

## 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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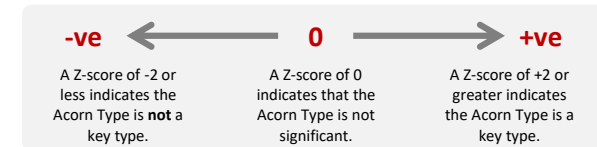
### INTERPRETING THE REPORT

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: **Huntingdon Profile**  
 Base: **Huntingdonshire 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>C1</b>	Children At Home	<b>3+</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£37k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage
0-17	23%
18-24	8%
25-34	14%
35-49	20%
50-64	18%
65-74	9%
75+	7%

### FAMILY

Family Type	Percentage	Index
Couple - No Children	18%	88
Couple - With Children	21%	93
Lone Parent	8%	132
Single - No Children	17%	118
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.
- 34.1% 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 Band	Percentage	Index
£0-£20k	34%	126
£20k-£40k	31%	103
£40k-£60k	18%	88
£60k-£80k	9%	79
£80k-£100k	4%	75
£100k+	4%	71

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	24%	82
C1	28%	96
C2	22%	105
D	13%	125
E	13%	129

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	41%	101
Part-Time	15%	99
Self-emp.	14%	79
Retired	9%	88
Unemp.	4%	140
Student	3%	112
Other	3%	121

## MOTOR & HOME

### CARS

Cars	Percentage	Index
No Cars	23%	140
1 Car	47%	103
2 Cars	24%	81
3+ Cars	6%	72

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	22%	92
Small Family Car	27%	96
Large Family Car	25%	91
Luxury/Executive	3%	72
Sports/4x4/MPV	5%	77

### 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 47.6% more likely than in the base.
- 21.3% of the households in the profile are likely to be social rented.
- About 7% 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

Tenure Type	Percentage	Index
Owned Outright	28%	79
Owned Mortgage	33%	94
Private Rented	17%	116
Social Rented	21%	152

### TYPE

Property Type	Percentage	Index
Terraced	31%	148
Semi-	30%	87
Flat	16%	144
Detached	24%	70
Bungalow	6%	57

### BEDROOMS

Bedrooms	Percentage	Index
1	7%	133
2	25%	115
3	47%	102
4	17%	80
5+	3%	68

### SIZE

Household Size	Percentage	Index
1 Person	18%	107
2 People	35%	92
3-4 People	38%	102
5+ People	9%	111

