

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

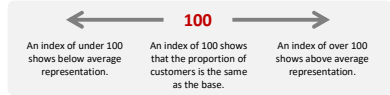
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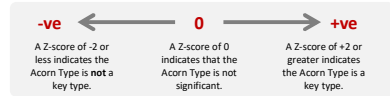
INTERPRETING THE REPORT

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?

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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.Q Difficult Circumstances	5.P.56 Low income large families in social rented semis
		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: **PeterboroughCentralAcorn**
 Base: **Peterborough District**

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	3+
House Tenure	Private Rented	Household Income	£31k	Social Media Usage	Medium

DEMOGRAPHICS

<p>AGE</p> <table border="1"> <tr><th>Age Group</th><th>Percentage</th><th>Index</th></tr> <tr><td>0-17</td><td>23%</td><td>106</td></tr> <tr><td>18-24</td><td>10%</td><td>116</td></tr> <tr><td>25-34</td><td>16%</td><td>121</td></tr> <tr><td>35-49</td><td>20%</td><td>100</td></tr> <tr><td>50-64</td><td>16%</td><td>88</td></tr> <tr><td>65-74</td><td>8%</td><td>79</td></tr> <tr><td>75+</td><td>7%</td><td>86</td></tr> </table>	Age Group	Percentage	Index	0-17	23%	106	18-24	10%	116	25-34	16%	121	35-49	20%	100	50-64	16%	88	65-74	8%	79	75+	7%	86	<p>FAMILY</p> <table border="1"> <tr><th>Family Type</th><th>Percentage</th><th>Index</th></tr> <tr><td>Couple -</td><td>14%</td><td>79</td></tr> <tr><td>Couple -</td><td>19%</td><td>95</td></tr> <tr><td>Lone</td><td>8%</td><td>99</td></tr> <tr><td>Single -</td><td>19%</td><td>114</td></tr> <tr><td>All Student/</td><td>18%</td><td>88</td></tr> </table>	Family Type	Percentage	Index	Couple -	14%	79	Couple -	19%	95	Lone	8%	99	Single -	19%	114	All Student/	18%	88	<p>KEY INSIGHTS</p> <ul style="list-style-type: none"> The average age of the population in the profiled households is younger when compared to the base. Households containing singles with no children occur more in this profile than in the base. 41.3% of the profile live in households with an income less than £20k. The dominant Social Grade is C1 and the most over-represented is D. There is a higher proportion of people in this profile who are students than in the base.
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MOTOR & HOME

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FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE	FUTURE PLANNING	APPROACH TO FINANCE	INDEX
52% Currently Saving Index: 94	25% Has company pension scheme Index: 92	I don't like the idea of being in debt 80% Index: 96	96
14% 2+ Credit Cards Index: 87	4% Has private medical Index: 100	I am very good at managing money 50% Index: 94	94
£285 Total weekly household expenditure Index: 98	55% Has savings account Index: 90	It is important to be well insured for everything 49% Index: 93	93
		Financial security after retirement is your own responsibility 52% Index: 91	91
		Always pays credit card balance in full 25% Index: 84	84

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

- Shopping online makes my life easier **39%** (Index: 95)
- I wait until tech becomes cheaper before considering purchase **24%** (Index: 97)
- I love to buy new gadgets and appliances **34%** (Index: 109)
- Computers confuse me - I'll never get used to them **17%** (Index: 96)
- I couldn't live without the internet on my mobile **24%** (Index: 107)
- I worry any personal information entered online won't be secure **52%** (Index: 96)

MARKETING - FUTURE RESPONSE

- Leaflet **14.6%** (Index: 106)
- Mail - Named **9.2%** (Index: 85)
- Email **11.1%** (Index: 111)
- Phone **2.6%** (Index: 95)
- Mail - Head of Hhd **2.8%** (Index: 95)
- Text **2.6%** (Index: 95)

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 15% 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

- Mobile Phone **37.2%** (Index: 105)
- Tablet **19.1%** (Index: 107)
- Laptop/PC **35.7%** (Index: 102)

BRAND INTERACTION

- Interact with a brand on Social Media (e.g. like or comment on a brand page) **13.7%** (Index: 123)
- Visit the profile/fan page of a product/brand/celebrity **14.0%** (Index: 112)

TOP 5 SOCIAL MEDIA ACTIVITIES

- Look at content/updates your friends have posted **45%** (Index: 101)
- Browsing to see what my friends are up to **41%** (Index: 100)
- Direct messaging **36%** (Index: 109)
- Watch video content **35%** (Index: 107)
- Play games **24%** (Index: 109)

