

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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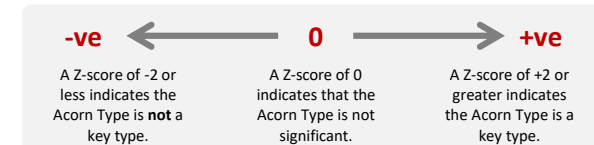
INTERPRETING THE REPORT

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: **Whittlesey 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	50-64	Social Grade	C1	Children At Home	2
House Tenure	Owned Mortgage	Household Income	£36k	Social Media Usage	Medium

DEMOGRAPHICS

AGE

0-17	20%
18-24	7%
25-34	11%
35-49	19%
50-64	20%
65-74	12%
75+	10%

FAMILY

Couple - No Children	19%
Couple - With Children	20%
Lone Parent	6%
Single - No Children	14%
All Student/Pensioner	26%

KEY INSIGHTS

- The average age of the population in the profiled households is about the same when compared to the base.
- Households containing couples with children occur more in this profile than in the base.
- 3.2% of the profile live in households with an income of over £100k.
- The dominant Social Grade is C1 and the most over-represented is AB.
- There is a higher proportion of people in this profile who are employed full-time than in the base.

INCOME

£0-£20k	33%
£20k-£40k	19%
£40k-£60k	9%
£60k-£80k	4%
£80k-£100k	3%
£100k+	3%

SOCIAL GRADE

AB	24%
B	11%
C1	30%
C2	12%
D	23%
E	1%

EMPLOYMENT

Full-Time	39%
Part-Time	18%
Self-emp.	15%
Retired	10%
Unemp.	4%
Student	3%
Other	12%

MOTOR & HOME

CARS

No Cars	18%
1 Car	49%
2 Cars	27%
3+ Cars	6%

CAR TYPE

Mini/Supermini	25%
Small Family Car	31%
Large Family Car	27%
Luxury/Executive	2%
Sports/4x4/MPV	4%

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 luxury/executive car.
- Detached houses are 3.3% more likely than in the base.
- 32.3% of the households in the profile are likely to be owned mortgage.
- About 17% of households will have 4 bedrooms.
- The prevailing size is 2 people but households with 3-4 people appear more than in the base.