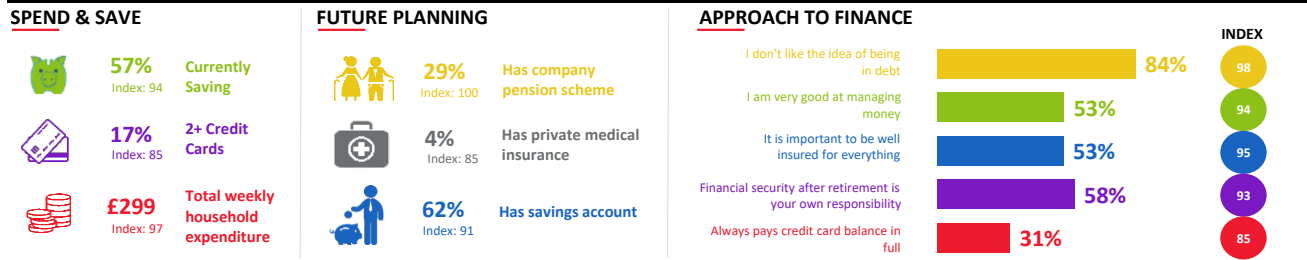
# ACORN PROFILE OVERVIEW



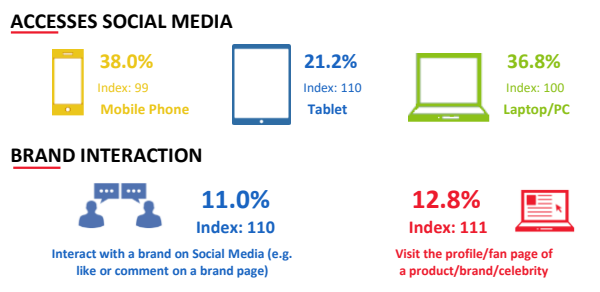
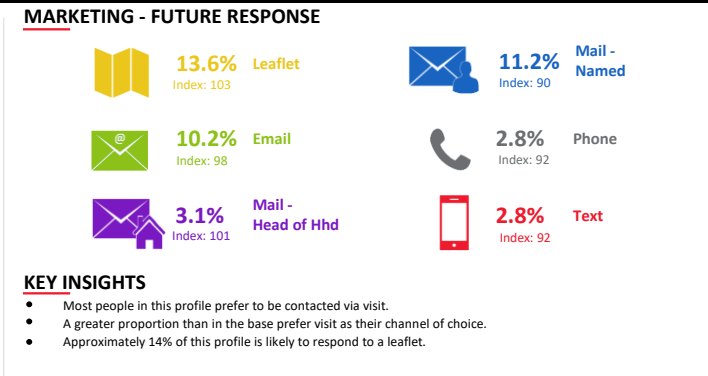
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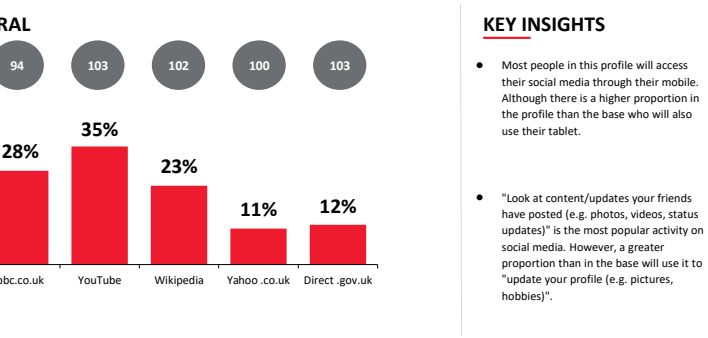
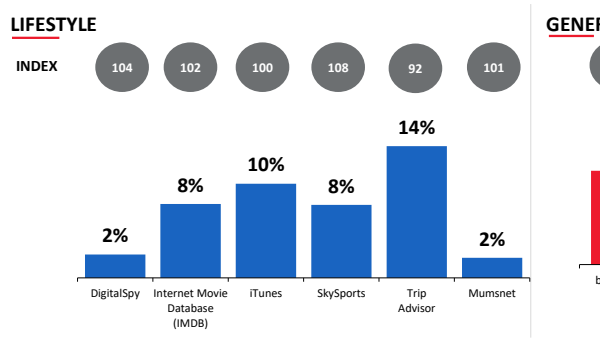
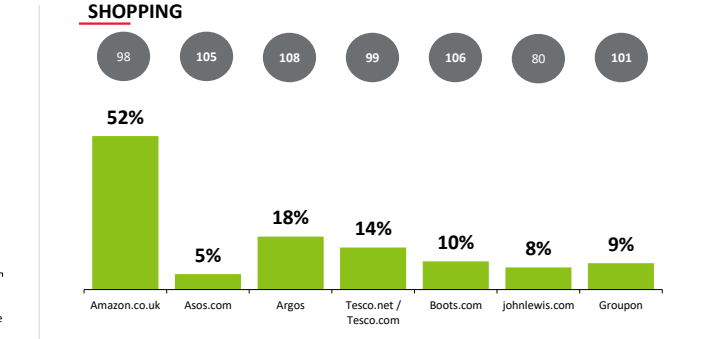
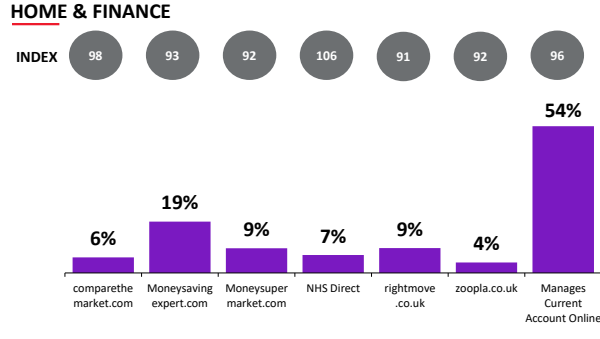
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



