

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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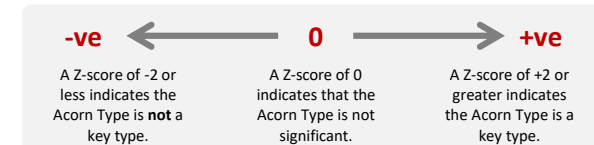
INTERPRETING THE REPORT

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: **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

Age Group	Percentage
0-17	21%
18-24	8%
25-34	13%
35-49	20%
50-64	19%
65-74	10%
75+	8%

FAMILY

Family Type	Percentage	Index
Couple - No Children	19%	97
Couple - With Children	22%	96
Lone Parent	7%	104
Single - No Children	16%	112
All Student/Pensioner	20%	95

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

Income Range	Percentage	Index
£0-£20k	28%	105
£20k-£40k	31%	102
£40k-£60k	20%	100
£60k-£80k	10%	96
£80k-£100k	5%	91
£100k+	5%	84

SOCIAL GRADE

Social Grade	Percentage	Index
AB	10%	94
C1	27%	103
C2	21%	101
D	11%	105
E	10%	101

EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	43%	105
Part-Time	15%	99
Self-emp.	12%	88
Retired	10%	94
Unemp.	4%	109
Student	3%	104
Other	4%	102

MOTOR & HOME

CARS

Cars	Percentage	Index
No Cars	19%	115
1 Car	48%	104
2 Cars	27%	90
3+ Cars	6%	82

CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	26%	109
Small Family Car	28%	101
Large Family Car	25%	91
Luxury/Executive	4%	87
Sports/4x4/MPV	4%	68

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

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

TYPE

Property Type	Percentage	Index
Terraced	27%	128
Semi-detached	35%	102
Flat	14%	126
Detached	25%	73
Bungalow	7%	71

