

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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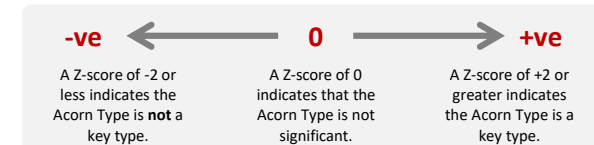
INTERPRETING THE REPORT

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: **March 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	75 plus	Social Grade	C1	Children At Home	0
House Tenure	Owned Outright	Household Income	£33k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	19%
18-24	7%
25-34	11%
35-49	18%
50-64	20%
65-74	13%
75+	11%

FAMILY

Couple - No Children	18%	INDEX: 97
Couple - With Children	18%	INDEX: 99
Lone Parent	6%	INDEX: 101
Single - No Children	14%	INDEX: 98
All Student/ Pensioner	28%	INDEX: 99

KEY INSIGHTS

- The average age of the population in the profiled households is slightly older when compared to the base.
- Households containing all pensioner or students occur more in this profile than in the base.
- 36.1% 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 retired than in the base.

INCOME

£0-£20k	36%	INDEX: 103
£20k-£40k	34%	INDEX: 100
£40k-£60k	18%	INDEX: 98
£60k-£80k	7%	INDEX: 96
£80k-£100k	3%	INDEX: 93
£100k+	2%	INDEX: 88

SOCIAL GRADE

AB	12%	INDEX: 99
C1	22%	INDEX: 101
C2	24%	INDEX: 99
D	12%	INDEX: 100
E	29%	INDEX: 102

EMPLOYMENT

Full-Time	38%	INDEX: 100
Part-Time	12%	INDEX: 99
Self-emp.	9%	INDEX: 92
Retired	15%	INDEX: 106
Unemp.	4%	INDEX: 101
Student	3%	INDEX: 98
Other	1%	INDEX: 99

MOTOR & HOME

CARS

No Cars	20%	INDEX: 105
1 Car	50%	INDEX: 103
2 Cars	24%	INDEX: 94
3+ Cars	6%	INDEX: 90

CAR TYPE

Mini/ Supermini	25%	INDEX: 106
Small Family Car	31%	INDEX: 101
Large Family Car	24%	INDEX: 95
Luxury/ Executive	2%	INDEX: 105
Sports/ 4x4/MPV	4%	INDEX: 75

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 mini/supermini.
- Terraced houses are 6.1% more likely than in the base.
- 40.8% of the households in the profile are likely to be owned outright.
- About 7% 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	41%	INDEX: 103
Owned Mortgage	30%	INDEX: 99
Private Rented	14%	INDEX: 102
Social Rented	15%	INDEX: 93

TYPE

Terraced	21%	INDEX: 106
Semi-	37%	INDEX: 101
Flat	11%	INDEX: 105
Detached	31%	INDEX: 94
Bungalow	20%	INDEX: 104