TENURE

Owned Outright	40%
Owned Mortgage	32%
Private Rented	13%
Social Rented	14%

TYPE

Terraced	18%
Semi-	37%
Flat	10%
Detached	35%
Bungalow	17%

BEDROOMS

1	6%
2	24%
3	50%
4	17%
5+	3%

SIZE

1 Person	19%
2 People	40%
3-4 People	34%
5+ People	7%

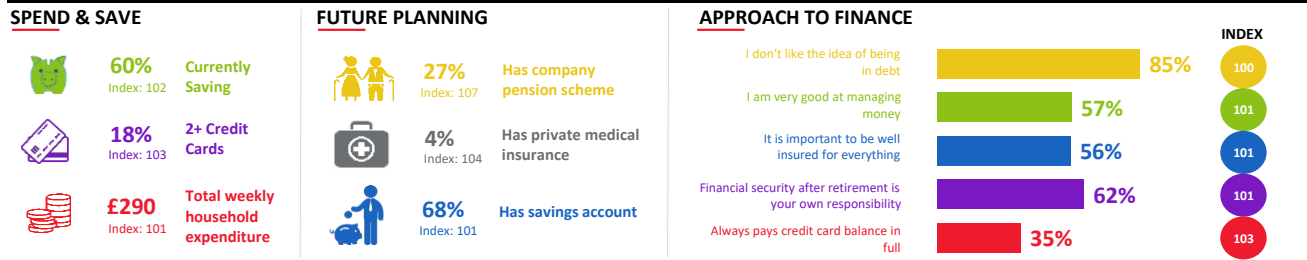
ACORN PROFILE OVERVIEW



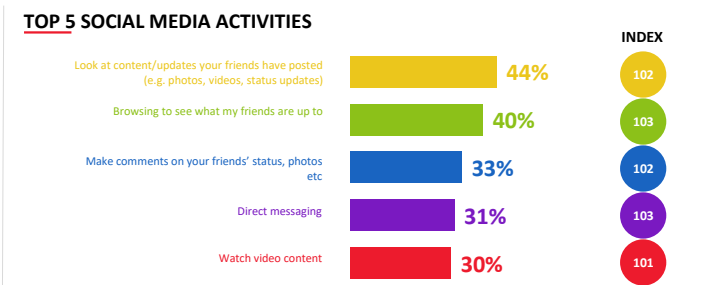
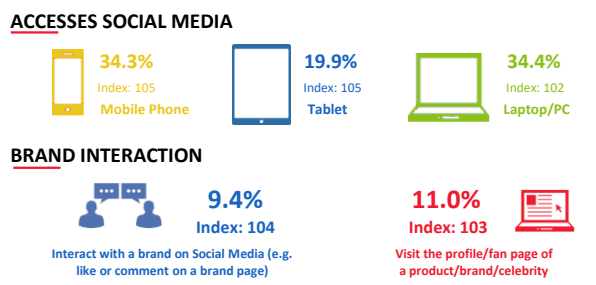
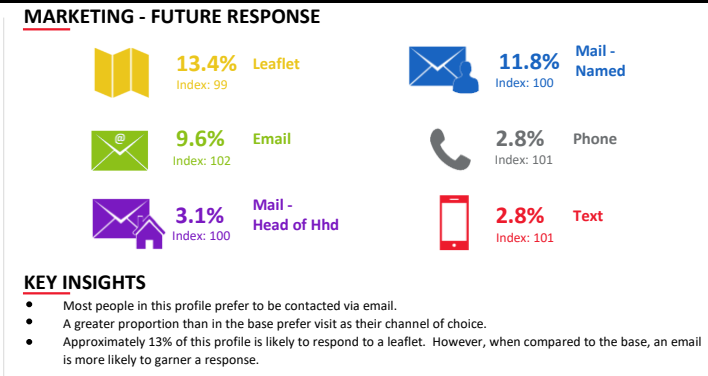
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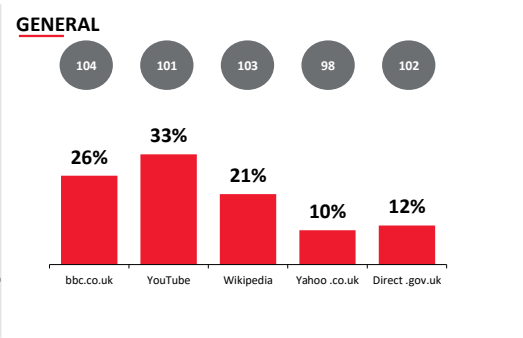
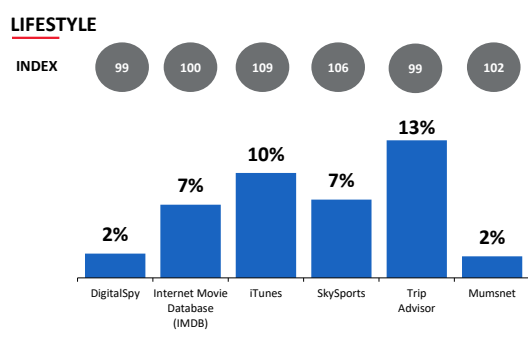
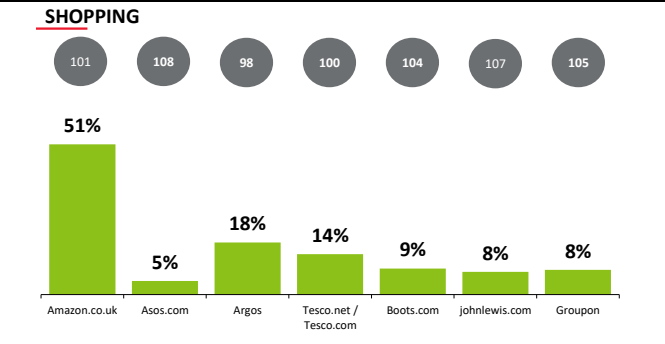
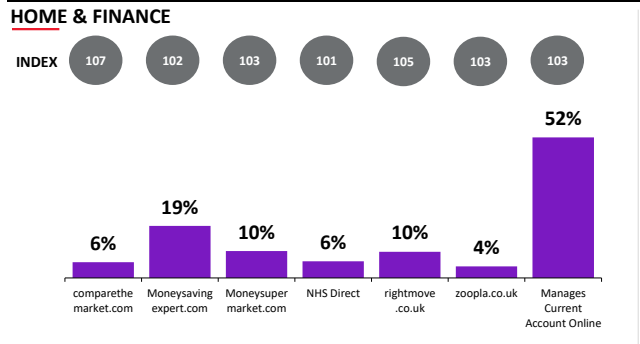
FINANCIAL BEHAVIOUR & ATTITUDES



CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



WEBSITES



KEY INSIGHTS

- Most people in this profile will access their social media through their laptop/PC. Although there is a higher proportion in the profile than the base who will also use their mobile.
- "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 "interact with a brand (e.g. like the content that brand posted, comment on a brand page, tweet a brand)".

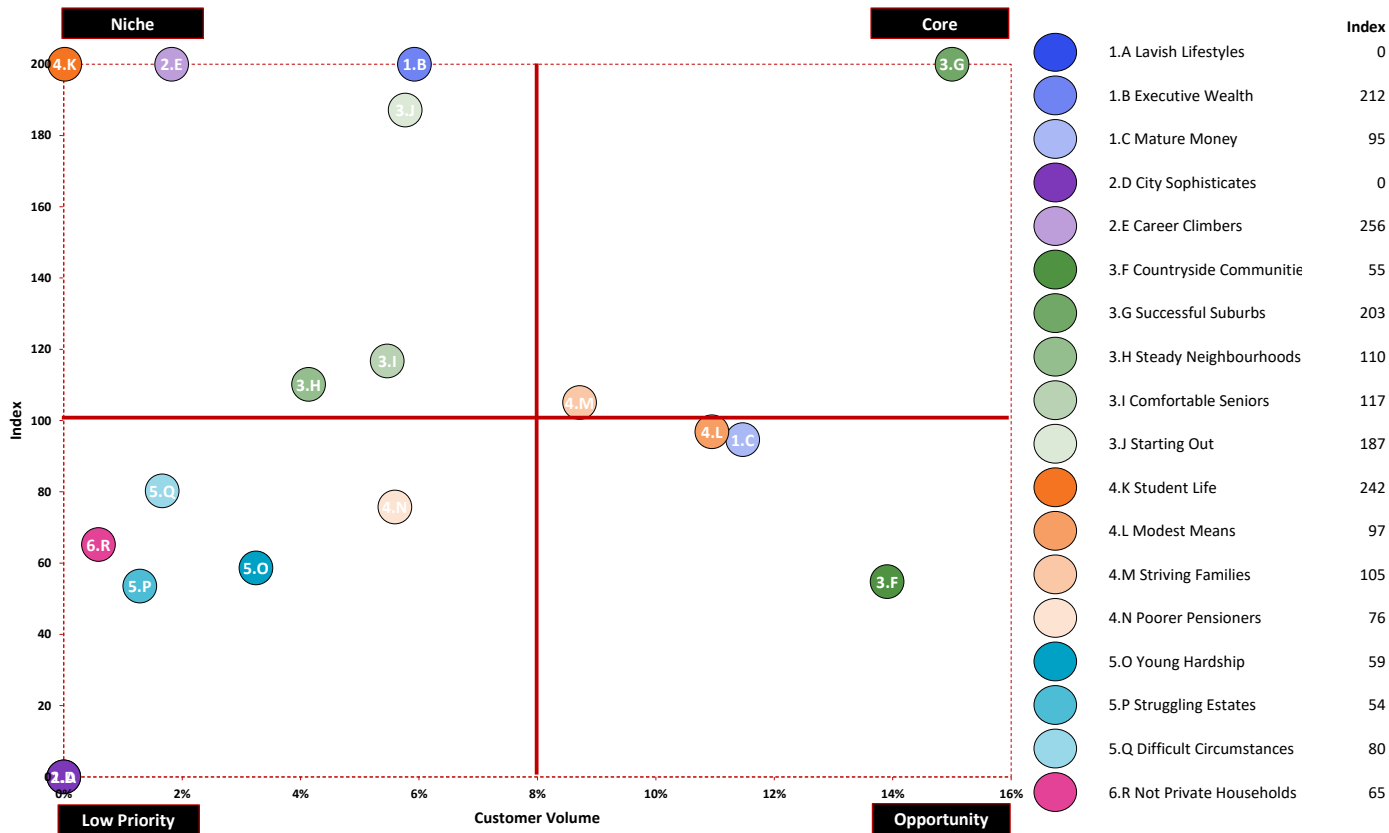
ACORN CUSTOMER VIEW CHART



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