BEDROOMS

Bedrooms	Percentage	Index
1	7%	118
2	25%	113
3	47%	101
4	18%	85
5+	4%	77

SIZE

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

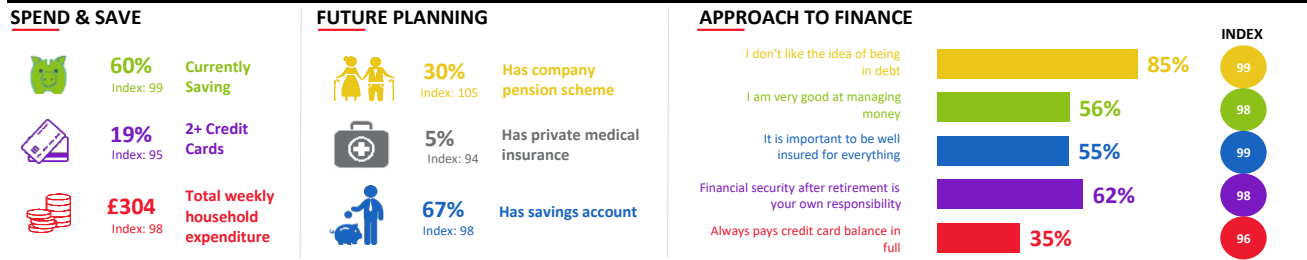
ACORN PROFILE OVERVIEW



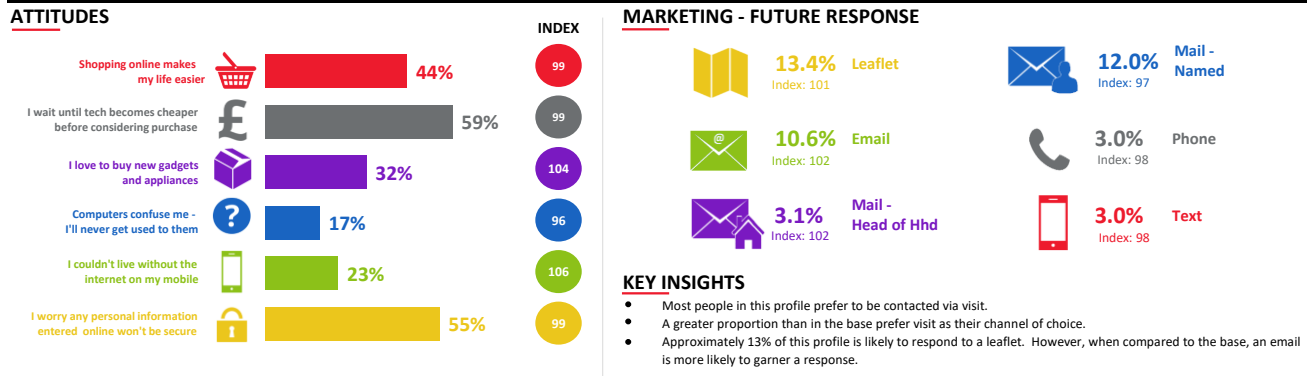
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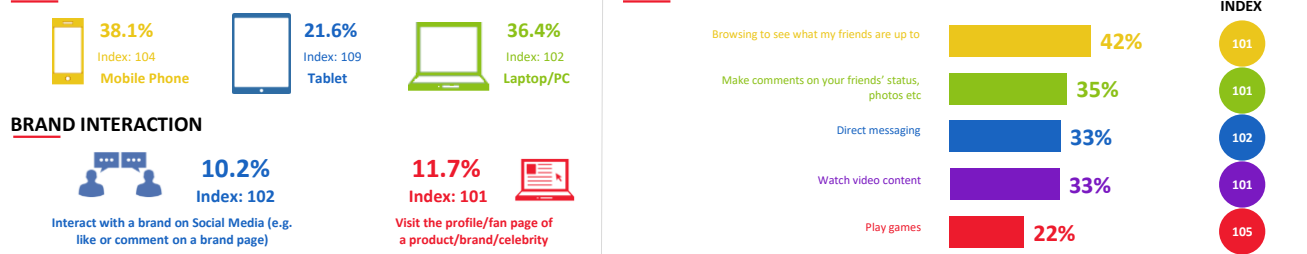
FINANCIAL BEHAVIOUR & ATTITUDES



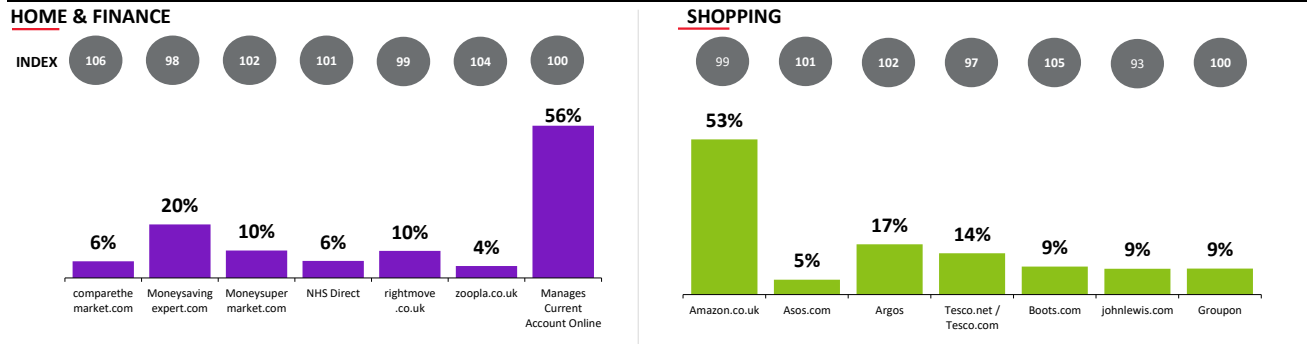
CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