BEDROOMS

1	7%
2	27%
3	49%
4	14%
5+	3%

SIZE

1 Person	21%	INDEX: 106
2 People	41%	INDEX: 100
3-4 People	32%	INDEX: 98
5+ People	7%	INDEX: 95

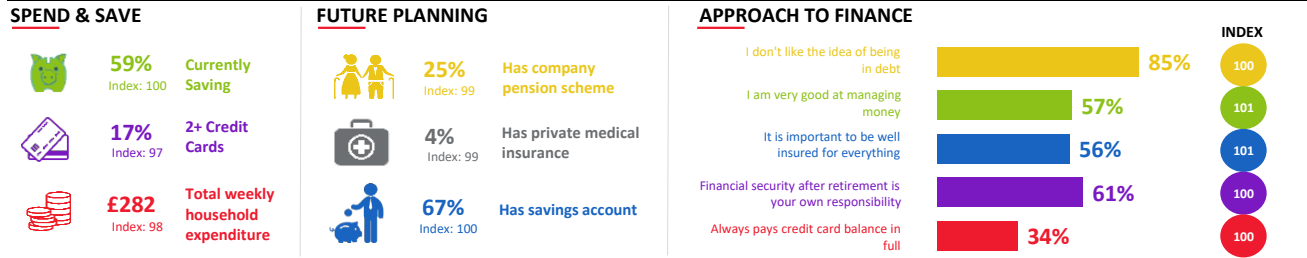
ACORN PROFILE OVERVIEW



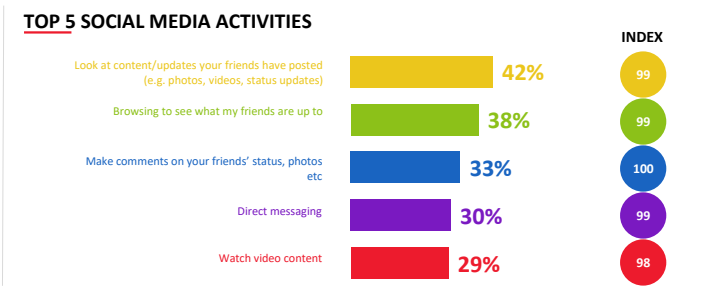
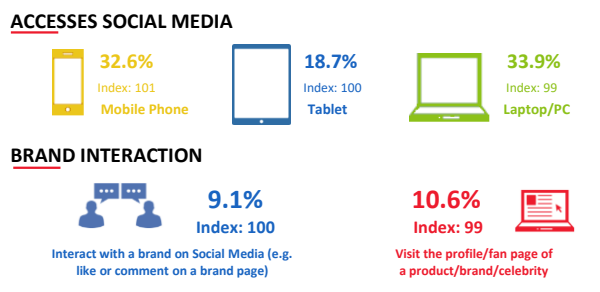
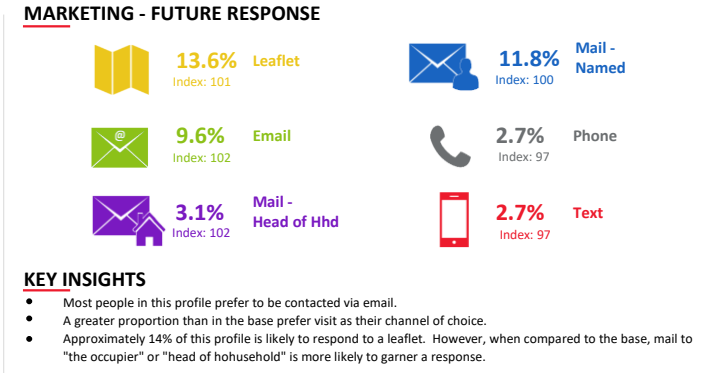
