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

Click here for more...

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

100

An index of under 100 shows below average representation.	An index of 100 shows that the proportion of customers is the same as the base.	An index of over 100 shows above average representation.

Z-SCORE

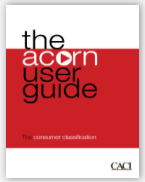
-ve ← 0 → +ve

A Z-score of -2 or less indicates the Acorn Type is **not** a key type.	A Z-score of 0 indicates that the Acorn Type is not significant.	A Z-score of +2 or greater indicates the Acorn Type is a key type.

ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide | **Technical Guide** | **Online Microsite**



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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 Communties	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

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ACORN PROFILE OVERVIEW

Profile: St Ives 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.

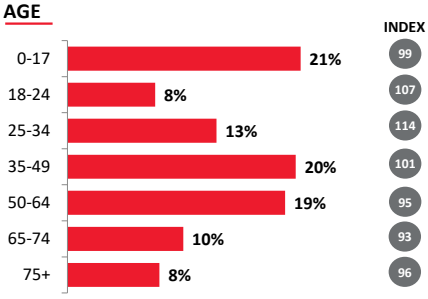
KEY FEATURES

(Based on most over-represented in the profile)

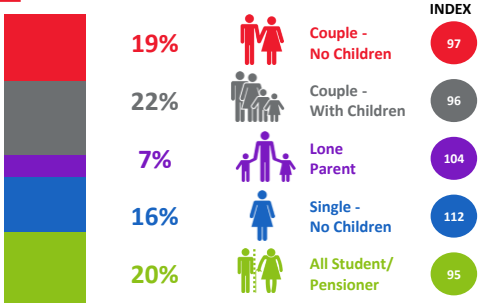
Age	25-34	Social Grade	C1	Children At Home	0
House Tenure	Private Rented	Household Income	£41k	Social Media Usage	Medium

DEMOGRAPHICS

AGE



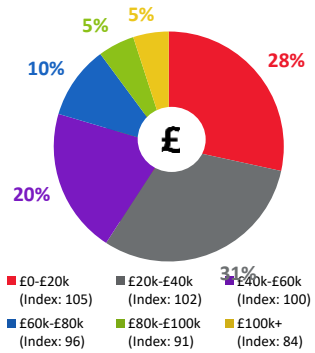
FAMILY



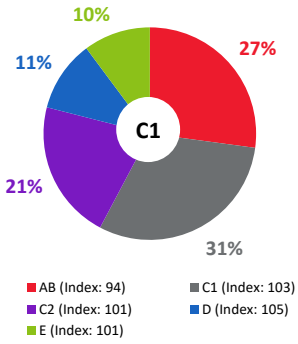
KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing singles with no children occur more in this profile than in the base.
- 28.4% 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.

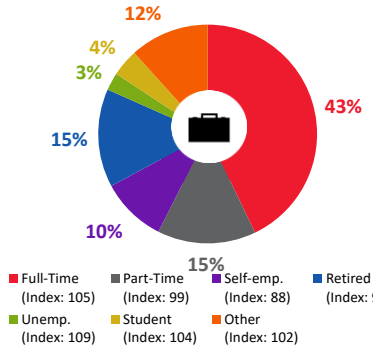
INCOME



SOCIAL GRADE

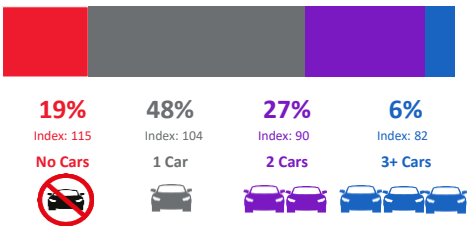


EMPLOYMENT

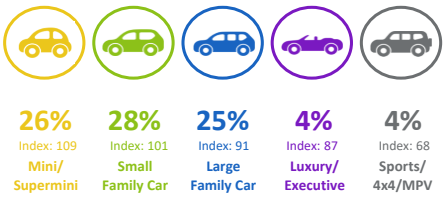


MOTOR & HOME

CARS



CAR TYPE



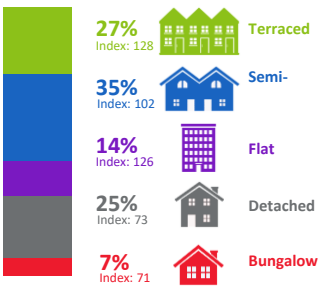
KEY INSIGHTS

- 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 27.6% more likely than in the base.
- 17.8% of the households in the profile are likely to be private rented.
- 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.