WEBSITES

HOME & FINANCE

INDEX: 107, 91, 95, 111, 101, 118, 95

- comparethemarket.com: 6%
- Moneysavingexpert.com: 17%
- Moneysupermarket.com: 9%
- NHS Direct: 7%
- rightmove.co.uk: 9%
- zoopla.co.uk: 5%
- Manages Current Account Online: 49%

SHOPPING

INDEX: 97, 108, 101, 91, 106, 95, 100

- Amazon.co.uk: 49%
- Asos.com: 5%
- Argos: 18%
- Tesco.net / Tesco.com: 12%
- Boots.com: 10%
- johnlewis.com: 7%
- Groupon: 9%

LIFESTYLE

INDEX: 109, 101, 95, 101, 93, 126

- DigitalSpy: 3%
- Internet Movie Database (IMDB): 8%
- iTunes: 9%
- SkySports: 8%
- Trip Advisor: 12%
- Mumsnet: 3%

GENERAL

INDEX: 96, 105, 100, 107, 103

- bbc.co.uk: 26%
- YouTube: 36%
- Wikipedia: 22%
- Yahoo.co.uk: 12%
- Direct.gov.uk: 12%

KEY INSIGHTS

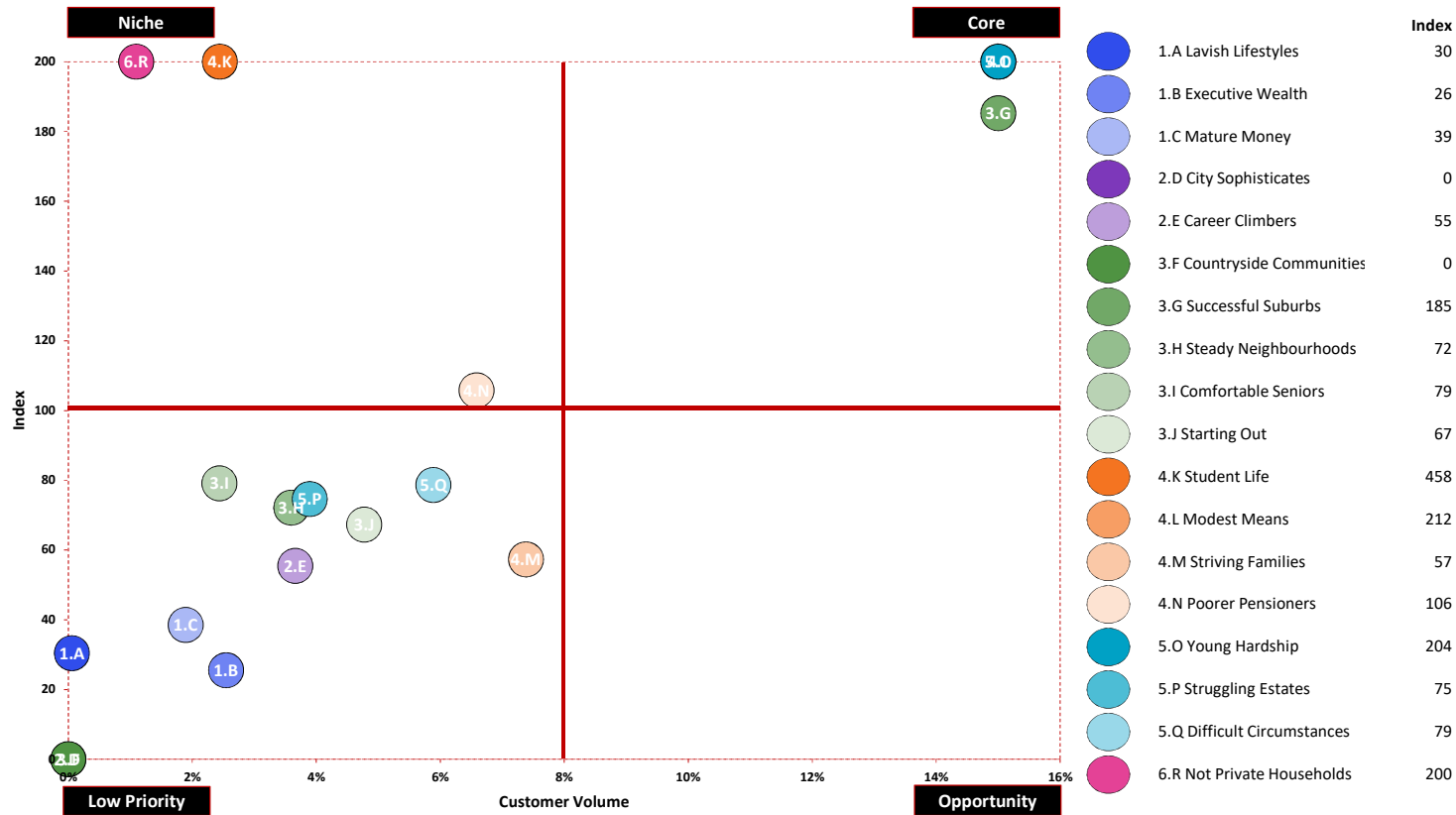
- Most people in this profile will access their social media through their mobile. Although there is a higher proportion in the profile than the base who will also use their tablet.
- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "look for business contacts".