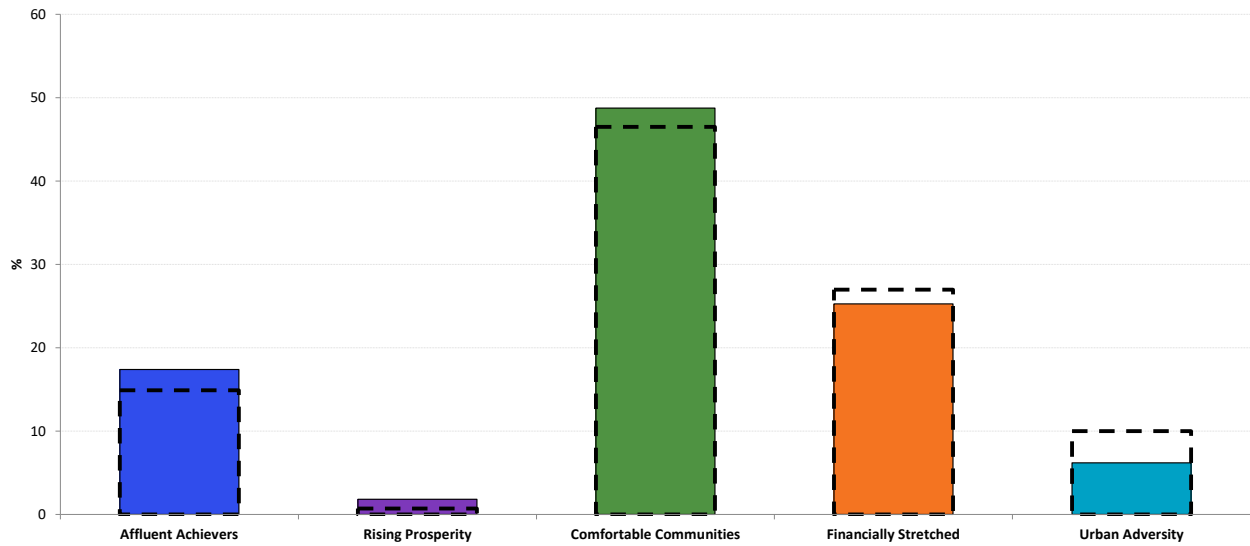


Profile:
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,098	17.4	6,836	14.9	16.1	5.5	117			
2. Rising Prosperity	115	1.8	326	0.7	35.3	10.5	256			
3. Comfortable Communities	3,078	48.7	21,330	46.5	14.4	3.6	105			
4. Financially Stretched	1,595	25.3	12,373	27.0	12.9	-3.1	94			
5. Urban Adversity	391	6.2	4,586	10.0	8.5	-10.1	62			
6. Not Private Households	37	0.6	412	0.9	9.0	-2.6	65			
Total (Excluding Business addresses without residential pop.)	6,314		45,863		13.8					

