

## 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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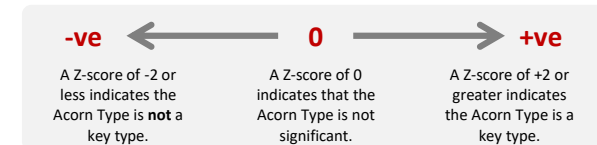
### INTERPRETING THE REPORT

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 Neots 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>£38k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

Age Group	Percentage
0-17	22%
18-24	8%
25-34	14%
35-49	20%
50-64	19%
65-74	10%
75+	8%

### FAMILY

Family Type	Percentage	Index
Couple - No Children	19%	92
Couple - With Children	21%	95
Lone Parent	8%	122
Single - No Children	16%	115
All Student/Pensioner	19%	90

### KEY INSIGHTS

- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing lone parents occur more in this profile than in the base.
- 32.3% 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 Range	Percentage	Index
£0-£20k	32%	119
£20k-£40k	31%	102
£40k-£60k	19%	93
£60k-£80k	9%	86
£80k-£100k	4%	79
£100k+	4%	72

### SOCIAL GRADE

Social Grade	Percentage	Index
AB	12%	84
C1	24%	99
C2	22%	105
D	12%	119
E	19%	121

### EMPLOYMENT

Employment Type	Percentage	Index
Full-Time	42%	102
Part-Time	15%	99
Self-emp.	9%	83
Retired	14%	91
Unemp.	4%	127
Student	3%	107
Other	13%	113

## MOTOR & HOME

### CARS

Cars Owned	Percentage	Index
No Cars	21%	129
1 Car	48%	104
2 Cars	25%	85
3+ Cars	6%	75

### CAR TYPE

Car Type	Percentage	Index
Mini/Supermini	23%	98
Small Family Car	28%	101
Large Family Car	25%	91
Luxury/Executive	3%	67
Sports/4x4/MPV	5%	72

### 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.
- Flats are 39.4% more likely than in the base.
- 19.3% 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 1 person appear more than in the base.

### TENURE

Tenure Type	Percentage	Index
Owned Outright	30%	82
Owned Mortgage	34%	97
Private Rented	17%	113
Social Rented	19%	138

### TYPE

Property Type	Percentage	Index
Terraced	28%	132
Semi-detached	35%	103
Flat	15%	139
Detached	22%	65
Bungalow	6%	60

### BEDROOMS

Bedrooms	Percentage	Index
1	7%	131
2	25%	114
3	48%	104
4	16%	77
5+	3%	66

### SIZE

Household Size	Percentage	Index
1 Person	18%	108
2 People	36%	94
3-4 People	37%	101
5+ People	9%	104