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

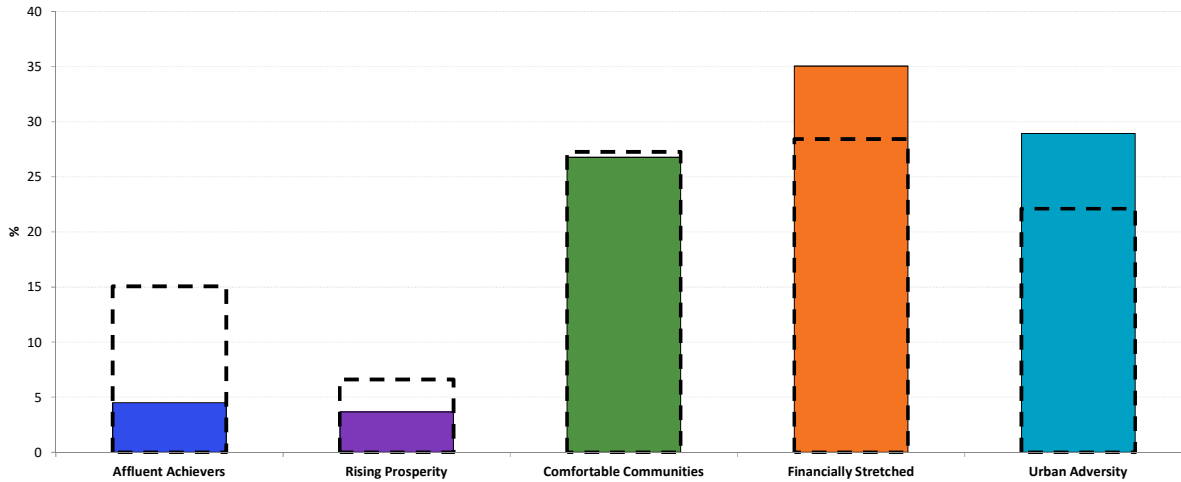


Profile: PeterboroughCentralAcorn

Base: Peterborough District

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	620	4.5	13,030	15.1	4.8	-34.7	30			
2. Rising Prosperity	505	3.7	5,714	6.6	8.8	-13.9	55			
3. Comfortable Communities	3,692	26.8	23,581	27.3	15.7	-1.3	98			
4. Financially Stretched	4,834	35.0	24,596	28.4	19.7	17.2	123			
5. Urban Adversity	3,990	28.9	19,122	22.1	20.9	19.3	131			
6. Not Private Households	151	1.1	473	0.5	31.9	8.7	200			
Total (Excluding Business addresses without residential pop.)	13,792		86,516		15.9					

