

## 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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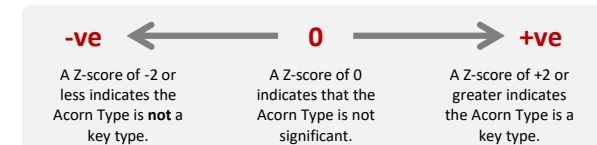
### INTERPRETING THE REPORT

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: **Wisbech 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	<b>25-34</b>	Social Grade	<b>C1</b>	Children At Home	<b>3+</b>
House Tenure	<b>Social Rented</b>	Household Income	<b>£30k</b>	Social Media Usage	<b>Medium</b>

## DEMOGRAPHICS

### AGE

0-17	21%
18-24	8%
25-34	13%
35-49	19%
50-64	19%
65-74	11%
75+	10%

### FAMILY

Couple - No Children	17%	INDEX: 88
Couple - With Children	18%	INDEX: 91
Lone Parent	8%	INDEX: 128
Single - No Children	17%	INDEX: 123
All Student/Pensioner	24%	INDEX: 91

### 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.
- 42.7% 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

£0-£20k (Index: 122)	6%
£20k-£40k (Index: 99)	2%
£40k-£60k (Index: 83)	4%
£60k-£80k (Index: 72)	15%
£80k-£100k (Index: 66)	33%
£100k+ (Index: 60)	43%

### SOCIAL GRADE

AB (Index: 79)	16%
C1 (Index: 93)	27%
C2 (Index: 101)	15%
D (Index: 121)	24%
E (Index: 130)	18%

### EMPLOYMENT

Full-Time (Index: 98)	15%
Part-Time (Index: 99)	4%
Self-emp. (Index: 82)	15%
Retired (Index: 91)	37%
Unemp. (Index: 138)	8%
Student (Index: 113)	4%
Other (Index: 123)	17%

## MOTOR & HOME

### CARS

No Cars	27%	Index: 140
1 Car	49%	Index: 100
2 Cars	20%	Index: 77
3+ Cars	4%	Index: 70

### CAR TYPE

Mini/Supermini	22%	Index: 90
Small Family Car	28%	Index: 92
Large Family Car	22%	Index: 84
Luxury/Executive	1%	Index: 82
Sports/4x4/MPV	4%	Index: 78

### 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 71.3% more likely than in the base.
- 24.0% of the households in the profile are likely to be social rented.
- About 9% 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 (Index: 83)	33%
Owned Mortgage (Index: 89)	27%
Private Rented (Index: 115)	16%
Social Rented (Index: 151)	24%

### TYPE

Terraced	26%	Index: 130
Semi-	36%	Index: 100
Flat	18%	Index: 171
Detached	21%	Index: 61
Bungalow	13%	Index: 67