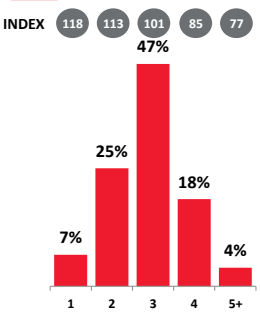
TENURE

34% Index: 94	Owned Outright	18% Index: 121	Private Rented
35% Index: 102	Owned Mortgage	12% Index: 88	Social Rented

TYPE



BEDROOMS



SIZE

1 Person	18% Index: 108	2 People	38% Index: 98
3-4 People	37% Index: 100	5+ People	8% Index: 96

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FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE

- 60% (Index: 99) Currently Saving
- 19% (Index: 95) 2+ Credit Cards
- £304 (Index: 98) Total weekly household expenditure

FUTURE PLANNING

- 30% (Index: 105) Has company pension scheme
- 5% (Index: 94) Has private medical insurance
- 67% (Index: 98) Has savings account

APPROACH TO FINANCE

		INDEX
I don't like the idea of being in debt	85%	99
I am very good at managing money	56%	98
It is important to be well insured for everything	55%	99
Financial security after retirement is your own responsibility	62%	98
Always pays credit card balance in full	35%	96

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

		INDEX
Shopping online makes my life easier	44%	99
I wait until tech becomes cheaper before considering purchase	59%	99
I love to buy new gadgets and appliances	32%	104
Computers confuse me - I'll never get used to them	17%	96
I couldn't live without the internet on my mobile	23%	106
I worry any personal information entered online won't be secure	55%	99

MARKETING - FUTURE RESPONSE

- 13.4% (Index: 101) Leaflet
- 12.0% (Index: 97) Mail - Named
- 10.6% (Index: 102) Email
- 3.0% (Index: 98) Phone
- 3.1% (Index: 102) Mail - Head of Hhd
- 3.0% (Index: 98) Text

KEY INSIGHTS

- Most people in this profile prefer to be contacted via visit.
- A greater proportion than in the base prefer visit as their channel of choice.
- Approximately 13% of this profile is likely to respond to a leaflet. However, when compared to the base, an email is more likely to garner a response.

ACCESSES SOCIAL MEDIA

- 38.1% (Index: 104) Mobile Phone
- 21.6% (Index: 109) Tablet
- 36.4% (Index: 102) Laptop/PC

BRAND INTERACTION

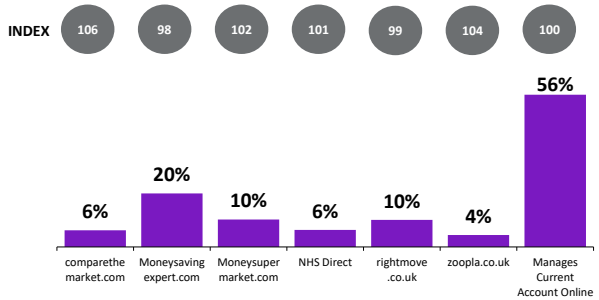
- 10.2% (Index: 102) Interact with a brand on Social Media (e.g. like or comment on a brand page)
- 11.7% (Index: 101) Visit the profile/fan page of a product/brand/celebrity

