

## 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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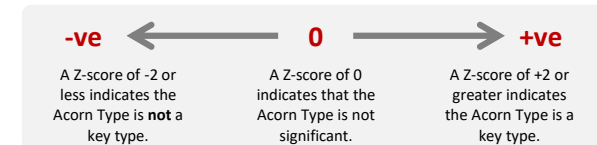
### INTERPRETING THE REPORT

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: **Littleport Profile**  
 Base: **East 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>18-24</b>	Social Grade	<b>C1</b>	Children At Home	<b>3+</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£35k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

0-17	20%
18-24	7%
25-34	11%
35-49	19%
50-64	21%
65-74	12%
75+	9%

### FAMILY

Couple - No Children	20%	INDEX: 94
Couple - With Children	21%	INDEX: 93
Lone Parent	7%	INDEX: 121
Single - No Children	14%	INDEX: 108
All Student/Pensioner	23%	INDEX: 99

### KEY INSIGHTS

- The average age of the population in the profiled households is about the same when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 32.9% of the profile live in households with an income less than £20k.
- The dominant Social Grade is C1 and the most over-represented is D.
- There is a higher proportion of people in this profile who are unemployed than in the base.

### INCOME

£0-£20k	33%	INDEX: 125
£20k-£40k	33%	INDEX: 108
£40k-£60k	19%	INDEX: 91
£60k-£80k	8%	INDEX: 77
£80k-£100k	3%	INDEX: 63
£100k+	3%	INDEX: 48

### SOCIAL GRADE

AB	12%	INDEX: 75
C1	22%	INDEX: 95
C2	25%	INDEX: 116
D	29%	INDEX: 127
E	13%	INDEX: 127

### EMPLOYMENT

Full-Time	39%	INDEX: 98
Part-Time	17%	INDEX: 103
Self-emp.	15%	INDEX: 90
Retired	12%	INDEX: 99
Unemp.	4%	INDEX: 124
Student	3%	INDEX: 101
Other	1%	INDEX: 113

## MOTOR & HOME

### CARS

No Cars	17%	INDEX: 121
1 Car	49%	INDEX: 105
2 Cars	27%	INDEX: 88
3+ Cars	6%	INDEX: 80

### CAR TYPE

Mini/Supermini	23%	INDEX: 95
Small Family Car	32%	INDEX: 111
Large Family Car	26%	INDEX: 96
Luxury/Executive	1%	INDEX: 42
Sports/4x4/MPV	6%	INDEX: 81

### 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.
- Semi-detached houses are 24.2% more likely than in the base.
- 19.1% of the households in the profile are likely to be social rented.
- About 6% of households will have 1 bedroom.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

### TENURE

Owned Outright	35%	INDEX: 91
Owned Mortgage	31%	INDEX: 91
Private Rented	14%	INDEX: 99
Social Rented	19%	INDEX: 154

### TYPE

Terraced	21%	INDEX: 110
Semi-detached	44%	INDEX: 124
Flat	10%	INDEX: 112
Detached	26%	INDEX: 69
Bungalow	14%	INDEX: 97