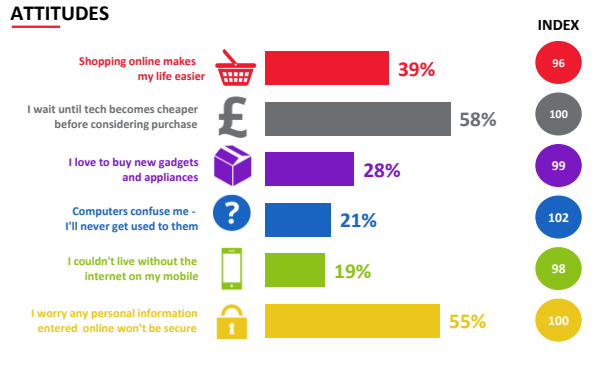
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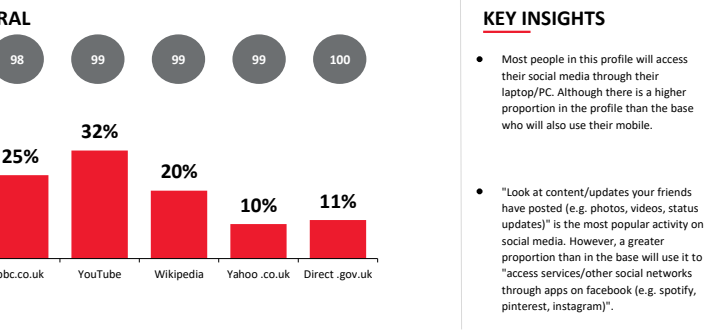
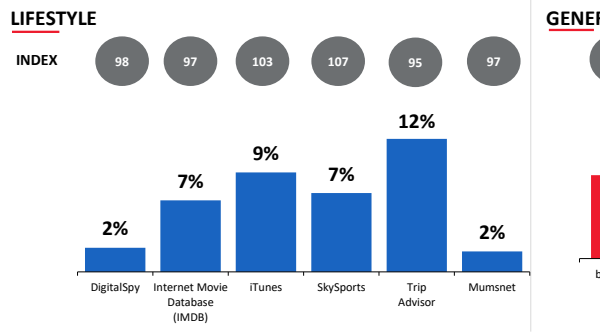
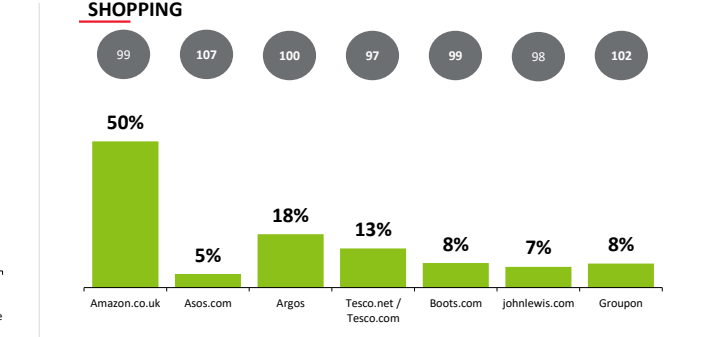
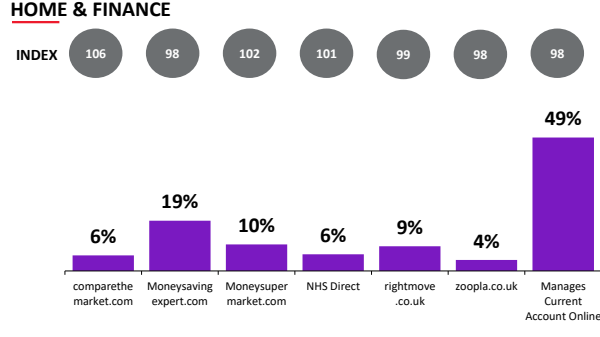
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



