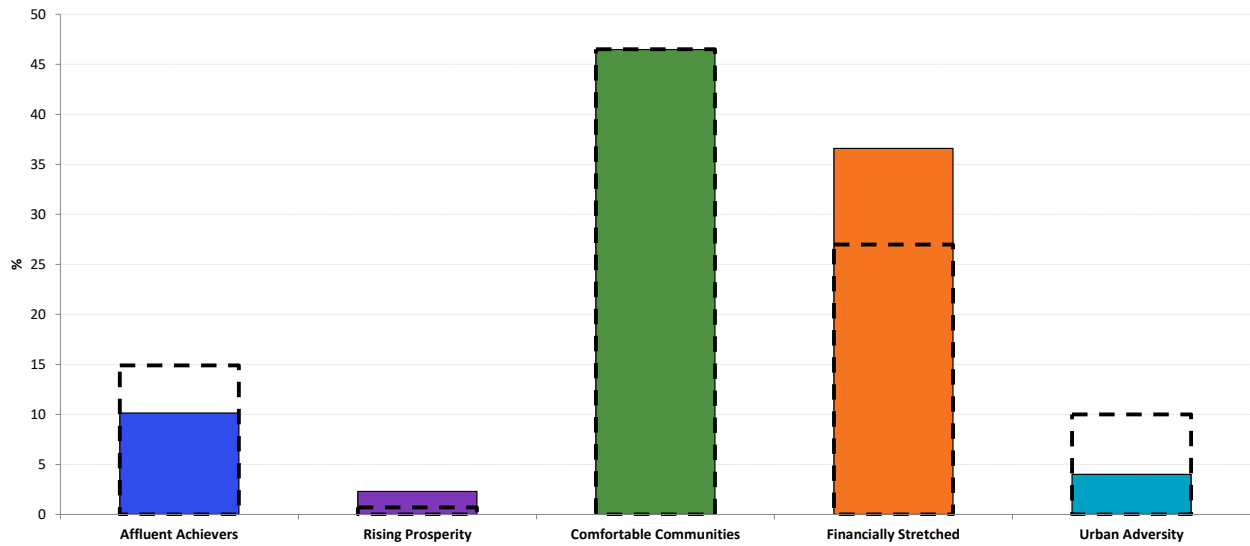


Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	511	10.1	6,836	14.9	7.5	-9.5	68			
2. Rising Prosperity	116	2.3	326	0.7	35.6	13.4	324			
3. Comfortable Communities	2,342	46.5	21,330	46.5	11.0	0.0	100			
4. Financially Stretched	1,844	36.6	12,373	27.0	14.9	15.4	136			
5. Urban Adversity	202	4.0	4,586	10.0	4.4	-14.2	40			
6. Not Private Households	24	0.5	412	0.9	5.8	-3.2	53			
Total (Excluding Business addresses without residential pop.)	5,039		45,863		11.0					

ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



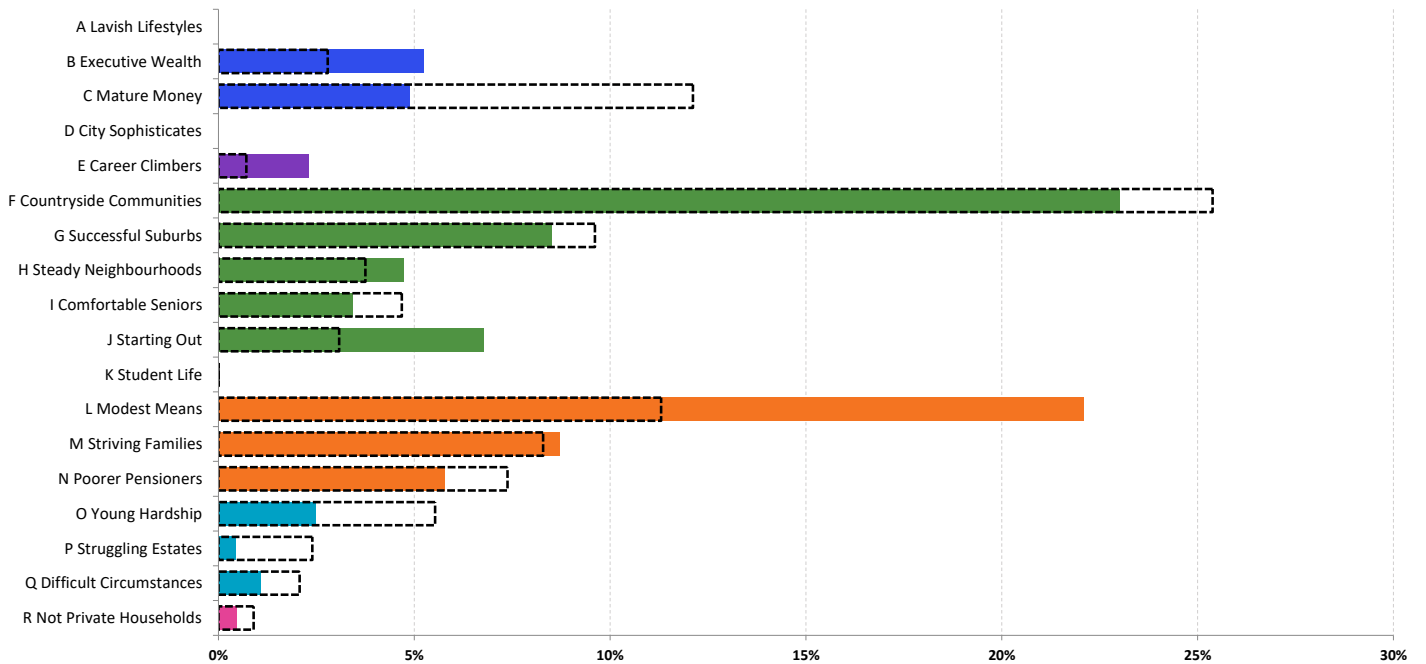
Profile:

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	0	0.0	0	0.0	0.0	0.0	0			
1.B Executive Wealth	265	5.3	1,280	2.8	20.7	10.6	188			
1.C Mature Money	246	4.9	5,556	12.1	4.4	-15.7	40			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	116	2.3	326	0.7	35.6	13.4	324			
3. Comfortable Communities										
3.F Countryside Communities	1,160	23.0	11,641	25.4	10.0	-3.9	91			
3.G Successful Suburbs	429	8.5	4,408	9.6	9.7	-2.6	89			
3.H Steady Neighbourhoods	239	4.7	1,721	3.8	13.9	3.7	126			
3.I Comfortable Seniors	173	3.4	2,147	4.7	8.1	-4.2	73			
3.J Starting Out	341	6.8	1,413	3.1	24.1	15.1	220			
4. Financially Stretched										
4.K Student Life	0	0.0	3	0.0	0.0	-0.6	0			
4.L Modest Means	1,114	22.1	5,183	11.3	21.5	24.2	196			
4.M Striving Families	439	8.7	3,802	8.3	11.5	1.1	105			
4.N Poorer Pensioners	291	5.8	3,385	7.4	8.6	-4.4	78			
5. Urban Adversity										
5.O Young Hardship	125	2.5	2,538	5.5	4.9	-9.5	45			
5.P Struggling Estates	22	0.4	1,098	2.4	2.0	-9.1	18			
5.Q Difficult Circumstances	55	1.1	950	2.1	5.8	-4.9	53			
6. Not Private Households										
6.R Not Private Households	24	0.5	412	0.9	5.8	-3.2	53			
Total (Excluding Business addresses without residential pop.)	5,039		45,863		11.0					