### BEDROOMS

1	6%
2	25%
3	51%
4	14%
5+	3%

### SIZE

1 Person	19%	INDEX: 109
2 People	40%	INDEX: 98
3-4 People	34%	INDEX: 97
5+ People	8%	INDEX: 102

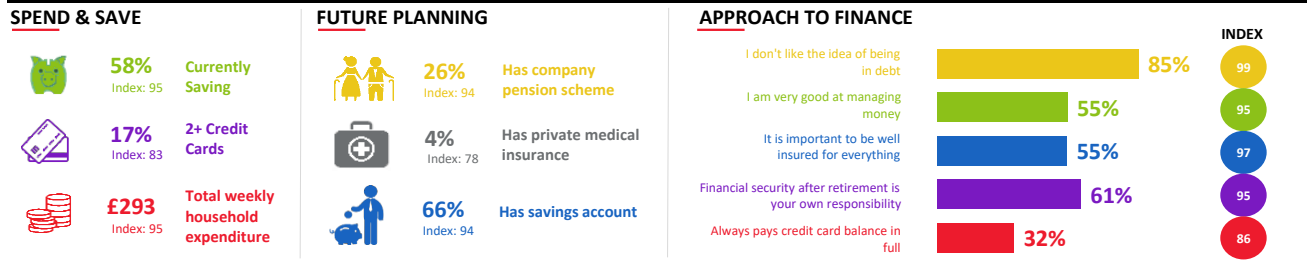
# ACORN PROFILE OVERVIEW



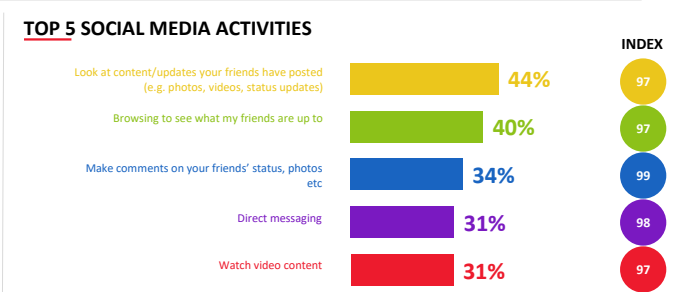
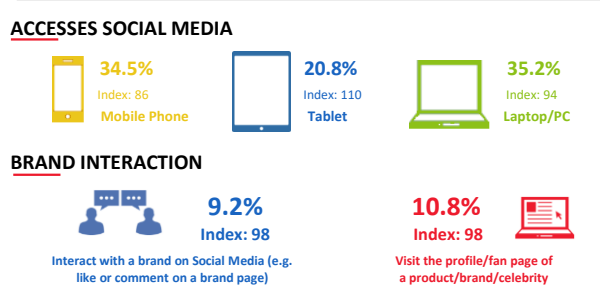
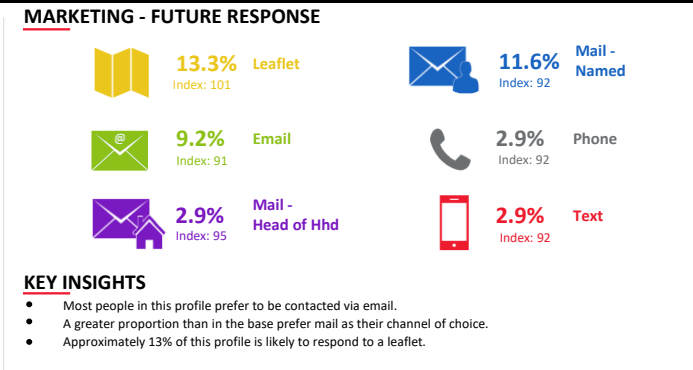