ACORN CATEGORY PROFILE

Show Base



ACORN GROUP PROFILE



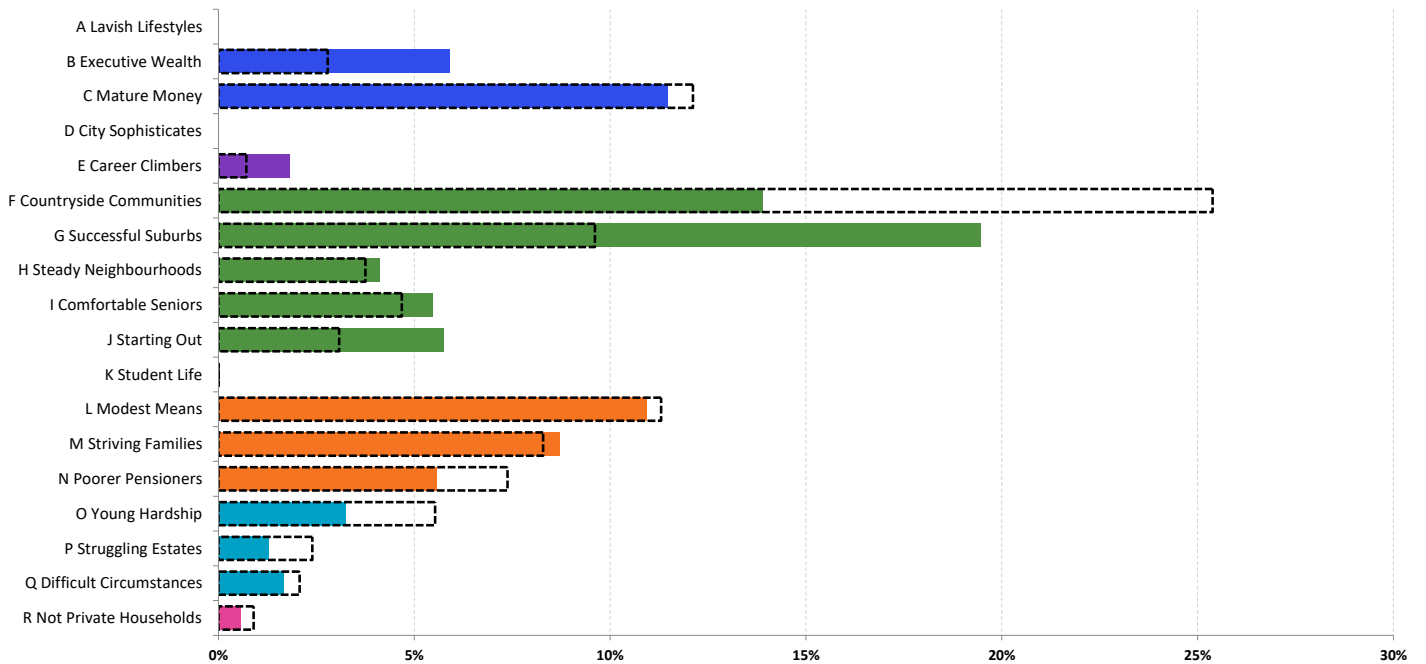
Profile:

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	0	0.0	0.0	0.0	0			
1.B Executive Wealth	374	5.9	1,280	2.8	29.2	15.1	212			
1.C Mature Money	724	11.5	5,556	12.1	13.0	-1.6	95			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	115	1.8	326	0.7	35.3	10.5	256			
3. Comfortable Communities										
3.F Countryside Communities	878	13.9	11,641	25.4	7.5	-21.0	55			
3.G Successful Suburbs	1,230	19.5	4,408	9.6	27.9	26.6	203			
3.H Steady Neighbourhoods	261	4.1	1,721	3.8	15.2	1.6	110			
3.I Comfortable Seniors	345	5.5	2,147	4.7	16.1	2.9	117			
3.J Starting Out	364	5.8	1,413	3.1	25.8	12.3	187			
4. Financially Stretched										
4.K Student Life	1	0.0	3	0.0	33.3	0.9	242			
4.L Modest Means	691	10.9	5,183	11.3	13.3	-0.9	97			
4.M Striving Families	550	8.7	3,802	8.3	14.5	1.2	105			
4.N Poorer Pensioners	353	5.6	3,385	7.4	10.4	-5.4	76			
5. Urban Adversity										
5.O Young Hardship	205	3.2	2,538	5.5	8.1	-7.9	59			
5.P Struggling Estates	81	1.3	1,098	2.4	7.4	-5.8	54			
5.Q Difficult Circumstances	105	1.7	950	2.1	11.1	-2.3	80			
6. Not Private Households										
6.R Not Private Households	37	0.6	412	0.9	9.0	-2.6	65			
Total (Excluding Business addresses without residential pop.)	6,314		45,863		13.8					