TOP 5 SOCIAL MEDIA ACTIVITIES

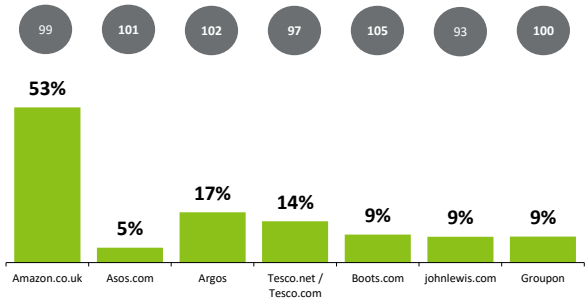
		INDEX
Browsing to see what my friends are up to	42%	101
Make comments on your friends' status, photos etc	35%	101
Direct messaging	33%	102
Watch video content	33%	101
Play games	22%	105

WEBSITES

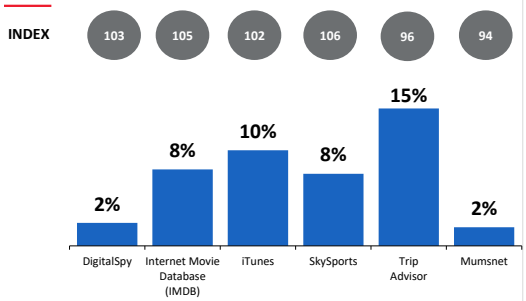
HOME & FINANCE



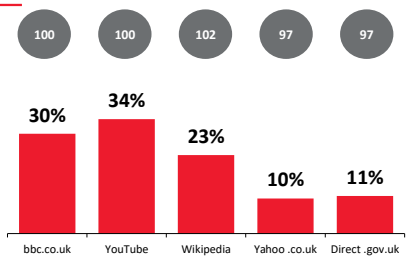
SHOPPING



LIFESTYLE



GENERAL



KEY INSIGHTS

- Most people in this profile will access their social media through their mobile. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "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 "play games".

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ACORN CUSTOMER VIEW CHART

Profile: **St Ives Profile**
Huntingdonshire 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

	Index
1.A Lavish Lifestyles	0
1.B Executive Wealth	72
1.C Mature Money	63
2.D City Sophisticates	0
2.E Career Climbers	128
3.F Countryside Communitie	9
3.G Successful Suburbs	168
3.H Steady Neighbourhoods	190
3.I Comfortable Seniors	124
3.J Starting Out	203
4.K Student Life	0
4.L Modest Means	185
4.M Striving Families	55
4.N Poorer Pensioners	139
5.O Young Hardship	119
5.P Struggling Estates	65
5.Q Difficult Circumstances	81
6.R Not Private Households	13

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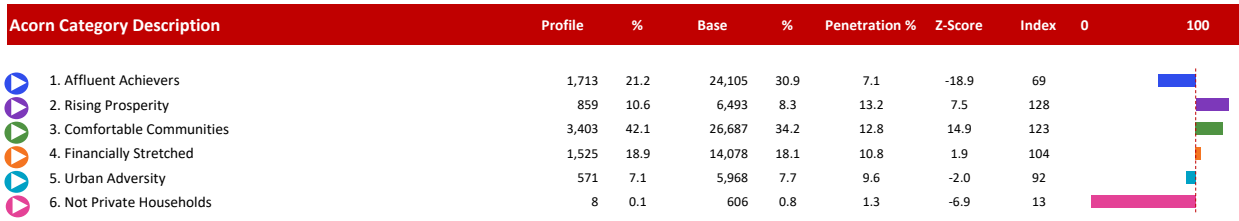
ACORN CATEGORY PROFILE