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	0	0.0	0.0	0.0	0			
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0			
1.A.3 Large house luxury	0	0.0	0	0.0	0.0	0.0	0			
1.B Executive Wealth										
1.B.4 Asset rich families	14	0.3	120	0.3	11.7	0.2	106			
1.B.5 Wealthy countryside commuters	0	0.0	110	0.2	0.0	-3.5	0			
1.B.6 Financially comfortable families	246	4.9	986	2.1	24.9	13.4	227			
1.B.7 Affluent professionals	0	0.0	0	0.0	0.0	0.0	0			
1.B.8 Prosperous suburban families	0	0.0	26	0.1	0.0	-1.7	0			
1.B.9 Well-off edge of towners	5	0.1	38	0.1	13.2	0.4	120			
1.C Mature Money										
1.C.10 Better-off villagers	0	0.0	36	0.1	0.0	-2.0	0			
1.C.11 Settled suburbia, older people	0	0.0	0	0.0	0.0	0.0	0			
1.C.12 Retired and empty nesters	246	4.9	5,461	11.9	4.5	-15.4	41			
1.C.13 Upmarket downsizers	0	0.0	59	0.1	0.0	-2.5	0			
2. Rising Prosperity										
2.D. City Sophisticates										
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			
2.E Career Climbers										
2.E.18 Career driven young families	116	2.3	288	0.6	40.3	15.0	367			
2.E.19 First time buyers in small, modern homes	0	0.0	38	0.1	0.0	-2.0	0			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	11	0.2	449	1.0	2.4	-5.5	22			
3.F.22 Larger families in rural areas	217	4.3	4,484	9.8	4.8	-13.1	44			
3.F.23 Owner occupiers in small towns and villages	932	18.5	6,708	14.6	13.9	7.8	126			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	299	5.9	4,066	8.9	7.4	-7.3	67			
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	130	2.6	342	0.7	38.0	15.1	346			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	157	3.1	1,195	2.6	13.1	2.3	120			
3.H.28 Owner occupied terraces, average income	0	0.0	0	0.0	0.0	0.0	0			
3.H.29 Established suburbs, older families	82	1.6	526	1.1	15.6	3.2	142			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	173	3.4	2,086	4.5	8.3	-3.8	75			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	61	0.1	0.0	-2.6	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	6	0.0	0.0	-0.8	0			
3.J.33 Smaller houses and starter homes	341	6.8	1,407	3.1	24.2	15.2	221			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	2	0.0	0.0	-0.5	0			
4.K.35 Term-time terraces	0	0.0	1	0.0	0.0	-0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	0	0.0	0.0	0.0	0			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	141	2.8	667	1.5	21.1	8.0	192			
4.L.38 Semi-skilled workers in traditional neighbourhoods	645	12.8	3,077	6.7	21.0	17.3	191			
4.L.39 Fading owner occupied terraces	328	6.5	1,439	3.1	22.8	13.7	207			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	242	4.8	1,153	2.5	21.0	10.4	191			
4.M.42 Struggling young families in post-war terraces	147	2.9	644	1.4	22.8	9.1	208			
4.M.43 Families in right-to-buy estates	36	0.7	1,474	3.2	2.4	-10.1	22			
4.M.44 Post-war estates, limited means	14	0.3	531	1.2	2.6	-5.8	24			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	46	0.9	651	1.4	7.1	-3.0	64			
4.N.46 Elderly people in social rented flats	64	1.3	398	0.9	16.1	3.1	146			
4.N.47 Low income older people in smaller semis	181	3.6	1,963	4.3	9.2	-2.4	84			
4.N.48 Pensioners and singles in social rented flats	0	0.0	373	0.8	0.0	-6.4	0			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	77	1.5	1,247	2.7	6.2	-5.2	56			
5.O.50 Struggling younger people in mixed tenure	48	1.0	786	1.7	6.1	-4.2	56			
5.O.51 Young people in small, low cost terraces	0	0.0	505	1.1	0.0	-7.5	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	22	0.4	381	0.8	5.8	-3.1	53			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	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	0	0.0	717	1.6	0.0	-8.9	0			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	36	0.7	367	0.8	9.8	-0.7	89			
5.Q.58 Singles and young families, some receiving benefits	19	0.4	229	0.5	8.3	-1.2	76			
5.Q.59 Deprived areas and high-rise flats	0	0.0	354	0.8	0.0	-6.3	0			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	15	0.3	163	0.4	9.2	-0.7	84			
6.R.61 Inactive Communal Population	9	0.2	249	0.5	3.6	-3.5	33			
6.R.62 Business addresses without residential population	30	0.6	424	0.9	7.1	-2.4				
Total (Excluding Business addresses without residential pop.)	5,039		45,863		11.0					