ACORN CATEGORY PROFILE

 Show Base


ACORN GROUP PROFILE



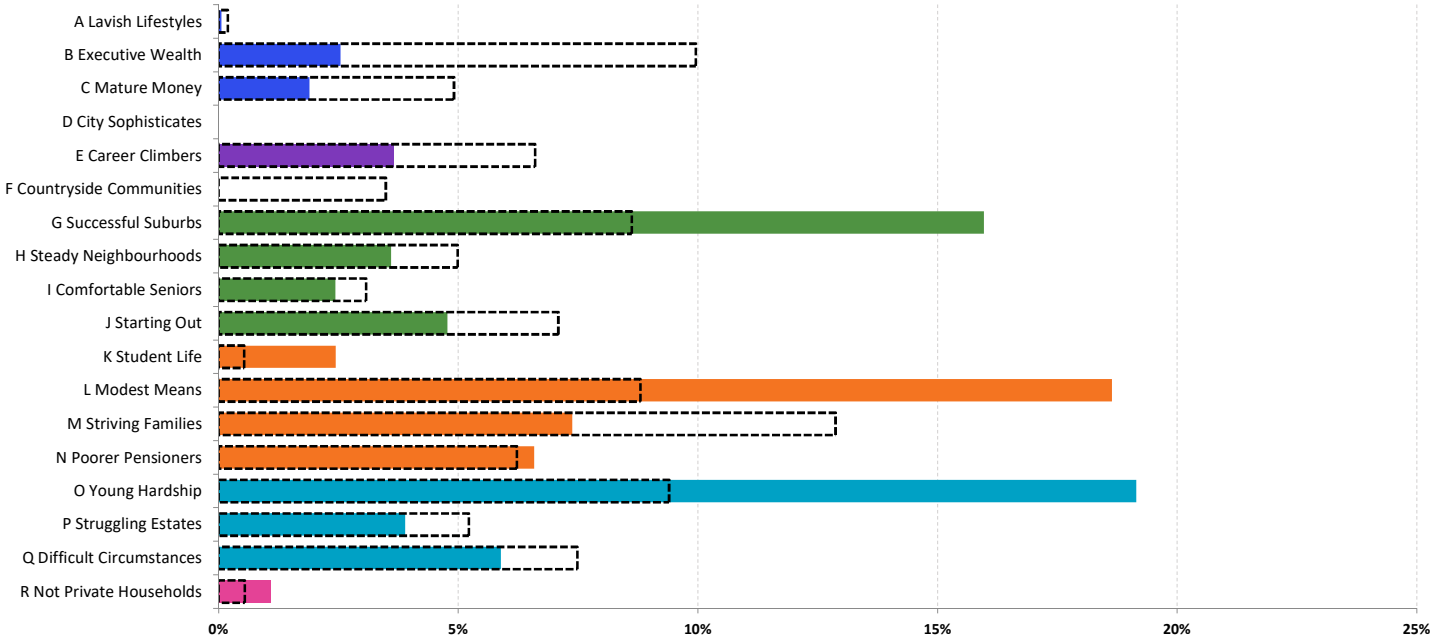
Profile:

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	8	0.1	165	0.2	4.8	-3.6	30			
1.B Executive Wealth	351	2.5	8,615	10.0	4.1	-29.1	26			
1.C Mature Money	261	1.9	4,250	4.9	6.1	-16.4	39			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	505	3.7	5,714	6.6	8.8	-13.9	55			
3. Comfortable Communities										
3.F Countryside Communities	0	0.0	3,017	3.5	0.0	-22.3	0			
3.G Successful Suburbs	2,202	16.0	7,456	8.6	29.5	30.7	185			
3.H Steady Neighbourhoods	496	3.6	4,312	5.0	11.5	-7.5	72			
3.I Comfortable Seniors	336	2.4	2,663	3.1	12.6	-4.4	79			
3.J Starting Out	658	4.8	6,133	7.1	10.7	-10.6	67			
4. Financially Stretched										
4.K Student Life	337	2.4	462	0.5	72.9	30.8	458			
4.L Modest Means	2,571	18.6	7,613	8.8	33.8	40.8	212			
4.M Striving Families	1,018	7.4	11,137	12.9	9.1	-19.3	57			
4.N Poorer Pensioners	908	6.6	5,384	6.2	16.9	1.8	106			
5. Urban Adversity										
5.O Young Hardship	2,641	19.1	8,131	9.4	32.5	39.2	204			
5.P Struggling Estates	537	3.9	4,515	5.2	11.9	-7.0	75			
5.Q Difficult Circumstances	812	5.9	6,476	7.5	12.5	-7.1	79			
6. Not Private Households										
6.R Not Private Households	151	1.1	473	0.5	31.9	8.7	200			
Total (Excluding Business addresses without residential pop.)	13,792		86,516		15.9					