### BEDROOMS

1	9%
2	29%
3	48%
4	11%
5+	2%

### SIZE

1 Person	22%	Index: 111
2 People	38%	Index: 93
3-4 People	33%	Index: 101
5+ People	7%	Index: 106

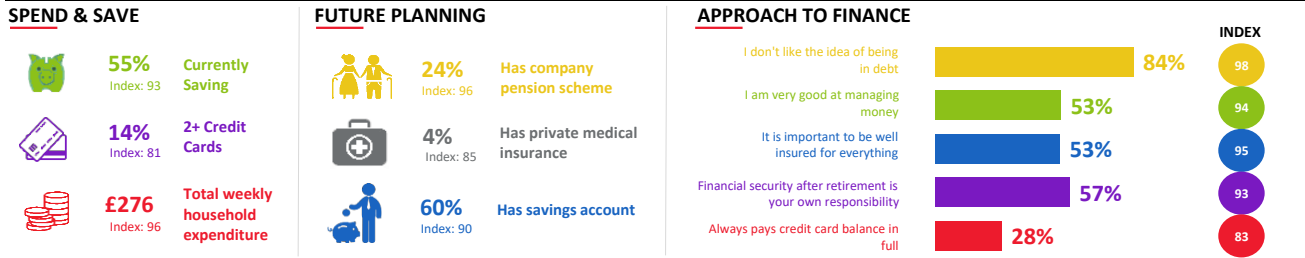
# ACORN PROFILE OVERVIEW



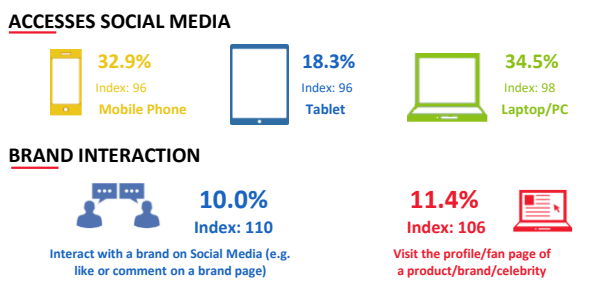
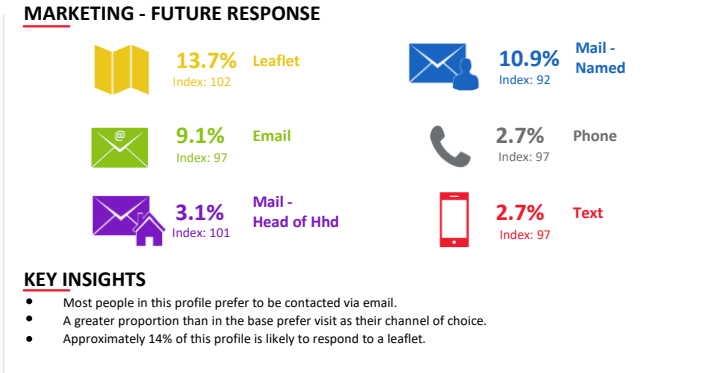
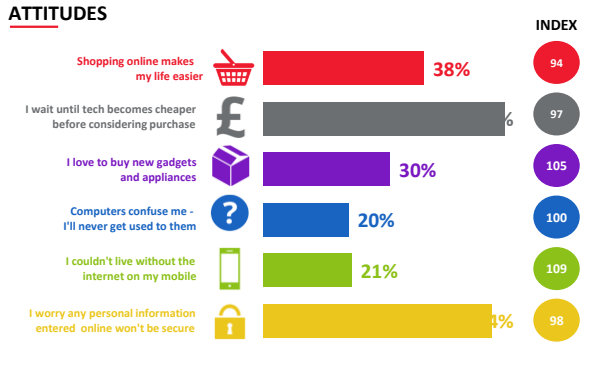
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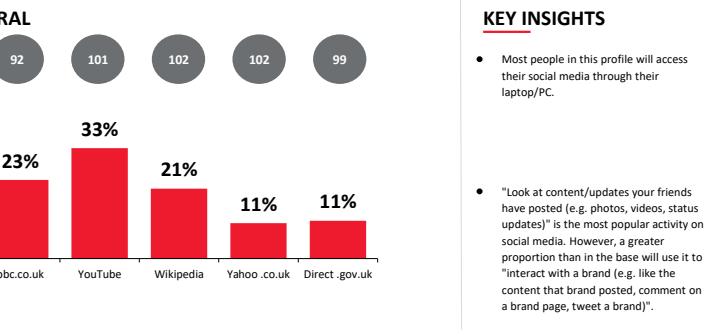
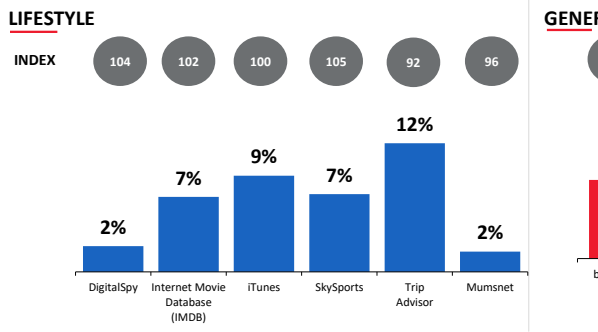
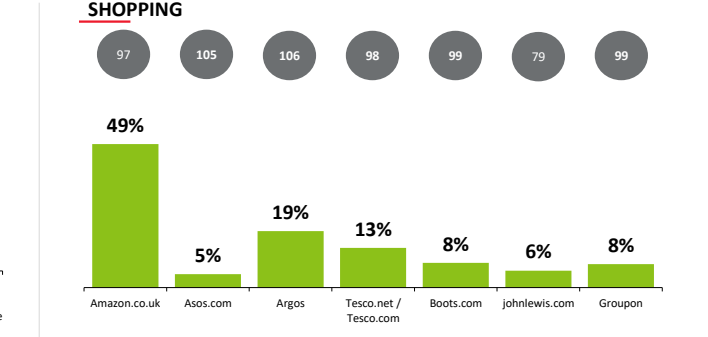
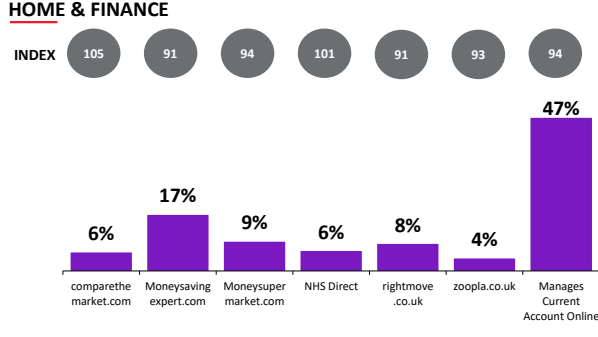
## FINANCIAL BEHAVIOUR & ATTITUDES



## CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY



## WEBSITES



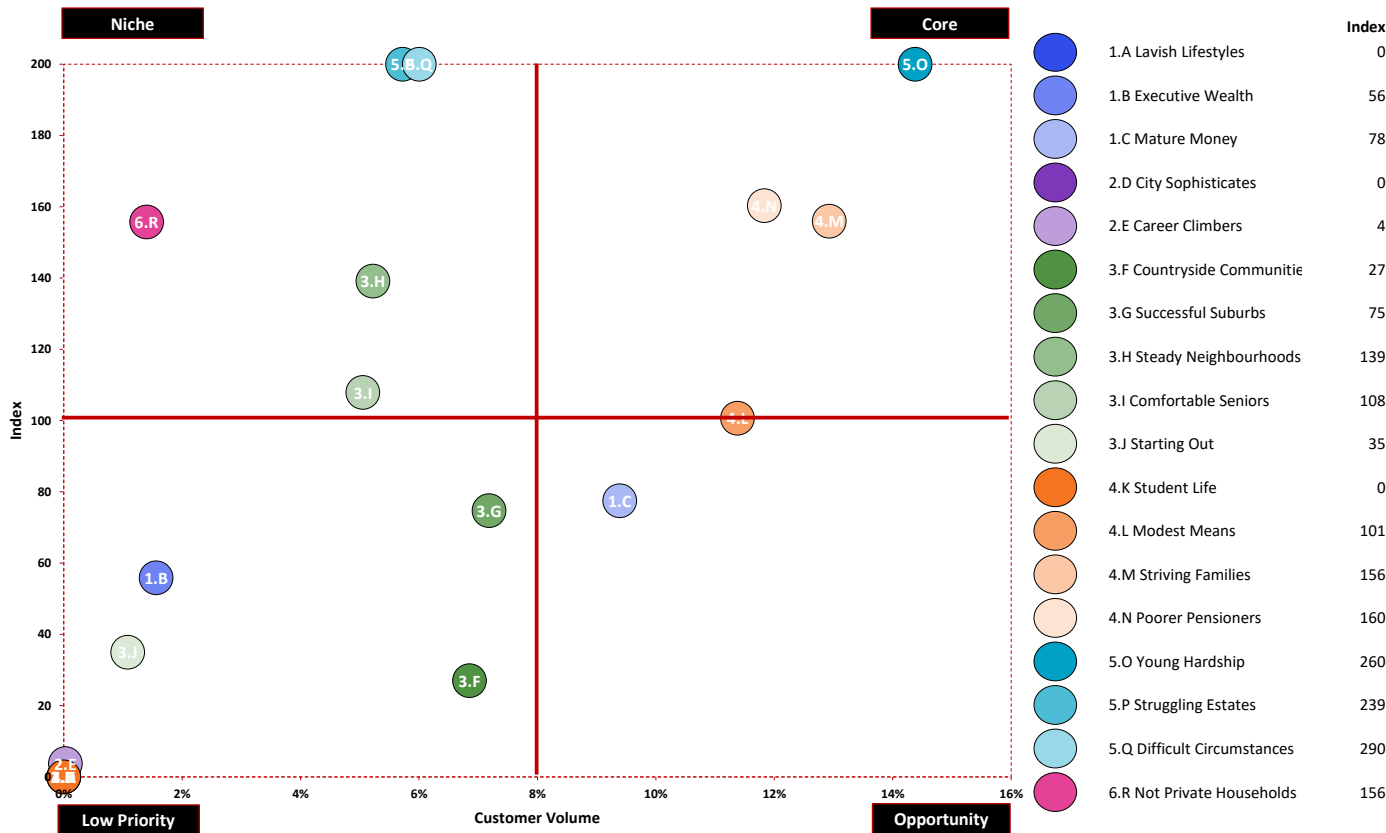
# ACORN CUSTOMER VIEW CHART



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

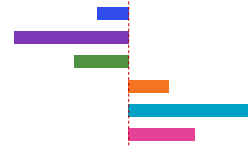


### ACORN CATEGORY PROFILE



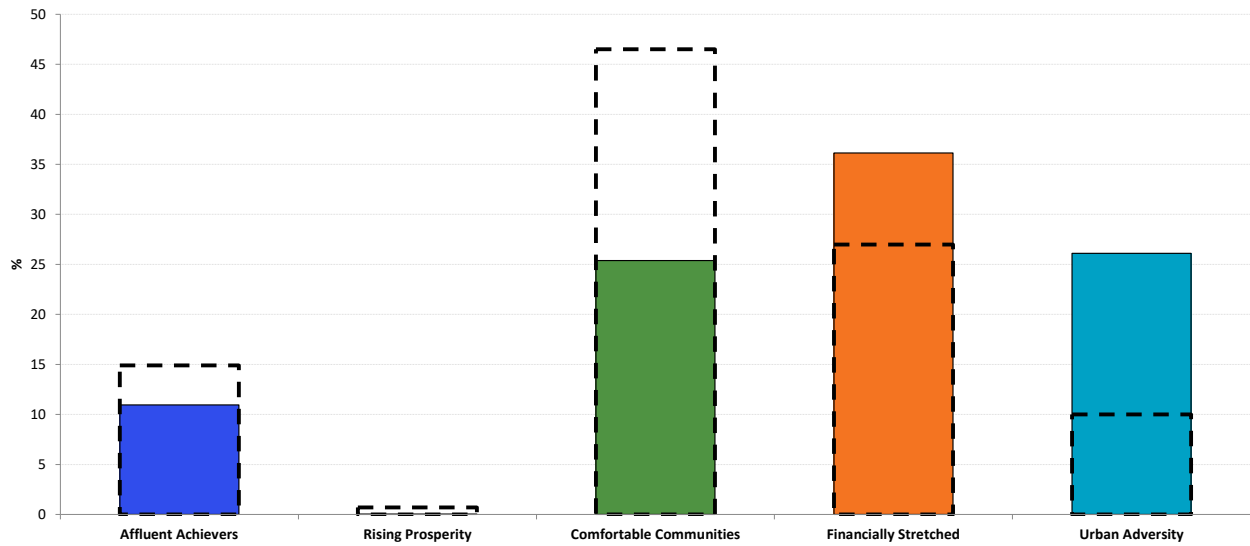
Profile:   
 Base:

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	1,229	10.9	6,836	14.9	18.0	-11.8	73			
2. Rising Prosperity	3	0.0	326	0.7	0.9	-8.6	4			
3. Comfortable Communities	2,849	25.4	21,330	46.5	13.4	-44.9	55			
4. Financially Stretched	4,056	36.1	12,373	27.0	32.8	21.9	134			
5. Urban Adversity	2,930	26.1	4,586	10.0	63.9	56.9	261			
6. Not Private Households	157	1.4	412	0.9	38.1	5.6	156			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>11,224</b>		<b>45,863</b>		<b>24.5</b>					