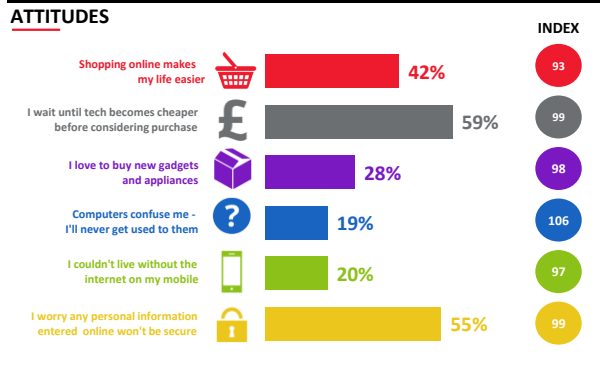
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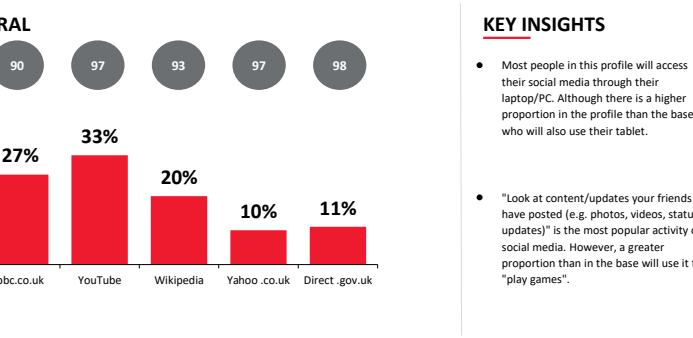
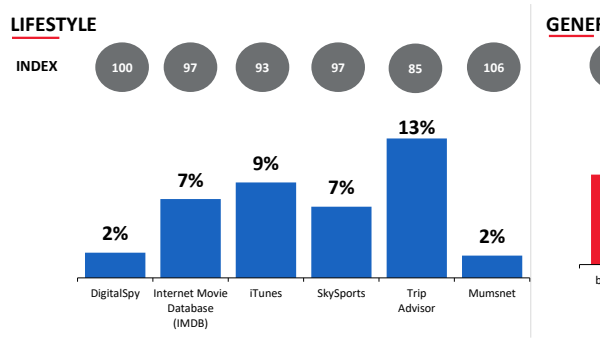
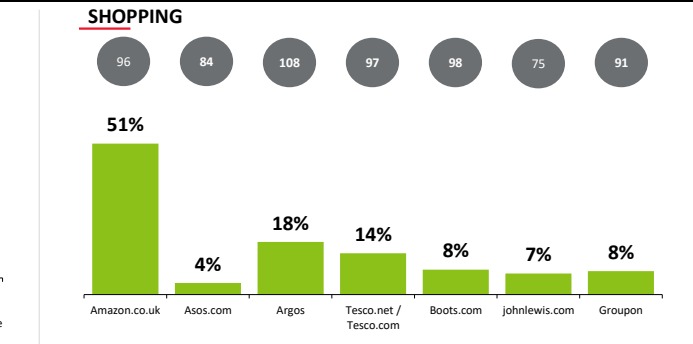
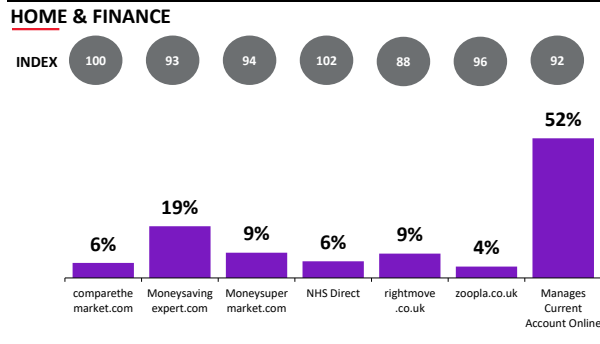
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