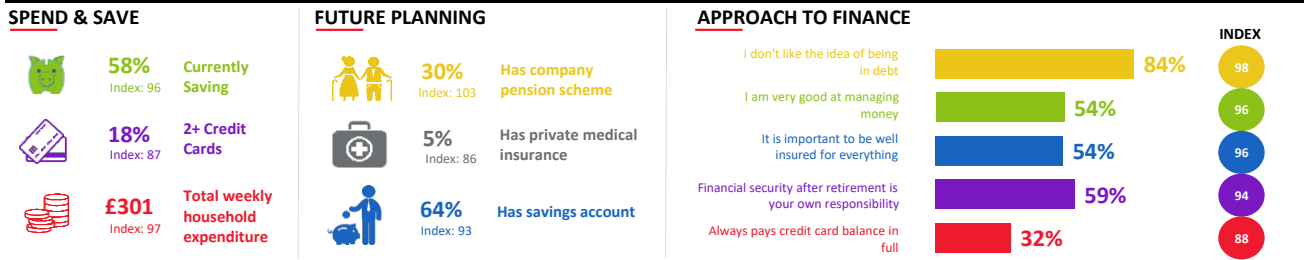
# ACORN PROFILE OVERVIEW



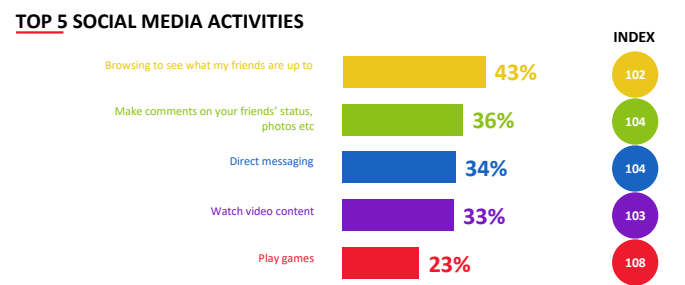
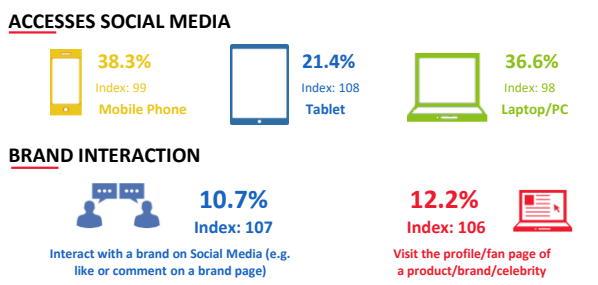
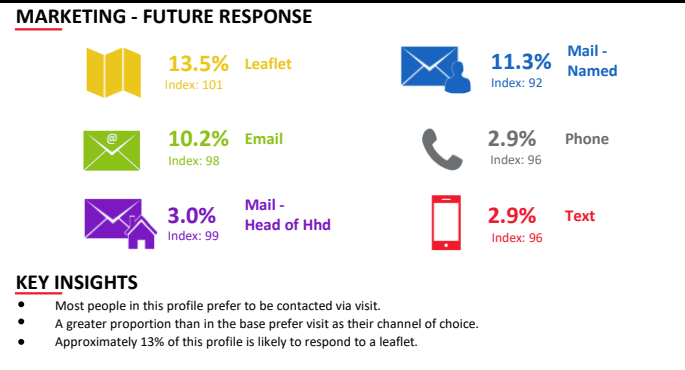
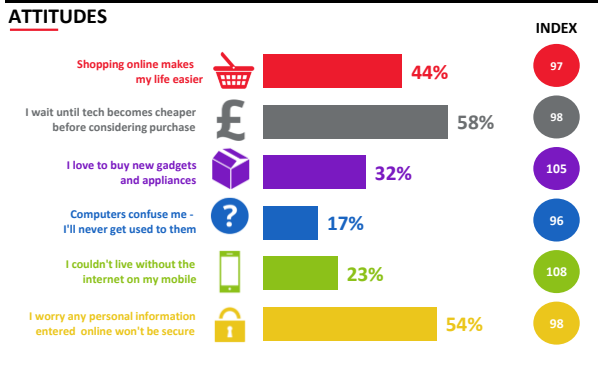