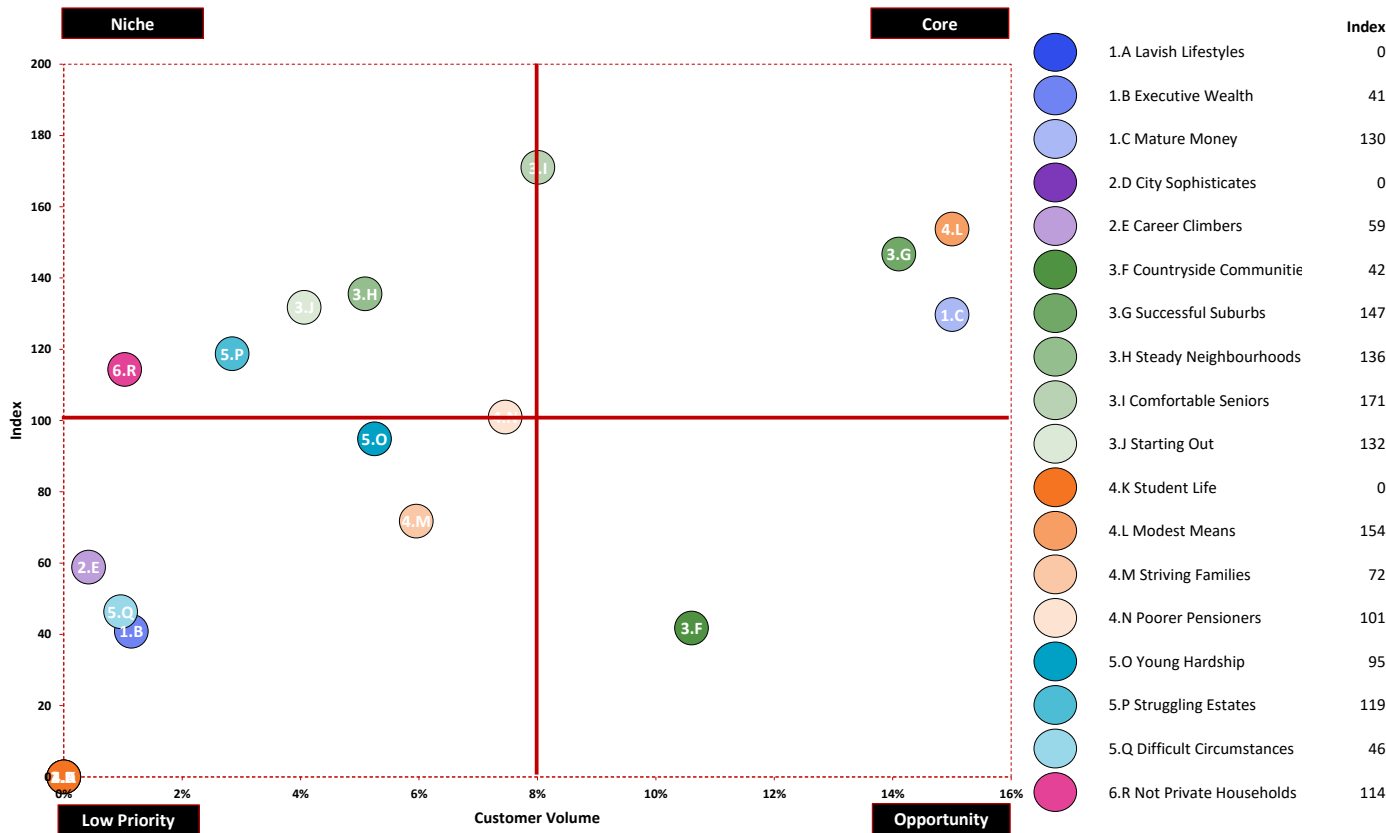
ACORN CUSTOMER VIEW CHART



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

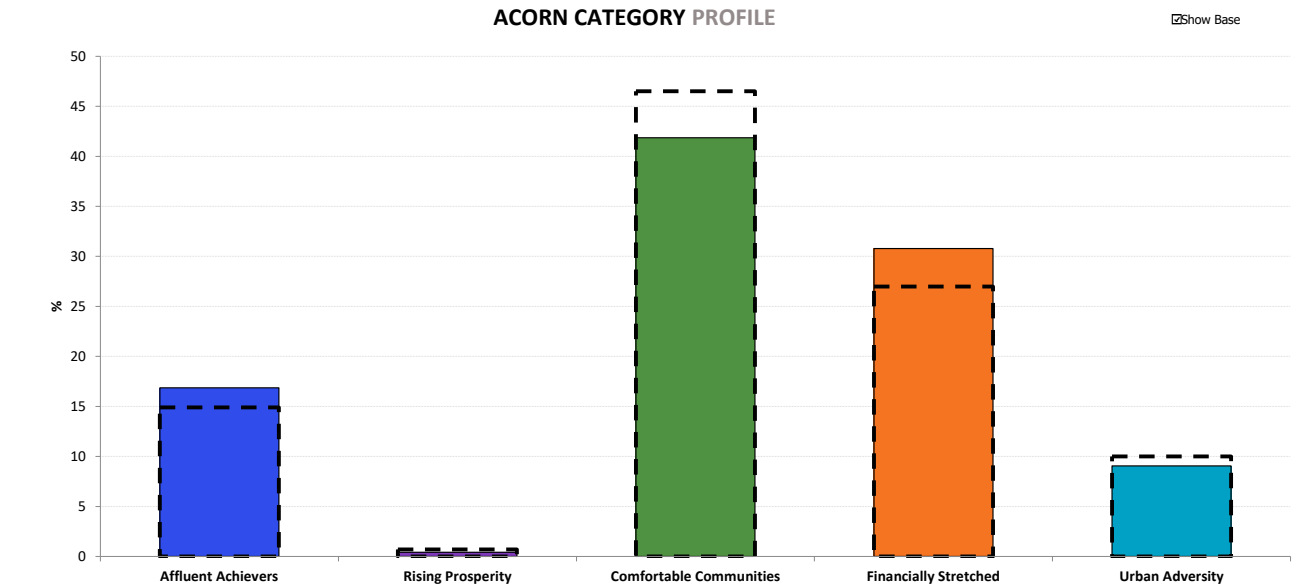


ACORN CATEGORY PROFILE



Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,773	16.9	6,836	14.9	25.9	5.6	113			
2. Rising Prosperity	44	0.4	326	0.7	13.5	-3.6	59			
3. Comfortable Communities	4,402	41.9	21,330	46.5	20.6	-9.6	90			
4. Financially Stretched	3,237	30.8	12,373	27.0	26.2	8.8	114			
5. Urban Adversity	952	9.1	4,586	10.0	20.8	-3.2	91			
6. Not Private Households	108	1.0	412	0.9	26.2	1.4	114			
Total (Excluding Business addresses without residential pop.)	10,516		45,863		22.9					