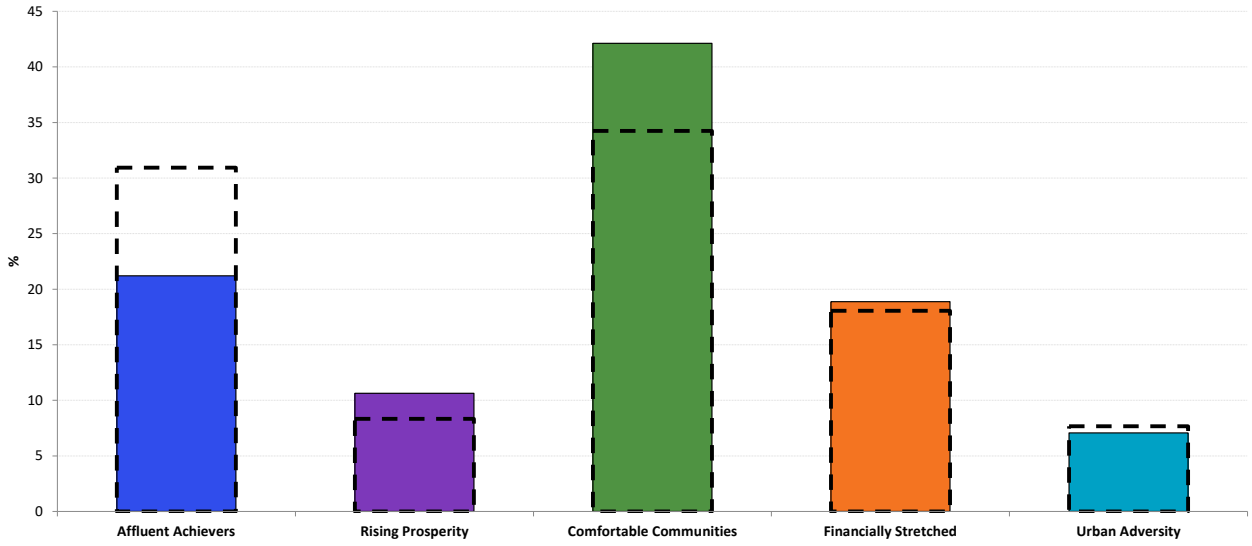
Profile: St Ives Profile
Base: Huntingdonshire Profile

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers	1,713	21.2	24,105	30.9	7.1	-18.9	69
2. Rising Prosperity	859	10.6	6,493	8.3	13.2	7.5	128
3. Comfortable Communities	3,403	42.1	26,687	34.2	12.8	14.9	123
4. Financially Stretched	1,525	18.9	14,078	18.1	10.8	1.9	104
5. Urban Adversity	571	7.1	5,968	7.7	9.6	-2.0	92
6. Not Private Households	8	0.1	606	0.8	1.3	-6.9	13
Total (Excluding Business addresses without residential pop.)	**8,079**		**77,937**		**10.4**		



ACORN CATEGORY PROFILE

☑Show Base



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ACORN GROUP PROFILE

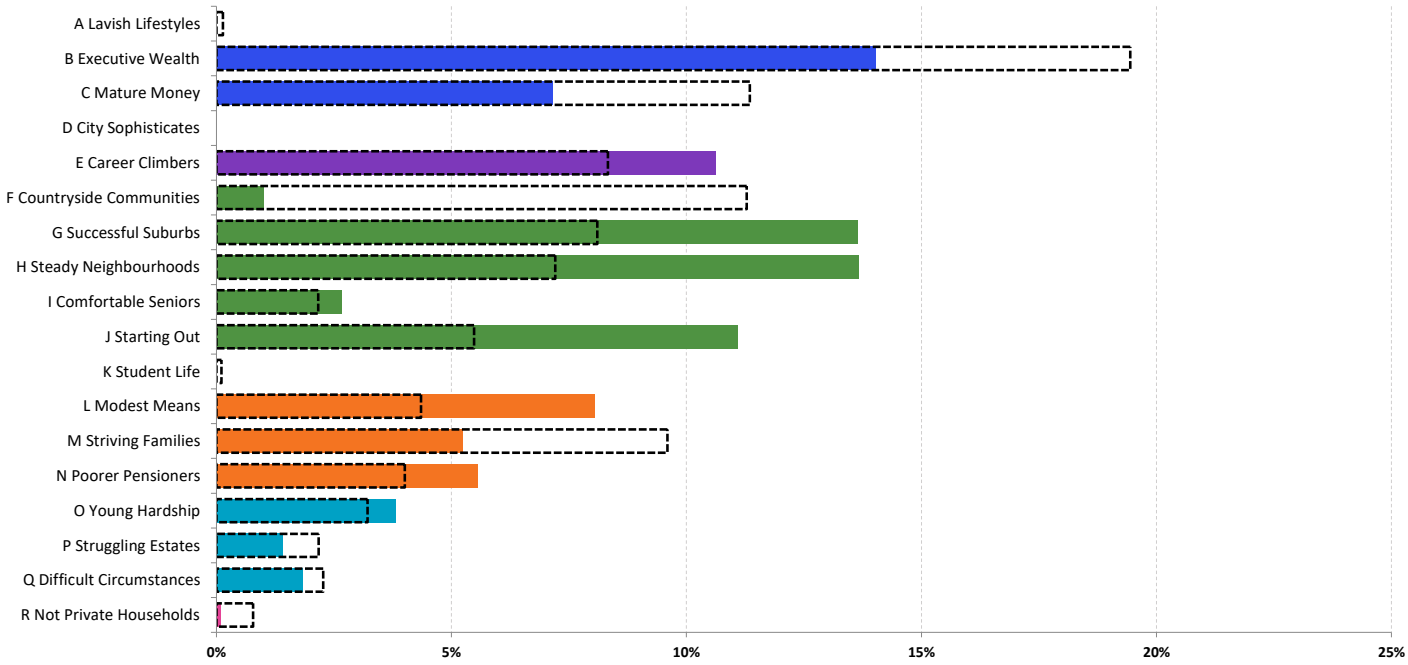
Profile: St Ives Profile
Huntingdonshire Profile