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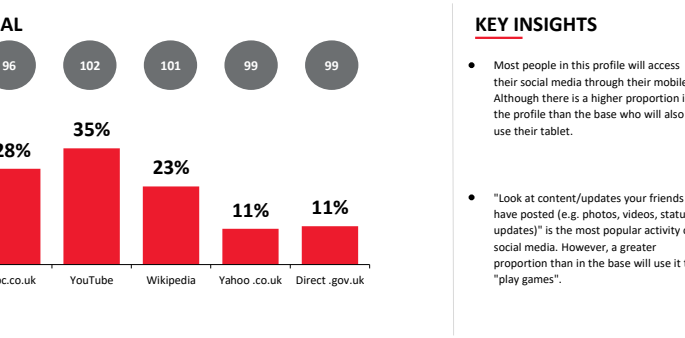
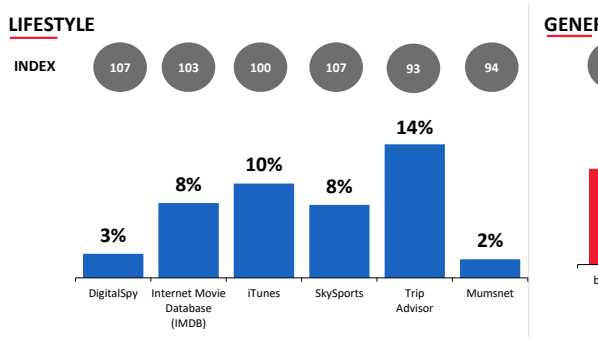
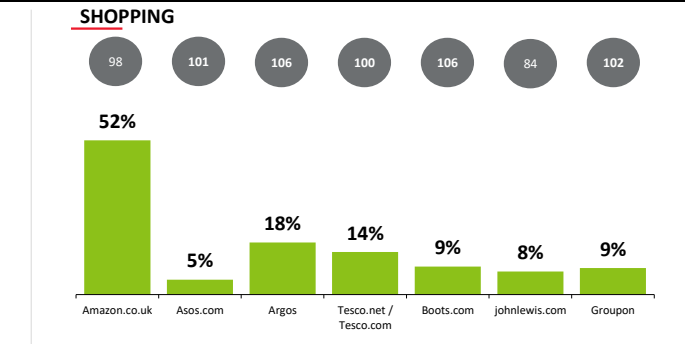
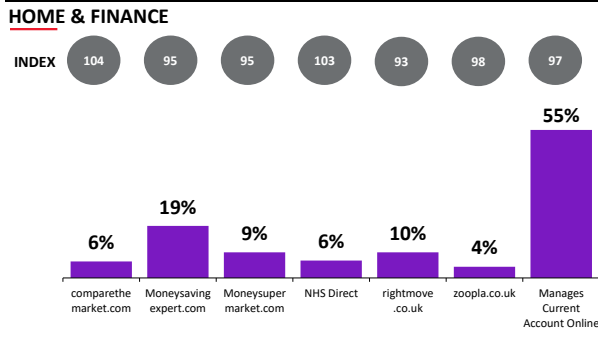
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