ACORN GROUP PROFILE



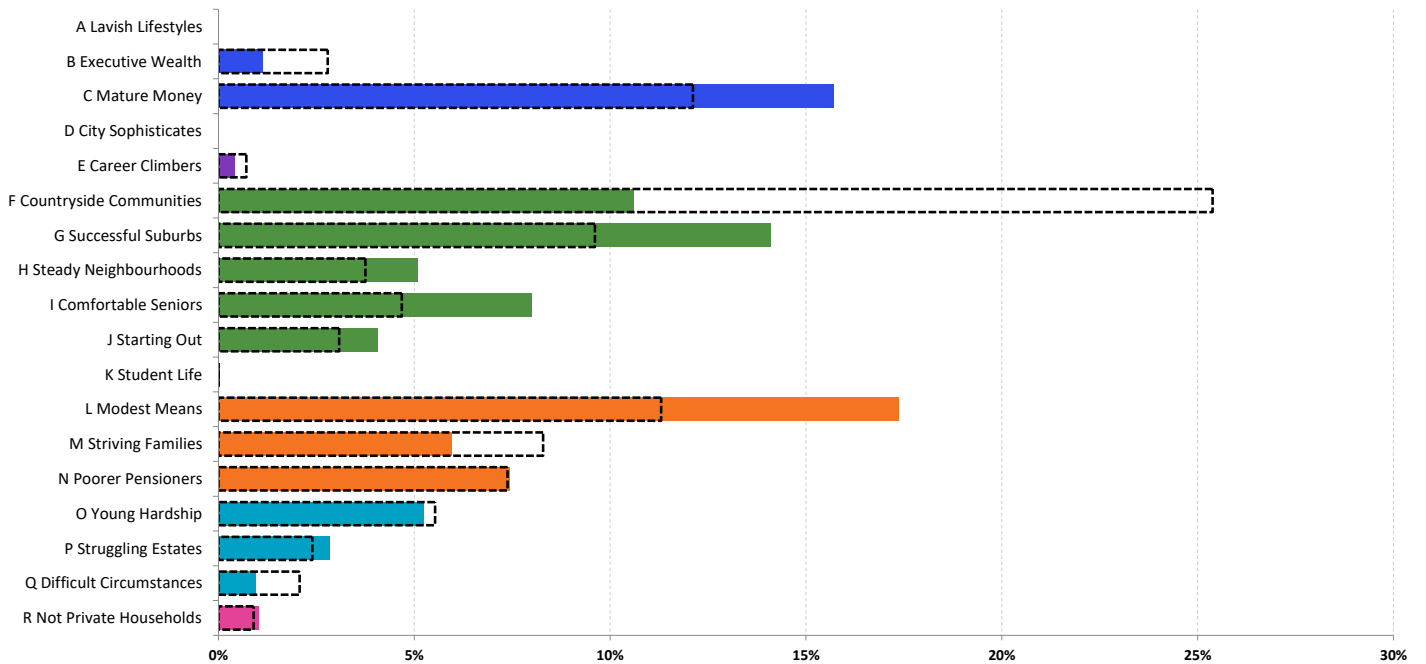
Profile:

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	120	1.1	1,280	2.8	9.4	-10.3	41			
1.C Mature Money	1,653	15.7	5,556	12.1	29.8	11.3	130			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	44	0.4	326	0.7	13.5	-3.6	59			
3. Comfortable Communities										
3.F Countryside Communities	1,115	10.6	11,641	25.4	9.6	-34.8	42			
3.G Successful Suburbs	1,483	14.1	4,408	9.6	33.6	15.6	147			
3.H Steady Neighbourhoods	535	5.1	1,721	3.8	31.1	7.2	136			
3.I Comfortable Seniors	842	8.0	2,147	4.7	39.2	16.1	171			
3.J Starting Out	427	4.1	1,413	3.1	30.2	5.8	132			
4. Financially Stretched										
4.K Student Life	0	0.0	3	0.0	0.0	-0.8	0			
4.L Modest Means	1,827	17.4	5,183	11.3	35.2	19.7	154			
4.M Striving Families	626	6.0	3,802	8.3	16.5	-8.7	72			
4.N Poorer Pensioners	784	7.5	3,385	7.4	23.2	0.3	101			
5. Urban Adversity										
5.O Young Hardship	552	5.2	2,538	5.5	21.7	-1.3	95			
5.P Struggling Estates	299	2.8	1,098	2.4	27.2	3.0	119			
5.Q Difficult Circumstances	101	1.0	950	2.1	10.6	-8.0	46			
6. Not Private Households										
6.R Not Private Households	108	1.0	412	0.9	26.2	1.4	114			
Total (Excluding Business addresses without residential pop.)	10,516		45,863		22.9					