Sort by: ◉ Acorn Group ○ Index ○ Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	106	0.1	0.0	-3.3	0
1.B Executive Wealth	1,134	14.0	15,154	19.4	7.5	-12.3	72
1.C Mature Money	579	7.2	8,845	11.3	6.5	-11.9	63
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0
2.E Career Climbers	859	10.6	6,493	8.3	13.2	7.5	128
3. Comfortable Communities							
3.F Countryside Communities	82	1.0	8,793	11.3	0.9	-29.2	9
3.G Successful Suburbs	1,103	13.7	6,317	8.1	17.5	18.3	168
3.H Steady Neighbourhoods	1,105	13.7	5,619	7.2	19.7	22.5	190
3.I Comfortable Seniors	216	2.7	1,686	2.2	12.8	3.2	124
3.J Starting Out	897	11.1	4,272	5.5	21.0	22.2	203
4. Financially Stretched							
4.K Student Life	0	0.0	83	0.1	0.0	-2.9	0
4.L Modest Means	651	8.1	3,392	4.4	19.2	16.3	185
4.M Striving Families	424	5.2	7,479	9.6	5.7	-13.3	55
4.N Poorer Pensioners	450	5.6	3,124	4.0	14.4	7.2	139
5. Urban Adversity							
5.O Young Hardship	308	3.8	2,504	3.2	12.3	3.1	119
5.P Struggling Estates	114	1.4	1,695	2.2	6.7	-4.7	65
5.Q Difficult Circumstances	149	1.8	1,769	2.3	8.4	-2.6	81
6. Not Private Households							
6.R Not Private Households	8	0.1	606	0.8	1.3	-6.9	13
Total (Excluding Business addresses without residential pop.)	**8,079**		**77,937**		**10.4**		