### ACORN CATEGORY PROFILE

Show Base



# ACORN GROUP PROFILE



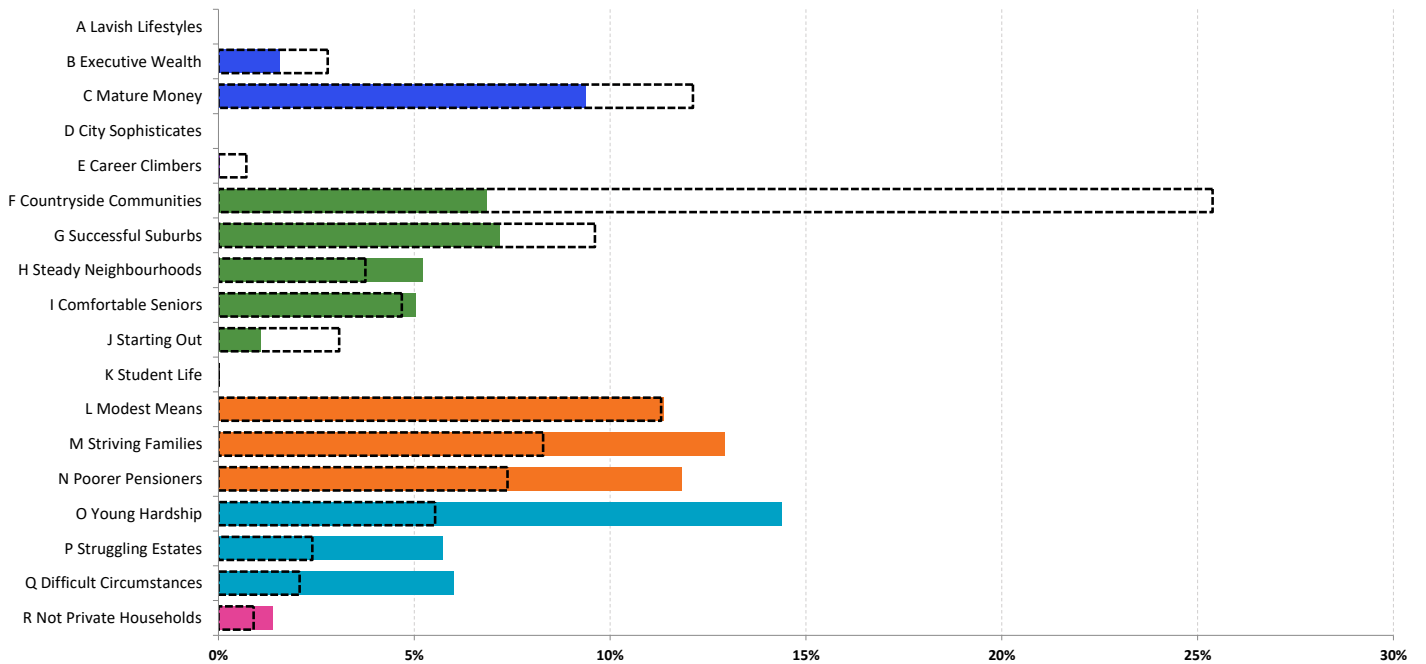
Profile:

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	0	0.0	0.0	0.0	0			
1.B Executive Wealth	175	1.6	1,280	2.8	13.7	-7.9	56			
1.C Mature Money	1,054	9.4	5,556	12.1	19.0	-8.8	78			
<b>2. Rising Prosperity</b>										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	3	0.0	326	0.7	0.9	-8.6	4			
<b>3. Comfortable Communities</b>										
3.F Countryside Communities	769	6.9	11,641	25.4	6.6	-45.1	27			
3.G Successful Suburbs	806	7.2	4,408	9.6	18.3	-8.7	75			
3.H Steady Neighbourhoods	586	5.2	1,721	3.8	34.0	8.2	139			
3.I Comfortable Seniors	567	5.1	2,147	4.7	26.4	1.9	108			
3.J Starting Out	121	1.1	1,413	3.1	8.6	-12.3	35			
<b>4. Financially Stretched</b>										
4.K Student Life	0	0.0	3	0.0	0.0	-0.9	0			
4.L Modest Means	1,277	11.4	5,183	11.3	24.6	0.3	101			
4.M Striving Families	1,451	12.9	3,802	8.3	38.2	17.8	156			
4.N Poorer Pensioners	1,328	11.8	3,385	7.4	39.2	18.0	160			
<b>5. Urban Adversity</b>										
5.O Young Hardship	1,614	14.4	2,538	5.5	63.6	41.0	260			
5.P Struggling Estates	642	5.7	1,098	2.4	58.5	23.0	239			
5.Q Difficult Circumstances	674	6.0	950	2.1	70.9	29.3	290			
<b>6. Not Private Households</b>										
6.R Not Private Households	157	1.4	412	0.9	38.1	5.6	156			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>11,224</b>		<b>45,863</b>		<b>24.5</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	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			
<b>1.B Executive Wealth</b>										
1.B.4 Asset rich families	54	0.5	120	0.3	45.0	4.6	184			
1.B.5 Wealthy countryside commuters	0	0.0	110	0.2	0.0	-5.2	0			
1.B.6 Financially comfortable families	104	0.9	986	2.1	10.5	-8.9	43			
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	-2.5	0			
1.B.9 Well-off edge of towners	17	0.2	38	0.1	44.7	2.5	183			
<b>1.C Mature Money</b>										
1.C.10 Better-off villagers	17	0.2	36	0.1	47.2	2.8	193			
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	1,037	9.2	5,461	11.9	19.0	-8.7	78			
1.C.13 Upmarket downsizers	0	0.0	59	0.1	0.0	-3.8	0			
<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	0	0.0	288	0.6	0.0	-8.4	0			
2.E.19 First time buyers in small, modern homes	3	0.0	38	0.1	7.9	-2.1	32			
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	23	0.2	449	1.0	5.1	-8.3	21			
3.F.22 Larger families in rural areas	256	2.3	4,484	9.8	5.7	-26.7	23			
3.F.23 Owner occupiers in small towns and villages	490	4.4	6,708	14.6	7.3	-30.8	30			
<b>3.G Successful Suburbs</b>										
3.G.24 Comfortably-off families in modern housing	806	7.2	4,066	8.9	19.8	-6.3	81			
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	0	0.0	342	0.7	0.0	-9.2	0			
<b>3.H Steady Neighbourhoods</b>										
3.H.27 Suburban semis, conventional attitudes	517	4.6	1,195	2.6	43.3	13.3	177			
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	69	0.6	526	1.1	13.1	-5.3	54			
<b>3.I Comfortable Seniors</b>										
3.I.30 Older people, neat and tidy neighbourhoods	555	4.9	2,086	4.5	26.6	2.0	109			
3.I.31 Elderly singles in purpose-built accommodation	12	0.1	61	0.1	19.7	-0.8	80			
<b>3.J Starting Out</b>										
3.J.32 Educated families in terraces, young children	6	0.1	6	0.0	100.0	3.7	409			
3.J.33 Smaller houses and starter homes	115	1.0	1,407	3.1	8.2	-12.6	33			
<b>4. Financially Stretched</b>										
<b>4.K Student Life</b>										
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			
<b>4.L Modest Means</b>										
4.L.37 Low cost flats in suburban areas	76	0.7	667	1.5	11.4	-6.9	47			
4.L.38 Semi-skilled workers in traditional neighbourhoods	865	7.7	3,077	6.7	28.1	4.2	115			
4.L.39 Fading owner occupied terraces	336	3.0	1,439	3.1	23.3	-0.9	95			
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	0	0.0	1,153	2.5	0.0	-17.0	0			
4.M.42 Struggling young families in post-war terraces	277	2.5	644	1.4	43.0	9.6	176			
4.M.43 Families in right-to-buy estates	938	8.4	1,474	3.2	63.6	30.9	260			
4.M.44 Post-war estates, limited means	236	2.1	531	1.2	44.4	9.4	182			
<b>4.N Poorer Pensioners</b>										
4.N.45 Pensioners in social housing, semis and terraces	35	0.3	651	1.4	5.4	-9.9	22			
4.N.46 Elderly people in social rented flats	126	1.1	398	0.9	31.7	2.9	129			
4.N.47 Low income older people in smaller semis	825	7.4	1,963	4.3	42.0	16.1	172			
4.N.48 Pensioners and singles in social rented flats	342	3.0	373	0.8	91.7	26.3	375			
<b>5. Urban Adversity</b>										
<b>5.O Young Hardship</b>										
5.O.49 Young families in low cost private flats	645	5.7	1,247	2.7	51.7	19.7	211			
5.O.50 Struggling younger people in mixed tenure	506	4.5	786	1.7	64.4	22.8	263			
5.O.51 Young people in small, low cost terraces	463	4.1	505	1.1	91.7	30.7	375			
<b>5.P Struggling Estates</b>										
5.P.52 Poorer families, many children, terraced housing	314	2.8	381	0.8	82.4	23.0	337			
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	328	2.9	717	1.6	45.7	11.6	187			
<b>5.Q Difficult Circumstances</b>										
5.Q.57 Social rented flats, families and single parents	268	2.4	367	0.8	73.0	18.9	298			
5.Q.58 Singles and young families, some receiving benefits	81	0.7	229	0.5	35.4	3.3	145			
5.Q.59 Deprived areas and high-rise flats	325	2.9	354	0.8	91.8	25.7	375			
<b>6. Not Private Households</b>										
<b>6.R Not Private Households</b>										
6.R.60 Active communal population	55	0.5	163	0.4	33.7	2.4	138			
6.R.61 Inactive Communal Population	102	0.9	249	0.5	41.0	5.3	167			
6.R.62 Business addresses without residential population	205	1.8	424	0.9	48.3	10.0				
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>11,224</b>		<b>45,863</b>		<b>24.5</b>					