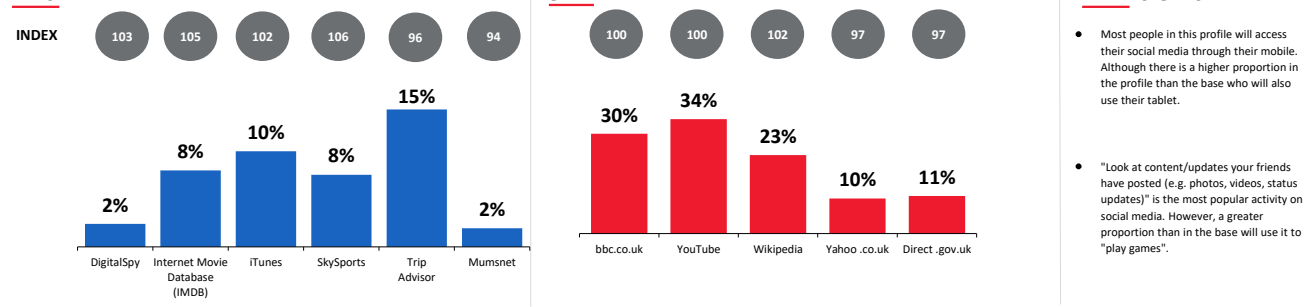
ACCESSES SOCIAL MEDIA



WEBSITES



LIFESTYLE



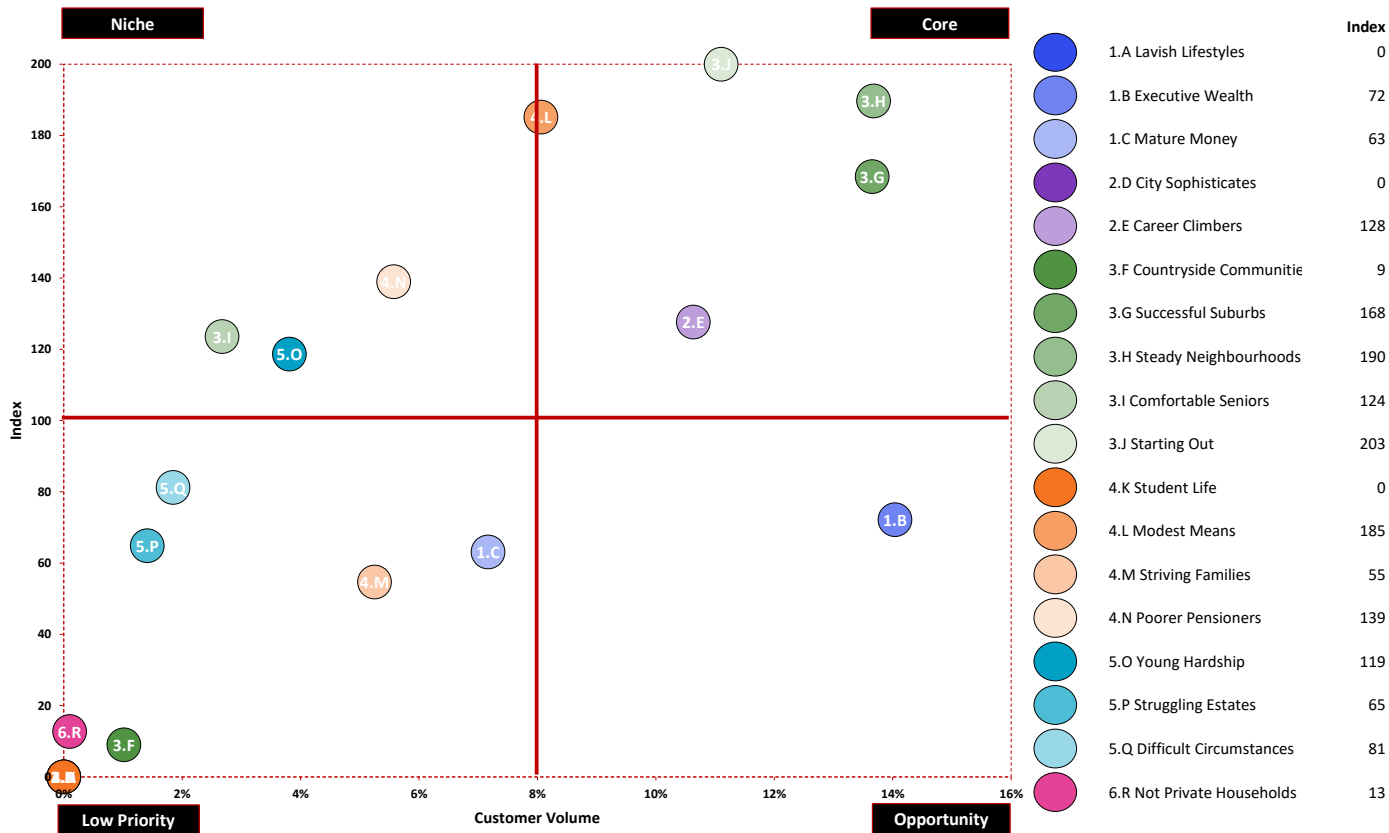
ACORN CUSTOMER VIEW CHART



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

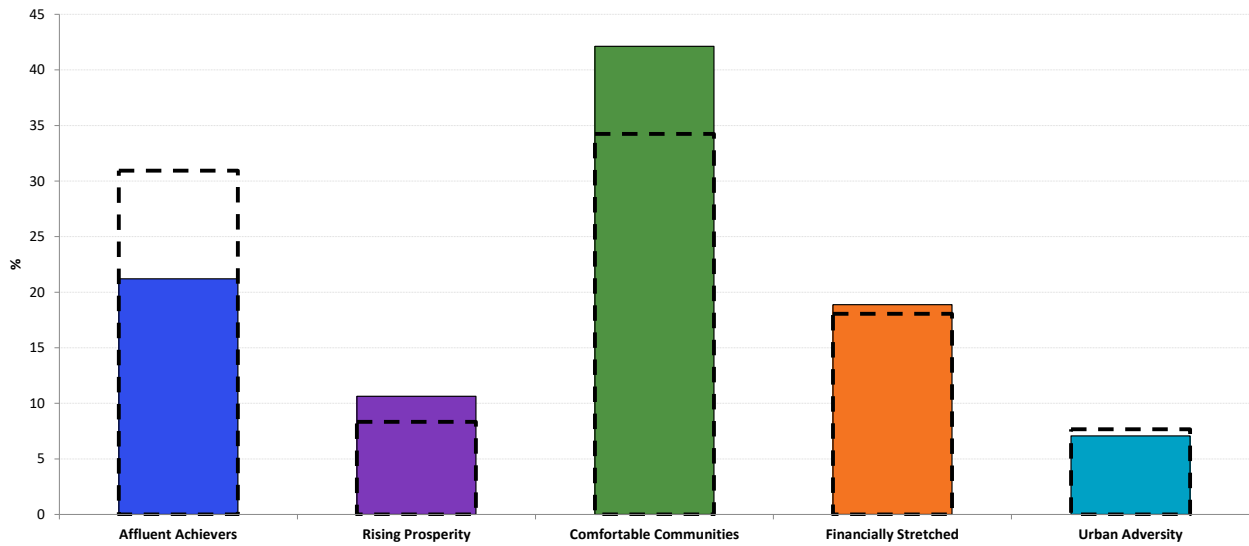


Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,713	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