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	32	0.3	120	0.3	26.7	0.9	116			
1.B.5 Wealthy countryside commuters	12	0.1	110	0.2	10.9	-2.6	48			
1.B.6 Financially comfortable families	72	0.7	986	2.1	7.3	-10.4	32			
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	-2.4	0			
1.B.9 Well-off edge of towners	4	0.0	38	0.1	10.5	-1.6	46			
1.C Mature Money										
1.C.10 Better-off villagers	0	0.0	36	0.1	0.0	-2.9	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	1,653	15.7	5,461	11.9	30.3	12.1	132			
1.C.13 Upmarket downsizers	0	0.0	59	0.1	0.0	-3.7	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	9	0.1	288	0.6	3.1	-7.0	14			
2.E.19 First time buyers in small, modern homes	35	0.3	38	0.1	92.1	8.9	402			
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	36	0.3	449	1.0	8.0	-6.6	35			
3.F.22 Larger families in rural areas	267	2.5	4,484	9.8	6.0	-25.0	26			
3.F.23 Owner occupiers in small towns and villages	812	7.7	6,708	14.6	12.1	-20.0	53			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	1,425	13.6	4,066	8.9	35.0	16.9	153			
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	58	0.6	342	0.7	17.0	-2.3	74			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	332	3.2	1,195	2.6	27.8	3.6	121			
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	203	1.9	526	1.1	38.6	7.5	168			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	822	7.8	2,086	4.5	39.4	16.1	172			
3.I.31 Elderly singles in purpose-built accommodation	20	0.2	61	0.1	32.8	1.6	143			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	6	0.0	0.0	-1.2	0			
3.J.33 Smaller houses and starter homes	427	4.1	1,407	3.1	30.3	5.9	132			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	2	0.0	0.0	-0.7	0			
4.K.35 Term-time terraces	0	0.0	1	0.0	0.0	-0.5	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	250	2.4	667	1.5	37.5	7.9	163			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,122	10.7	3,077	6.7	36.5	16.2	159			
4.L.39 Fading owner occupied terraces	455	4.3	1,439	3.1	31.6	7.0	138			
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	10	0.1	1,153	2.5	0.9	-15.8	4			
4.M.42 Struggling young families in post-war terraces	113	1.1	644	1.4	17.5	-2.9	77			
4.M.43 Families in right-to-buy estates	284	2.7	1,474	3.2	19.3	-3.0	84			
4.M.44 Post-war estates, limited means	219	2.1	531	1.2	41.2	8.9	180			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	341	3.2	651	1.4	52.4	15.8	228			
4.N.46 Elderly people in social rented flats	82	0.8	398	0.9	20.6	-1.0	90			
4.N.47 Low income older people in smaller semis	353	3.4	1,963	4.3	18.0	-4.7	78			
4.N.48 Pensioners and singles in social rented flats	8	0.1	373	0.8	2.1	-8.4	9			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	399	3.8	1,247	2.7	32.0	6.8	140			
5.O.50 Struggling younger people in mixed tenure	153	1.5	786	1.7	19.5	-2.0	85			
5.O.51 Young people in small, low cost terraces	0	0.0	505	1.1	0.0	-10.8	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	17	0.2	381	0.8	4.5	-7.6	19			
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	282	2.7	717	1.6	39.3	9.2	172			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	23	0.2	367	0.8	6.3	-6.7	27			
5.Q.58 Singles and young families, some receiving benefits	49	0.5	229	0.5	21.4	-0.5	93			
5.Q.59 Deprived areas and high-rise flats	29	0.3	354	0.8	8.2	-5.8	36			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	29	0.3	163	0.4	17.8	-1.4	78			
6.R.61 Inactive Communal Population	79	0.8	249	0.5	31.7	2.9	138			
6.R.62 Business addresses without residential population	133	1.3	424	0.9	31.4	3.6				
Total (Excluding Business addresses without residential pop.)	10,516		45,863		22.9					