ACORN GROUP PROFILE

Show Base



ACORN TYPE PROFILE

acorn

Profile: PeterboroughCentralAcorn
Peterborough DistrictSort 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	8	0.1	165	0.2	4.8	-3.6	30			
1.B Executive Wealth										
1.B.4 Asset rich families	14	0.1	2,254	2.6	0.6	-18.5	4			
1.B.5 Wealthy countryside commuters	0	0.0	1,272	1.5	0.0	-14.3	0			
1.B.6 Financially comfortable families	160	1.2	3,538	4.1	4.5	-17.4	28			
1.B.7 Affluent professionals	0	0.0	0	0.0	0.0	0.0	0			
1.B.8 Prosperous suburban families	54	0.4	102	0.1	52.9	9.4	332			
1.B.9 Well-off edge of towners	123	0.9	1,449	1.7	8.5	-7.2	53			
1.C Mature Money										
1.C.10 Better-off villagers	0	0.0	1,093	1.3	0.0	-13.3	0			
1.C.11 Settled suburbia, older people	123	0.9	481	0.6	25.6	5.3	160			
1.C.12 Retired and empty nesters	114	0.8	2,564	3.0	4.4	-14.8	28			
1.C.13 Upmarket downsizers	24	0.2	112	0.1	21.4	1.5	134			
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	7	0.1	3,986	4.6	0.2	-25.5	1			
2.E.19 First time buyers in small, modern homes	497	3.6	1,727	2.0	28.8	13.5	181			
2.E.20 Mixed metropolitan areas	1	0.0	1	0.0	100.0	2.1	627			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	0	0.0	224	0.3	0.0	-6.0	0			
3.F.22 Larger families in rural areas	0	0.0	721	0.8	0.0	-10.8	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	2,072	2.4	0.0	-18.4	0			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	370	2.7	4,068	4.7	9.1	-11.2	57			
3.G.25 Larger family homes, multi-ethnic areas	1,817	13.2	2,193	2.5	82.9	79.5	520			
3.G.26 Semi-professional families, owner occupied neighbourhoods	15	0.1	1,195	1.4	1.3	-12.8	8			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	263	1.9	3,098	3.6	8.5	-10.6	53			
3.H.28 Owner occupied terraces, average income	94	0.7	149	0.2	63.1	14.4	396			
3.H.29 Established suburbs, older families	139	1.0	1,065	1.2	13.1	-2.4	82			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	178	1.3	2,304	2.7	7.7	-10.0	48			
3.I.31 Elderly singles in purpose-built accommodation	158	1.1	359	0.4	44.0	13.3	276			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	365	2.6	1,567	1.8	23.3	7.4	146			
3.J.33 Smaller houses and starter homes	293	2.1	4,566	5.3	6.4	-16.6	40			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	4	0.0	4	0.0	100.0	4.2	627			
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	333	2.4	458	0.5	72.7	30.5	456			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	194	1.4	679	0.8	28.6	8.3	179			
4.L.38 Semi-skilled workers in traditional neighbourhoods	135	1.0	2,339	2.7	5.8	-12.5	36			
4.L.39 Fading owner occupied terraces	7	0.1	2,099	2.4	0.3	-18.1	2			
4.L.40 High occupancy terraces, culturally diverse family areas	2,235	16.2	2,496	2.9	89.5	93.5	562			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	0	0.0	1,111	1.3	0.0	-13.4	0			
4.M.42 Struggling young families in post-war terraces	62	0.4	4,969	5.7	1.2	-26.7	8			
4.M.43 Families in right-to-buy estates	956	6.9	3,683	4.3	26.0	15.6	163			
4.M.44 Post-war estates, limited means	0	0.0	1,374	1.6	0.0	-14.9	0			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	99	0.7	1,049	1.2	9.4	-5.3	59			
4.N.46 Elderly people in social rented flats	344	2.5	1,255	1.5	27.4	10.3	172			
4.N.47 Low income older people in smaller semis	359	2.6	2,312	2.7	15.5	-0.5	97			
4.N.48 Pensioners and singles in social rented flats	106	0.8	768	0.9	13.8	-1.5	87			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	780	5.7	2,389	2.8	32.6	20.7	205			
5.O.50 Struggling younger people in mixed tenure	1,088	7.9	3,385	3.9	32.1	24.1	202			
5.O.51 Young people in small, low cost terraces	773	5.6	2,357	2.7	32.8	20.8	206			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	143	1.0	2,855	3.3	5.0	-14.9	31			
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	394	2.9	1,660	1.9	23.7	8.0	149			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	153	1.1	1,402	1.6	10.9	-4.8	68			
5.Q.58 Singles and young families, some receiving benefits	312	2.3	3,308	3.8	9.4	-9.6	59			
5.Q.59 Deprived areas and high-rise flats	347	2.5	1,766	2.0	19.6	3.9	123			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	36	0.3	182	0.2	19.8	1.3	124			
6.R.61 Inactive Communal Population	115	0.8	291	0.3	39.5	10.1	248			
6.R.62 Business addresses without residential population	477	3.5	1,924	2.2	24.8	9.8				
Total (Excluding Business addresses without residential pop.)	13,792		86,516		15.9					