ACORN GROUP PROFILE

☑ Show Base



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ACORN TYPE PROFILE

acorn

Profile: St Ives Profile
Huntingdonshire Profile

Sort by: ◉Acorn Type ○Index ○Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Affluent Achievers							
1.A. Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	1	0.0	0.0	-0.3	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	-3.3	0
1.B Executive Wealth							
1.B.4 Asset rich families	350	4.3	3,329	4.3	10.5	0.3	101
1.B.5 Wealthy countryside commuters	28	0.3	3,127	4.0	0.9	-16.8	9
1.B.6 Financially comfortable families	457	5.7	5,639	7.2	8.1	-5.5	78
1.B.7 Affluent professionals	20	0.2	20	0.0	100.0	12.5	965
1.B.8 Prosperous suburban families	3	0.0	30	0.0	10.0	-0.1	96
1.B.9 Well-off edge of towners	276	3.4	3,009	3.9	9.2	-2.1	88
1.C Mature Money							
1.C.10 Better-off villagers	93	1.2	5,904	7.6	1.6	-21.8	15
1.C.11 Settled suburbia, older people	192	2.4	405	0.5	47.4	23.2	457
1.C.12 Retired and empty nesters	145	1.8	1,927	2.5	7.5	-3.9	73
1.C.13 Upmarket downsizers	149	1.8	609	0.8	24.5	10.9	236
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	302	3.7	4,162	5.3	7.3	-6.4	70
2.E.19 First time buyers in small, modern homes	557	6.9	2,331	3.0	23.9	20.6	231
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	0	0.0	808	1.0	0.0	-9.2	0
3.F.22 Larger families in rural areas	0	0.0	2,647	3.4	0.0	-16.9	0
3.F.23 Owner occupiers in small towns and villages	82	1.0	5,338	6.8	1.5	-20.8	15
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	516	6.4	2,940	3.8	17.6	12.3	169
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	587	7.3	3,377	4.3	17.4	12.9	168
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	305	3.8	1,252	1.6	24.4	15.5	235
3.H.28 Owner occupied terraces, average income	15	0.2	35	0.0	42.9	6.0	413
3.H.29 Established suburbs, older families	785	9.7	4,332	5.6	18.1	16.3	175
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	216	2.7	1,103	1.4	19.6	9.6	189
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	583	0.7	0.0	-7.8	0
3.J Starting Out							
3.J.32 Educated families in terraces, young children	430	5.3	1,237	1.6	34.8	26.9	335
3.J.33 Smaller houses and starter homes	467	5.8	3,035	3.9	15.4	8.8	148
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	1	0.0	0.0	-0.3	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	82	0.1	0.0	-2.9	0
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	39	0.5	740	0.9	5.3	-4.3	51
4.L.38 Semi-skilled workers in traditional neighbourhoods	110	1.4	1,393	1.8	7.9	-2.9	76
4.L.39 Fading owner occupied terraces	502	6.2	1,259	1.6	39.9	32.8	385
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	100	1.2	3,278	4.2	3.1	-13.3	29
4.M.42 Struggling young families in post-war terraces	138	1.7	2,829	3.6	4.9	-9.2	47
4.M.43 Families in right-to-buy estates	137	1.7	859	1.1	15.9	5.1	154
4.M.44 Post-war estates, limited means	49	0.6	513	0.7	9.6	-0.6	92
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	73	0.9	435	0.6	16.8	4.2	162
4.N.46 Elderly people in social rented flats	102	1.3	731	0.9	14.0	3.0	135
4.N.47 Low income older people in smaller semis	71	0.9	1,447	1.9	4.9	-6.5	47
4.N.48 Pensioners and singles in social rented flats	204	2.5	511	0.7	39.9	20.8	385
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	134	1.7	1,206	1.5	11.1	0.8	107
5.O.50 Struggling younger people in mixed tenure	87	1.1	1,065	1.4	8.2	-2.2	79
5.O.51 Young people in small, low cost terraces	87	1.1	233	0.3	37.3	12.8	360
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	37	0.5	855	1.1	4.3	-5.5	42
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	77	1.0	840	1.1	9.2	-1.1	88
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	11	0.1	751	1.0	1.5	-7.6	14
5.Q.58 Singles and young families, some receiving benefits	120	1.5	826	1.1	14.5	3.7	140
5.Q.59 Deprived areas and high-rise flats	18	0.2	192	0.2	9.4	-0.4	90
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.1	122	0.2	4.9	-1.9	47
6.R.61 Inactive Communal Population	2	0.0	484	0.6	0.4	-6.8	4
6.R.62 Business addresses without residential population	247	3.1	1,331	1.7	18.6	9.4	
Total (Excluding Business addresses without residential pop.)	**8,079**		**77,937**		**10.4**		

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