ACORN GROUP PROFILE



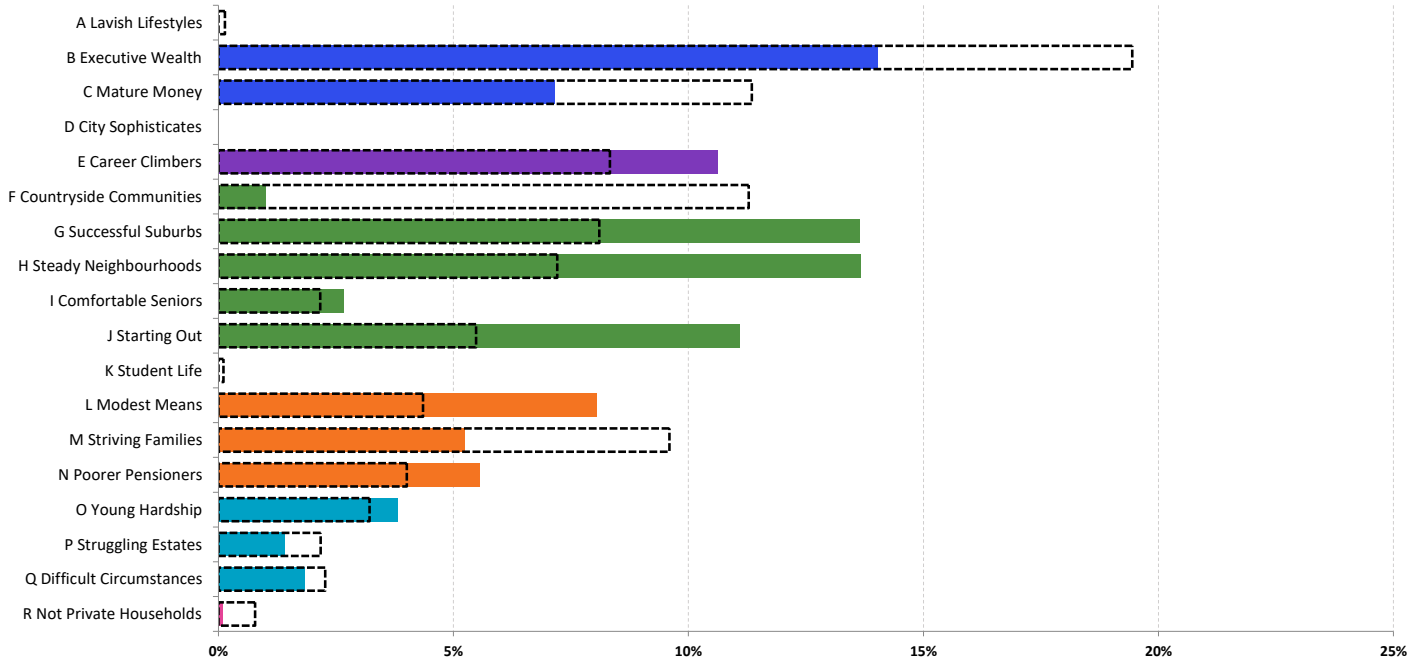
Profile:

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	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



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	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					