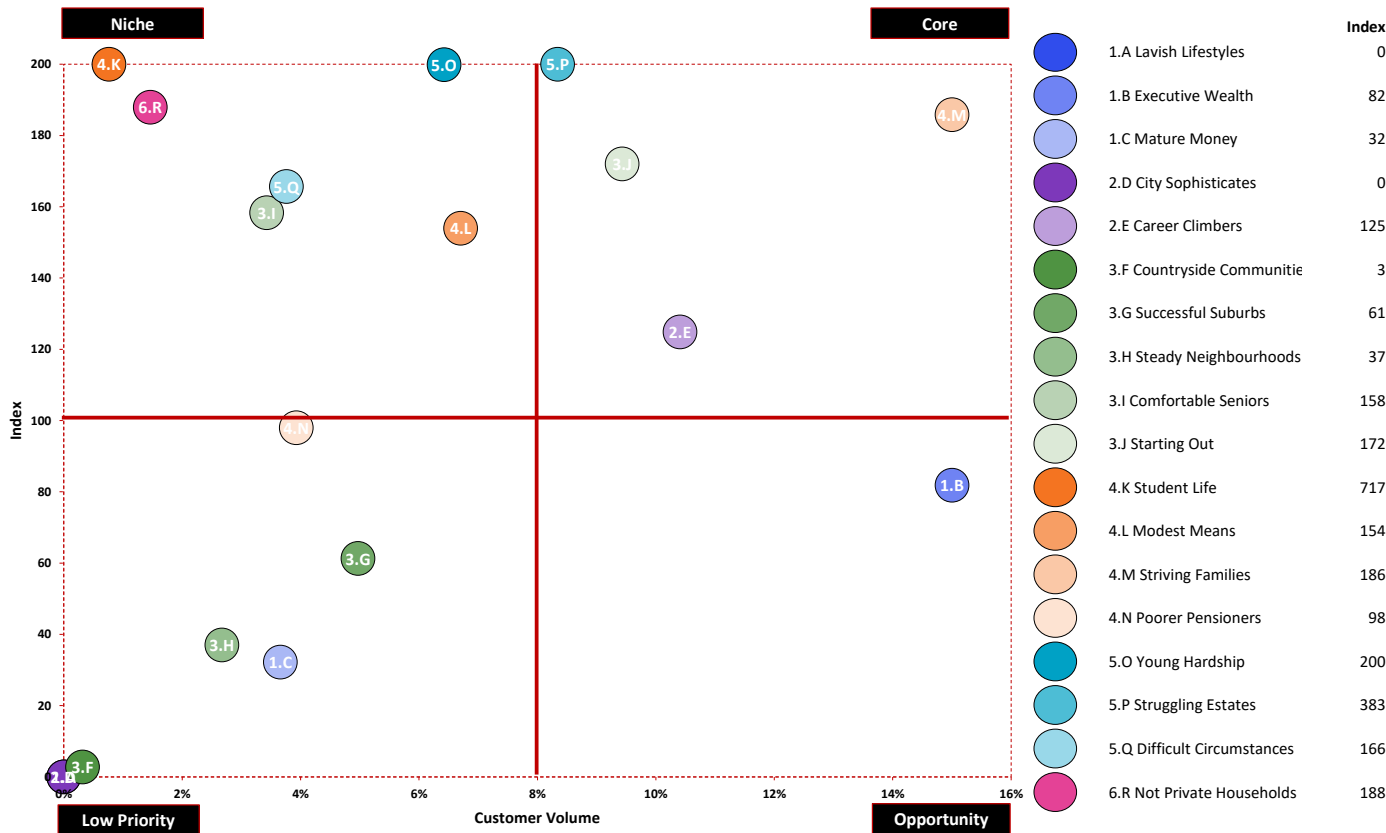
# ACORN CUSTOMER VIEW CHART



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	2,103	19.6	24,105	30.9	8.7	-25.5	63			
2. Rising Prosperity	1,118	10.4	6,493	8.3	17.2	7.8	125			
3. Comfortable Communities	2,236	20.8	26,687	34.2	8.4	-29.3	61			
4. Financially Stretched	3,140	29.2	14,078	18.1	22.3	30.1	162			
5. Urban Adversity	1,990	18.5	5,968	7.7	33.3	42.3	242			
6. Not Private Households	157	1.5	606	0.8	25.9	8.1	188			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>10,744</b>		<b>77,937</b>		<b>13.8</b>					