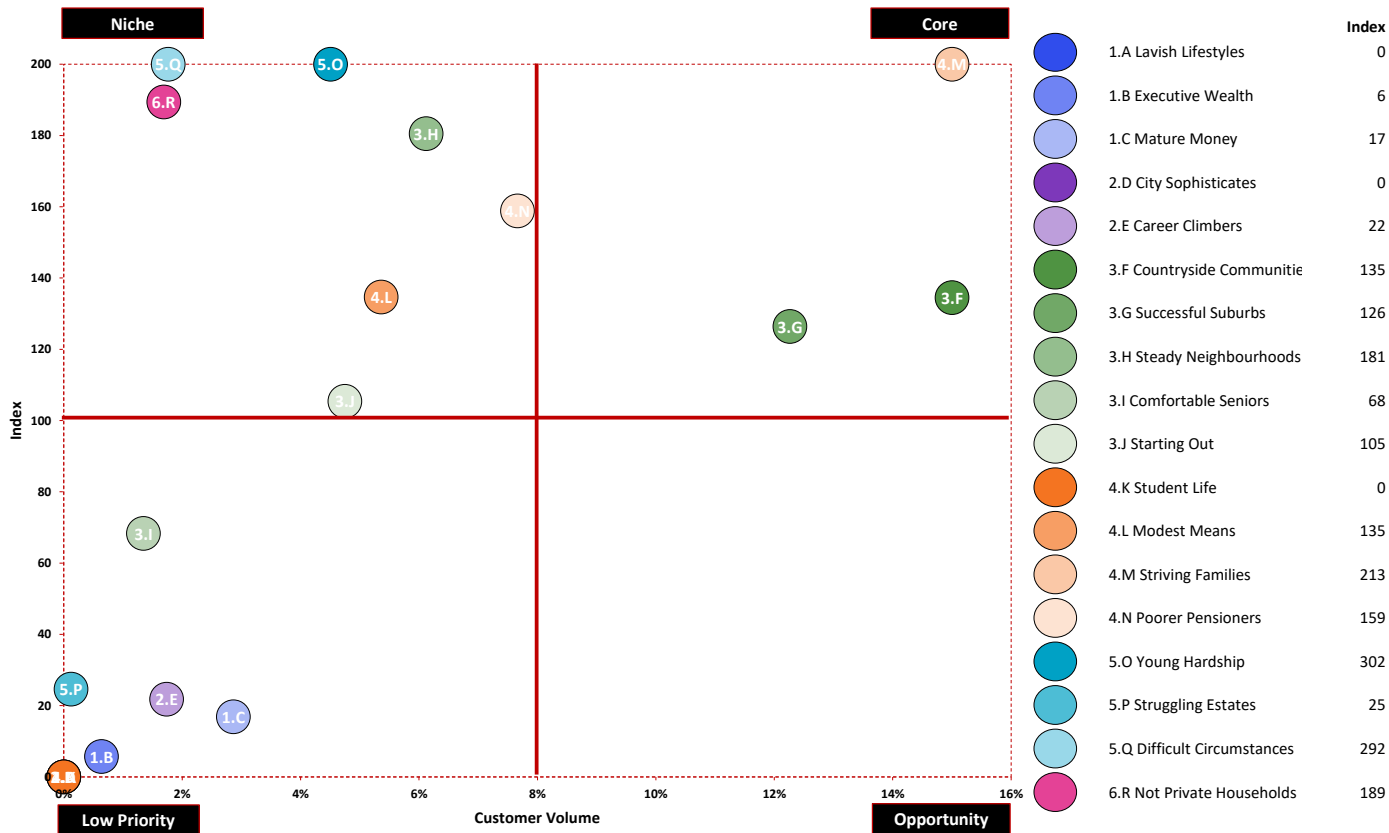
# ACORN CUSTOMER VIEW CHART



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

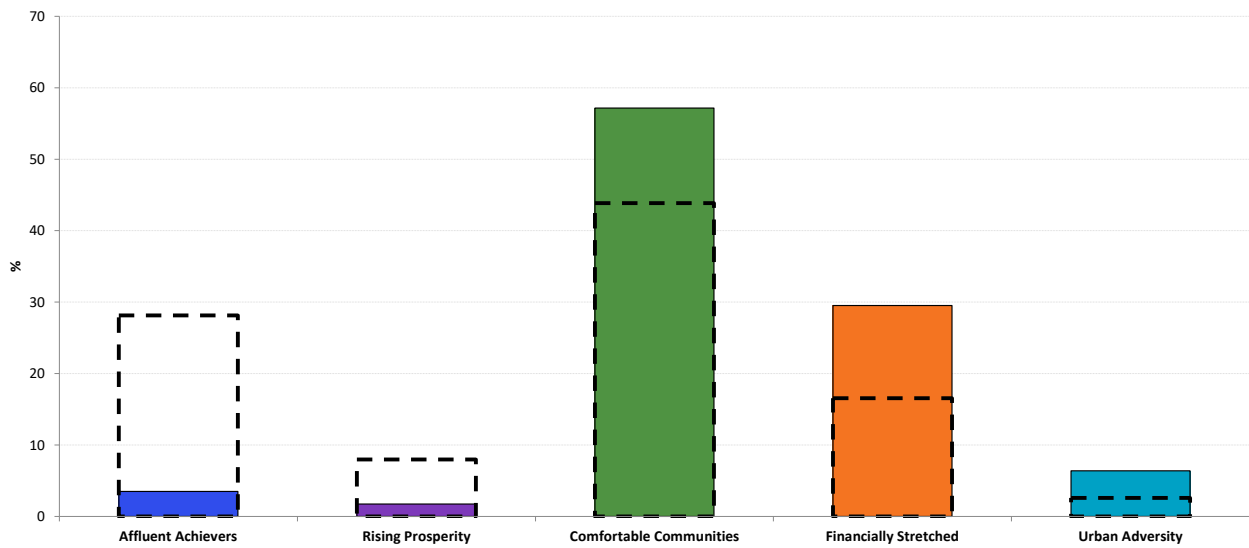


Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	143	3.5	10,818	28.1	1.3	-35.0	12			
2. Rising Prosperity	71	1.7	3,064	8.0	2.3	-14.7	22			
3. Comfortable Communities	2,335	57.2	16,871	43.9	13.8	17.1	130			
4. Financially Stretched	1,206	29.5	6,369	16.6	18.9	22.3	178			
5. Urban Adversity	261	6.4	996	2.6	26.2	15.3	247			
6. Not Private Households	69	1.7	343	0.9	20.1	5.4	189			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,085</b>		<b>38,461</b>		<b>10.6</b>					

### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



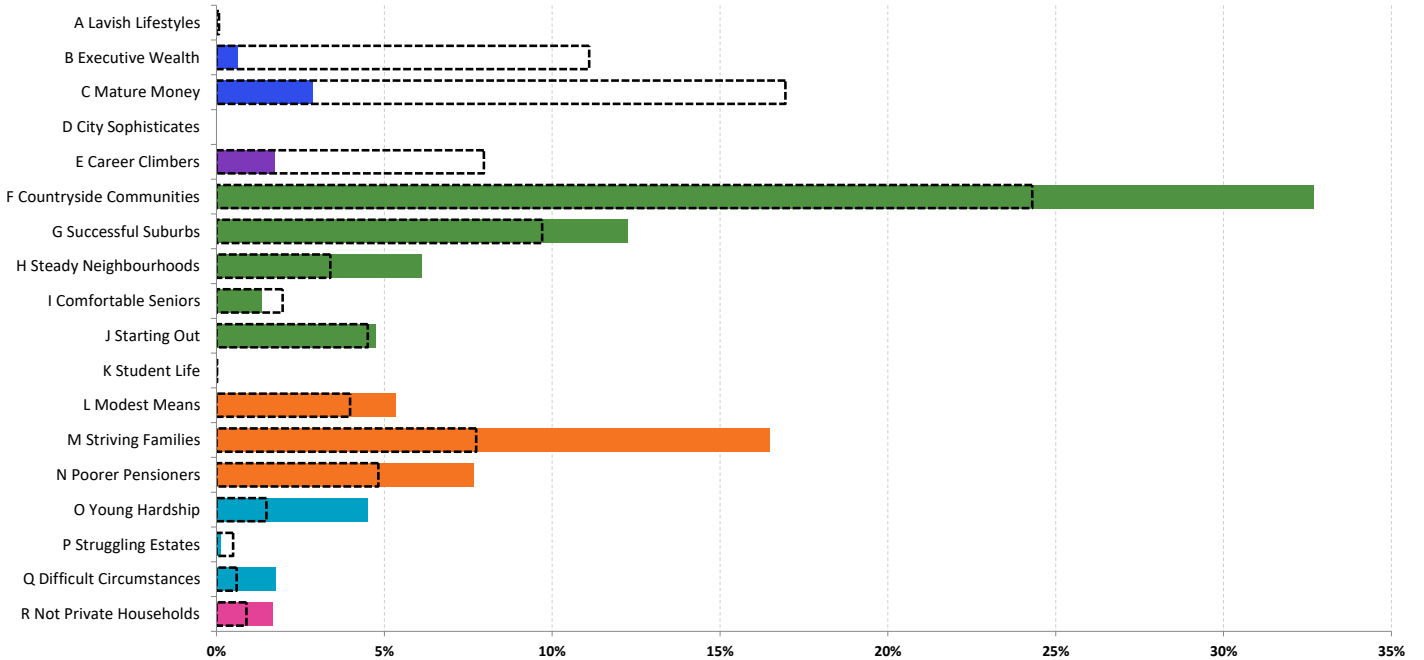
Profile:

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	29	0.1	0.0	-1.8	0			
1.B Executive Wealth	26	0.6	4,270	11.1	0.6	-21.3	6			
1.C Mature Money	117	2.9	6,519	16.9	1.8	-24.0	17			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	71	1.7	3,064	8.0	2.3	-14.7	22			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	1,335	32.7	9,345	24.3	14.3	12.5	135			
3.G Successful Suburbs	501	12.3	3,731	9.7	13.4	5.5	126			
3.H Steady Neighbourhoods	250	6.1	1,304	3.4	19.2	9.6	181			
3.I Comfortable Seniors	55	1.3	758	2.0	7.3	-2.9	68			
3.J Starting Out	194	4.7	1,733	4.5	11.2	0.7	105			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	7	0.0	0.0	-0.9	0			
4.L Modest Means	219	5.4	1,531	4.0	14.3	4.5	135			
4.M Striving Families	674	16.5	2,976	7.7	22.6	21.0	213			
4.N Poorer Pensioners	313	7.7	1,855	4.8	16.9	8.5	159			
<b>5. Urban Adversity</b>										
5.O Young Hardship	184	4.5	573	1.5	32.1	15.9	302			
5.P Struggling Estates	5	0.1	191	0.5	2.6	-3.4	25			
5.Q Difficult Circumstances	72	1.8	232	0.6	31.0	9.6	292			
<b>6. Not Private Households</b>										
6.R Not Private Households	69	1.7	343	0.9	20.1	5.4	189			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,085</b>		<b>38,461</b>		<b>10.6</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	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	29	0.1	0.0	-1.8	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	0	0.0	733	1.9	0.0	-8.9	0			
1.B.5 Wealthy countryside commuters	0	0.0	1,017	2.6	0.0	-10.5	0			
1.B.6 Financially comfortable families	26	0.6	1,743	4.5	1.5	-12.0	14			
1.B.7 Affluent professionals	0	0.0	12	0.0	0.0	-1.1	0			
1.B.8 Prosperous suburban families	0	0.0	17	0.0	0.0	-1.3	0			
1.B.9 Well-off edge of towners	0	0.0	748	1.9	0.0	-9.0	0			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	11	0.3	4,426	11.5	0.2	-22.5	2			
1.C.11 Settled suburbia, older people	0	0.0	259	0.7	0.0	-5.3	0			
1.C.12 Retired and empty nesters	106	2.6	1,341	3.5	7.9	-3.1	74			
1.C.13 Upmarket downsizers	0	0.0	493	1.3	0.0	-7.3	0			
<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	71	1.7	2,280	5.9	3.1	-11.3	29			
2.E.19 First time buyers in small, modern homes	0	0.0	784	2.0	0.0	-9.2	0			
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	74	1.8	1,036	2.7	7.1	-3.5	67			
3.F.22 Larger families in rural areas	330	8.1	3,835	10.0	8.6	-4.0	81			
3.F.23 Owner occupiers in small towns and villages	931	22.8	4,474	11.6	20.8	22.2	196			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	222	5.4	1,444	3.8	15.4	5.6	145			
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	279	6.8	2,287	5.9	12.2	2.4	115			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	10	0.2	96	0.2	10.4	-0.1	98			
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	240	5.9	1,208	3.1	19.9	10.0	187			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	55	1.3	648	1.7	8.5	-1.7	80			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	110	0.3	0.0	-3.4	0			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	0	0.0	678	1.8	0.0	-8.6	0			
3.J.33 Smaller houses and starter homes	194	4.7	1,055	2.7	18.4	7.8	173			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
4.K.34 Student flats and halls of residence	0	0.0	7	0.0	0.0	-0.9	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	55	1.3	379	1.0	14.5	2.3	137			
4.L.38 Semi-skilled workers in traditional neighbourhoods	164	4.0	844	2.2	19.4	7.9	183			
4.L.39 Fading owner occupied terraces	0	0.0	308	0.8	0.0	-5.7	0			
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	563	13.8	2,447	6.4	23.0	19.4	217			
4.M.42 Struggling young families in post-war terraces	61	1.5	479	1.2	12.7	1.4	120			
4.M.43 Families in right-to-buy estates	50	1.2	50	0.1	100.0	19.4	942			
4.M.44 Post-war estates, limited means	0	0.0	0	0.0	0.0	0.0	0			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	55	1.3	786	2.0	7.0	-3.1	66			
4.N.46 Elderly people in social rented flats	26	0.6	180	0.5	14.4	1.6	136			
4.N.47 Low income older people in smaller semis	232	5.7	770	2.0	30.1	16.8	284			
4.N.48 Pensioners and singles in social rented flats	0	0.0	119	0.3	0.0	-3.6	0			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	84	2.1	287	0.7	29.3	9.7	276			
5.O.50 Struggling younger people in mixed tenure	100	2.4	286	0.7	35.0	12.7	329			
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	0	0.0	70	0.2	0.0	-2.7	0			
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	5	0.1	121	0.3	4.1	-2.2	39			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	32	0.8	177	0.5	18.1	3.1	170			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	0	0.0	0.0	0.0	0			
5.Q.59 Deprived areas and high-rise flats	40	1.0	55	0.1	72.7	14.1	685			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	0	0.0	115	0.3	0.0	-3.5	0			
6.R.61 Inactive Communal Population	69	1.7	228	0.6	30.3	9.1	285			
6.R.62 Business addresses without residential population	38	0.9	336	0.9	11.3	0.4				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>4,085</b>		<b>38,461</b>		<b>10.6</b>					