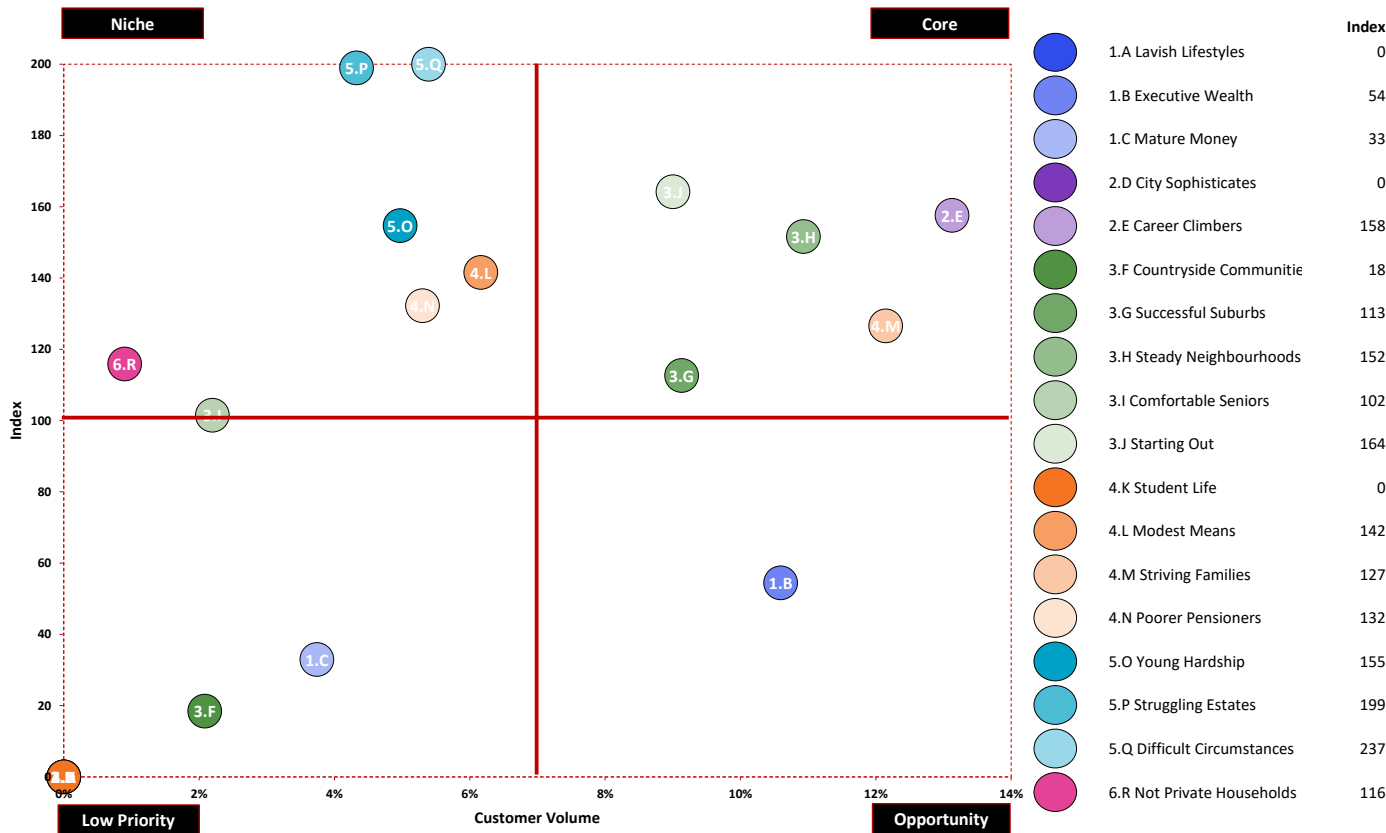
# ACORN CUSTOMER VIEW CHART



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

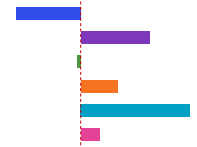


## ACORN CATEGORY PROFILE



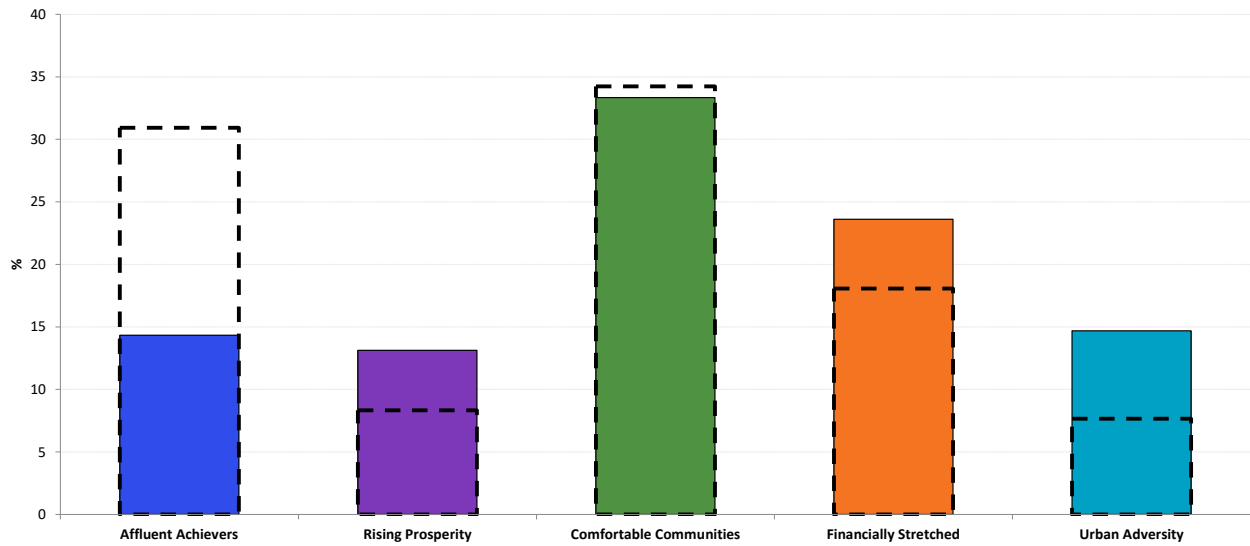
Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,782	14.3	24,105	30.9	7.4	-40.0	46			
2. Rising Prosperity	1,632	13.1	6,493	8.3	25.1	19.4	158			
3. Comfortable Communities	4,145	33.3	26,687	34.2	15.5	-2.1	97			
4. Financially Stretched	2,935	23.6	14,078	18.1	20.8	16.1	131			
5. Urban Adversity	1,826	14.7	5,968	7.7	30.6	29.5	192			
6. Not Private Households	112	0.9	606	0.8	18.5	1.6	116			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>12,432</b>		<b>77,937</b>		<b>16.0</b>					



### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



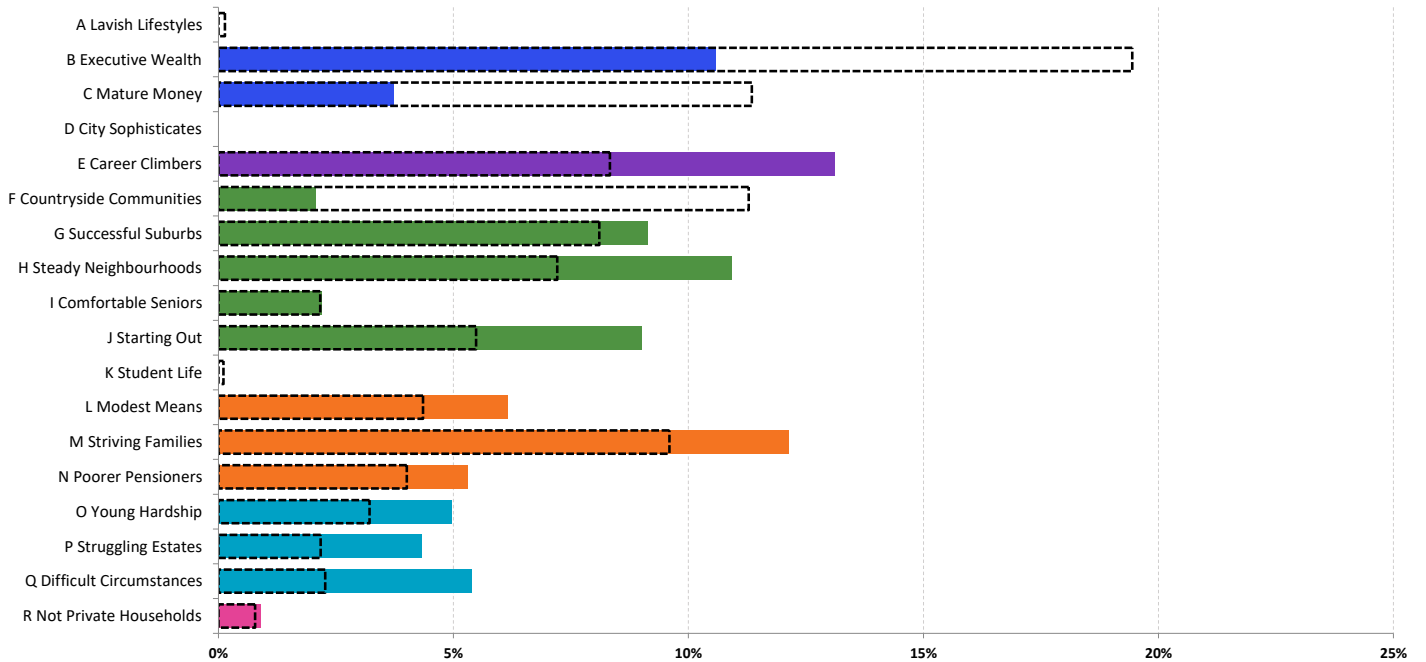
Profile:

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	106	0.1	0.0	-4.1	0			
1.B Executive Wealth	1,317	10.6	15,154	19.4	8.7	-24.9	54			
1.C Mature Money	465	3.7	8,845	11.3	5.3	-26.7	33			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	1,632	13.1	6,493	8.3	25.1	19.4	158			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	259	2.1	8,793	11.3	2.9	-32.4	18			
3.G Successful Suburbs	1,135	9.1	6,317	8.1	18.0	4.2	113			
3.H Steady Neighbourhoods	1,359	10.9	5,619	7.2	24.2	16.0	152			
3.I Comfortable Seniors	273	2.2	1,686	2.2	16.2	0.3	102			
3.J Starting Out	1,119	9.0	4,272	5.5	26.2	17.2	164			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	83	0.1	0.0	-3.6	0			
4.L Modest Means	766	6.2	3,392	4.4	22.6	9.9	142			
4.M Striving Families	1,510	12.1	7,479	9.6	20.2	9.7	127			
4.N Poorer Pensioners	659	5.3	3,124	4.0	21.1	7.3	132			
<b>5. Urban Adversity</b>										
5.O Young Hardship	618	5.0	2,504	3.2	24.7	11.1	155			
5.P Struggling Estates	538	4.3	1,695	2.2	31.7	16.5	199			
5.Q Difficult Circumstances	670	5.4	1,769	2.3	37.9	23.4	237			
<b>6. Not Private Households</b>										
6.R Not Private Households	112	0.9	606	0.8	18.5	1.6	116			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>12,432</b>		<b>77,937</b>		<b>16.0</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	-4.1	0			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	252	2.0	3,329	4.3	7.6	-12.4	47			
1.B.5 Wealthy countryside commuters	0	0.0	3,127	4.0	0.0	-22.8	0			
1.B.6 Financially comfortable families	829	6.7	5,639	7.2	14.7	-2.4	92			
1.B.7 Affluent professionals	0	0.0	20	0.0	0.0	-1.8	0			
1.B.8 Prosperous suburban families	12	0.1	30	0.0	40.0	3.3	251			
1.B.9 Well-off edge of towners	224	1.8	3,009	3.9	7.4	-11.9	47			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	81	0.7	5,904	7.6	1.4	-29.2	9			
1.C.11 Settled suburbia, older people	84	0.7	405	0.5	20.7	2.4	130			
1.C.12 Retired and empty nesters	227	1.8	1,927	2.5	11.8	-4.6	74			
1.C.13 Upmarket downsizers	73	0.6	609	0.8	12.0	-2.5	75			
<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	1,015	8.2	4,162	5.3	24.4	14.0	153			
2.E.19 First time buyers in small, modern homes	617	5.0	2,331	3.0	26.5	12.9	166			
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	-11.4	0			
3.F.22 Larger families in rural areas	0	0.0	2,647	3.4	0.0	-20.9	0			
3.F.23 Owner occupiers in small towns and villages	259	2.1	5,338	6.8	4.9	-21.0	30			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	613	4.9	2,940	3.8	20.9	6.8	131			
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	522	4.2	3,377	4.3	15.5	-0.7	97			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	371	3.0	1,252	1.6	29.6	12.2	186			
3.H.28 Owner occupied terraces, average income	0	0.0	35	0.0	0.0	-2.4	0			
3.H.29 Established suburbs, older families	988	7.9	4,332	5.6	22.8	11.6	143			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	153	1.2	1,103	1.4	13.9	-1.7	87			
3.I.31 Elderly singles in purpose-built accommodation	120	1.0	583	0.7	20.6	2.8	129			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	431	3.5	1,237	1.6	34.8	16.8	218			
3.J.33 Smaller houses and starter homes	688	5.5	3,035	3.9	22.7	9.5	142			
<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	0	0.0	82	0.1	0.0	-3.6	0			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	192	1.5	740	0.9	25.9	6.8	163			
4.L.38 Semi-skilled workers in traditional neighbourhoods	305	2.5	1,393	1.8	21.9	5.6	137			
4.L.39 Fading owner occupied terraces	269	2.2	1,259	1.6	21.4	4.8	134			
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	181	1.5	3,278	4.2	5.5	-15.3	35			
4.M.42 Struggling young families in post-war terraces	928	7.5	2,829	3.6	32.8	22.9	206			
4.M.43 Families in right-to-buy estates	174	1.4	859	1.1	20.3	3.2	127			
4.M.44 Post-war estates, limited means	227	1.8	513	0.7	44.2	16.1	277			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	125	1.0	435	0.6	28.7	6.7	180			
4.N.46 Elderly people in social rented flats	219	1.8	731	0.9	30.0	9.5	188			
4.N.47 Low income older people in smaller semis	286	2.3	1,447	1.9	19.8	3.7	124			
4.N.48 Pensioners and singles in social rented flats	29	0.2	511	0.7	5.7	-5.8	36			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	262	2.1	1,206	1.5	21.7	5.1	136			
5.O.50 Struggling younger people in mixed tenure	356	2.9	1,065	1.4	33.4	14.4	210			
5.O.51 Young people in small, low cost terraces	0	0.0	233	0.3	0.0	-6.1	0			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	255	2.1	855	1.1	29.8	10.2	187			
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	283	2.3	840	1.1	33.7	12.9	211			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	365	2.9	751	1.0	48.6	22.5	305			
5.Q.58 Singles and young families, some receiving benefits	251	2.0	826	1.1	30.4	10.4	191			
5.Q.59 Deprived areas and high-rise flats	54	0.4	192	0.2	28.1	4.2	176			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	21	0.2	122	0.2	17.2	0.3	108			
6.R.61 Inactive Communal Population	91	0.7	484	0.6	18.8	1.6	118			
6.R.62 Business addresses without residential population	155	1.2	1,331	1.7	11.6	-4.0				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>12,432</b>		<b>77,937</b>		<b>16.0</b>					