# ACORN GROUP PROFILE



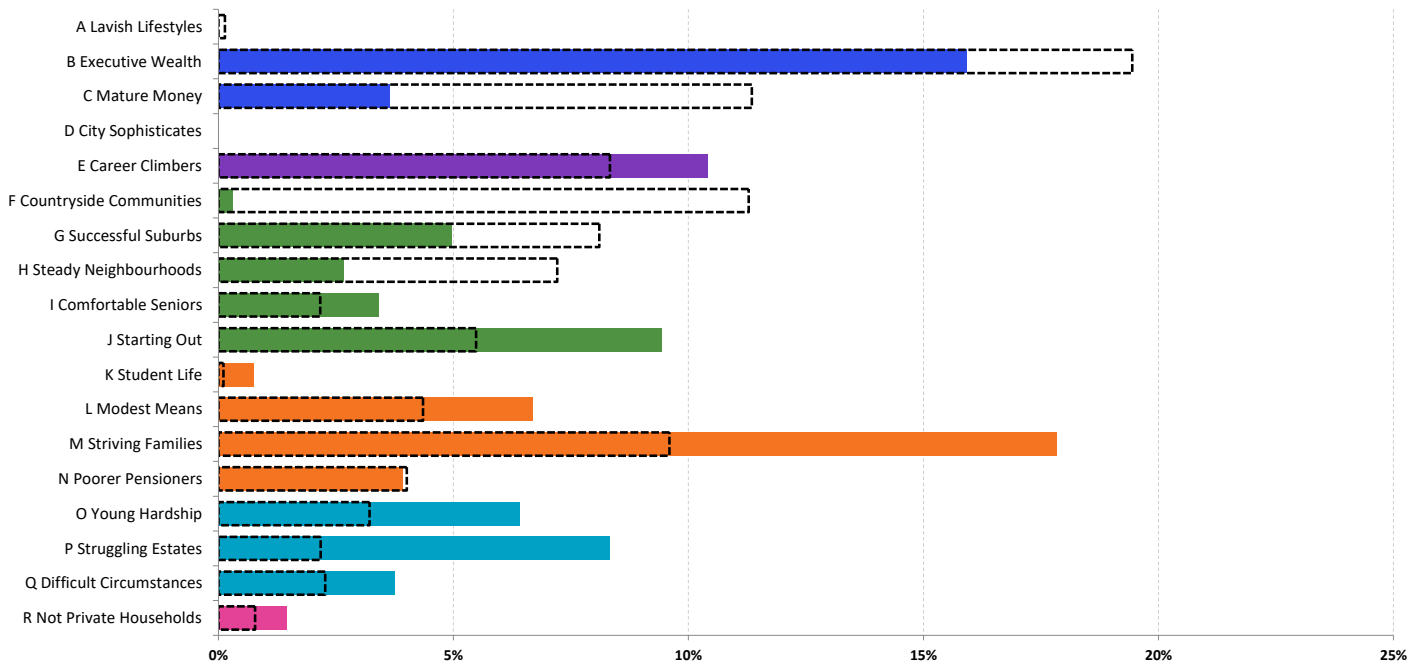
Profile:

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	106	0.1	0.0	-3.8	0			
1.B Executive Wealth	1,710	15.9	15,154	19.4	11.3	-9.2	82			
1.C Mature Money	393	3.7	8,845	11.3	4.4	-25.1	32			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	1,118	10.4	6,493	8.3	17.2	7.8	125			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	34	0.3	8,793	11.3	0.4	-35.9	3			
3.G Successful Suburbs	534	5.0	6,317	8.1	8.5	-11.9	61			
3.H Steady Neighbourhoods	287	2.7	5,619	7.2	5.1	-18.2	37			
3.I Comfortable Seniors	368	3.4	1,686	2.2	21.8	9.0	158			
3.J Starting Out	1,013	9.4	4,272	5.5	23.7	18.0	172			
<b>4. Financially Stretched</b>										
4.K Student Life	82	0.8	83	0.1	98.8	20.9	717			
4.L Modest Means	720	6.7	3,392	4.4	21.2	11.9	154			
4.M Striving Families	1,916	17.8	7,479	9.6	25.6	29.0	186			
4.N Poorer Pensioners	422	3.9	3,124	4.0	13.5	-0.4	98			
<b>5. Urban Adversity</b>										
5.O Young Hardship	690	6.4	2,504	3.2	27.6	18.9	200			
5.P Struggling Estates	896	8.3	1,695	2.2	52.9	43.8	383			
5.Q Difficult Circumstances	404	3.8	1,769	2.3	22.8	10.4	166			
<b>6. Not Private Households</b>										
6.R Not Private Households	157	1.5	606	0.8	25.9	8.1	188			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>10,744</b>		<b>77,937</b>		<b>13.8</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	1	0.0	0.0	-0.4	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	105	0.1	0.0	-3.8	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	244	2.3	3,329	4.3	7.3	-10.3	53			
1.B.5 Wealthy countryside commuters	0	0.0	3,127	4.0	0.0	-21.2	0			
1.B.6 Financially comfortable families	1,075	10.0	5,639	7.2	19.1	11.1	138			
1.B.7 Affluent professionals	0	0.0	20	0.0	0.0	-1.7	0			
1.B.8 Prosperous suburban families	0	0.0	30	0.0	0.0	-2.0	0			
1.B.9 Well-off edge of towners	391	3.6	3,009	3.9	13.0	-1.2	94			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	29	0.3	5,904	7.6	0.5	-28.6	4			
1.C.11 Settled suburbia, older people	56	0.5	405	0.5	13.8	0.0	100			
1.C.12 Retired and empty nesters	307	2.9	1,927	2.5	15.9	2.6	116			
1.C.13 Upmarket downsizers	1	0.0	609	0.8	0.2	-9.1	1			
<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	580	5.4	4,162	5.3	13.9	0.3	101			
2.E.19 First time buyers in small, modern homes	538	5.0	2,331	3.0	23.1	12.3	167			
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	808	1.0	0.0	-10.6	0			
3.F.22 Larger families in rural areas	0	0.0	2,647	3.4	0.0	-19.4	0			
3.F.23 Owner occupiers in small towns and villages	34	0.3	5,338	6.8	0.6	-26.8	5			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	323	3.0	2,940	3.8	11.0	-4.2	80			
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	211	2.0	3,377	4.3	6.2	-12.1	45			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	155	1.4	1,252	1.6	12.4	-1.4	90			
3.H.28 Owner occupied terraces, average income	0	0.0	35	0.0	0.0	-2.2	0			
3.H.29 Established suburbs, older families	132	1.2	4,332	5.6	3.0	-19.6	22			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	95	0.9	1,103	1.4	8.6	-4.7	62			
3.I.31 Elderly singles in purpose-built accommodation	273	2.5	583	0.7	46.8	21.6	340			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	165	1.5	1,237	1.6	13.3	-0.4	97			
3.J.33 Smaller houses and starter homes	848	7.9	3,035	3.9	27.9	21.4	203			
<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	-0.4	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	82	0.8	82	0.1	100.0	21.0	725			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	172	1.6	740	0.9	23.2	7.0	169			
4.L.38 Semi-skilled workers in traditional neighbourhoods	178	1.7	1,393	1.8	12.8	-1.0	93			
4.L.39 Fading owner occupied terraces	370	3.4	1,259	1.6	29.4	15.0	213			
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	64	0.6	3,278	4.2	2.0	-18.6	14			
4.M.42 Struggling young families in post-war terraces	1,352	12.6	2,829	3.6	47.8	49.6	347			
4.M.43 Families in right-to-buy estates	284	2.6	859	1.1	33.1	15.3	240			
4.M.44 Post-war estates, limited means	216	2.0	513	0.7	42.1	17.3	305			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	55	0.5	435	0.6	12.6	-0.6	92			
4.N.46 Elderly people in social rented flats	100	0.9	731	0.9	13.7	-0.1	99			
4.N.47 Low income older people in smaller semis	267	2.5	1,447	1.9	18.5	4.8	134			
4.N.48 Pensioners and singles in social rented flats	0	0.0	511	0.7	0.0	-8.4	0			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	412	3.8	1,206	1.5	34.2	19.2	248			
5.O.50 Struggling younger people in mixed tenure	177	1.6	1,065	1.4	16.6	2.5	121			
5.O.51 Young people in small, low cost terraces	101	0.9	233	0.3	43.3	12.2	314			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	541	5.0	855	1.1	63.3	39.2	459			
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	355	3.3	840	1.1	42.3	22.3	307			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	111	1.0	751	1.0	14.8	0.7	107			
5.Q.58 Singles and young families, some receiving benefits	248	2.3	826	1.1	30.0	12.6	218			
5.Q.59 Deprived areas and high-rise flats	45	0.4	192	0.2	23.4	3.6	170			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	3	0.0	122	0.2	2.5	-3.4	18			
6.R.61 Inactive Communal Population	154	1.4	484	0.6	31.8	10.7	231			
6.R.62 Business addresses without residential population	361	3.4	1,331	1.7	27.1	13.2				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>10,744</b>		<b>77,937</b>		<b>13.8</b>					