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	4	0.1	120	0.3	3.3	-3.1	24			
1.B.5 Wealthy countryside commuters	0	0.0	110	0.2	0.0	-3.9	0			
1.B.6 Financially comfortable families	339	5.4	986	2.1	34.4	17.6	250			
1.B.7 Affluent professionals	0	0.0	0	0.0	0.0	0.0	0			
1.B.8 Prosperous suburban families	26	0.4	26	0.1	100.0	11.9	726			
1.B.9 Well-off edge of towners	5	0.1	38	0.1	13.2	-0.1	96			
1.C Mature Money										
1.C.10 Better-off villagers	0	0.0	36	0.1	0.0	-2.2	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	724	11.5	5,461	11.9	13.3	-1.1	96			
1.C.13 Upmarket downsizers	0	0.0	59	0.1	0.0	-2.9	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	115	1.8	288	0.6	39.9	12.0	290			
2.E.19 First time buyers in small, modern homes	0	0.0	38	0.1	0.0	-2.3	0			
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	449	1.0	0.0	-7.9	0			
3.F.22 Larger families in rural areas	51	0.8	4,484	9.8	1.1	-24.0	8			
3.F.23 Owner occupiers in small towns and villages	827	13.1	6,708	14.6	12.3	-3.4	90			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	1,150	18.2	4,066	8.9	28.3	26.1	205			
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	80	1.3	342	0.7	23.4	4.8	170			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	141	2.2	1,195	2.6	11.8	-1.9	86			
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	120	1.9	526	1.1	22.8	5.6	166			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	316	5.0	2,086	4.5	15.1	1.7	110			
3.I.31 Elderly singles in purpose-built accommodation	29	0.5	61	0.1	47.5	7.1	345			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	0	0.0	6	0.0	0.0	-0.9	0			
3.J.33 Smaller houses and starter homes	364	5.8	1,407	3.1	25.9	12.4	188			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	0	0.0	2	0.0	0.0	-0.5	0			
4.K.35 Term-time terraces	1	0.0	1	0.0	100.0	2.3	726			
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	185	2.9	667	1.5	27.7	9.8	201			
4.L.38 Semi-skilled workers in traditional neighbourhoods	255	4.0	3,077	6.7	8.3	-8.5	60			
4.L.39 Fading owner occupied terraces	251	4.0	1,439	3.1	17.4	3.8	127			
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	165	2.6	1,153	2.5	14.3	0.5	104			
4.M.42 Struggling young families in post-war terraces	107	1.7	644	1.4	16.6	2.0	121			
4.M.43 Families in right-to-buy estates	216	3.4	1,474	3.2	14.7	0.9	106			
4.M.44 Post-war estates, limited means	62	1.0	531	1.2	11.7	-1.3	85			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	40	0.6	651	1.4	6.1	-5.3	45			
4.N.46 Elderly people in social rented flats	105	1.7	398	0.9	26.4	6.8	192			
4.N.47 Low income older people in smaller semis	185	2.9	1,963	4.3	9.4	-5.3	68			
4.N.48 Pensioners and singles in social rented flats	23	0.4	373	0.8	6.2	-4.0	45			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	126	2.0	1,247	2.7	10.1	-3.5	73			
5.O.50 Struggling younger people in mixed tenure	79	1.3	786	1.7	10.1	-2.8	73			
5.O.51 Young people in small, low cost terraces	0	0.0	505	1.1	0.0	-8.4	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	28	0.4	381	0.8	7.3	-3.4	53			
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	53	0.8	717	1.6	7.4	-4.6	54			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	40	0.6	367	0.8	10.9	-1.5	79			
5.Q.58 Singles and young families, some receiving benefits	65	1.0	229	0.5	28.4	6.0	206			
5.Q.59 Deprived areas and high-rise flats	0	0.0	354	0.8	0.0	-7.0	0			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	0	0.0	163	0.4	0.0	-4.7	0			
6.R.61 Inactive Communal Population	37	0.6	249	0.5	14.9	0.5	108			
6.R.62 Business addresses without residential population	14	0.2	424	0.9	3.3	-5.8	0			
Total (Excluding Business addresses without residential pop.)	6,314		45,863		13.8					