

OVERVIEW

CATEGORY

GROUP

TYPE

CUSTOMER VIEW

PROFILE FEATURES

WHAT IS ACORN?

MY PEN PORTRAIT



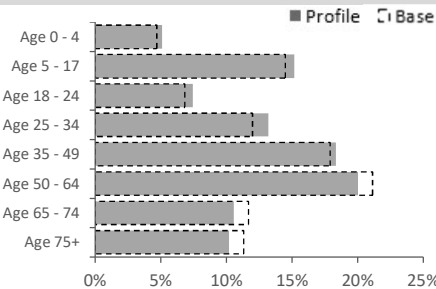
© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Profile: Wisbech Profile

Base: Fenland Profile

This overview shows the likely characteristics based on the Acorn mix within the profile

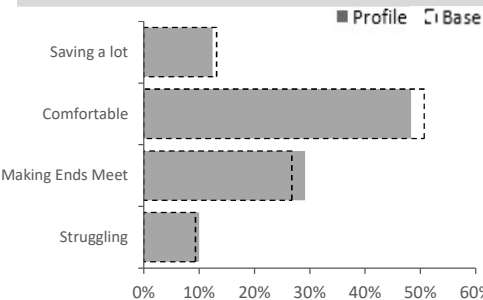
DEMOGRAPHIC PROFILE



Household Type  
**Semi-detached house**

Household Tenure  
**Owned outright**

FINANCIAL PROFILE



Household Annual Income Band  
**£20,000 - £40,000**

House Value Band  
**150k - 250k**

CHANNEL PREFERENCES

<b>Index: 98</b> Profile: 58% Email	<b>Index: 92</b> Profile: 2% Face to Face/ A Visit	<b>Index: 97</b> Profile: 10% Mail	<b>Index: 102</b> Profile: 6% Mobile App
<b>Index: 116</b> Profile: 1% Social Media	<b>Index: 105</b> Profile: 7% Telephone Call	<b>Index: 116</b> Profile: 6% Text Message	<b>Index: 104</b> Profile: 10% Website (Inc Chatbot)

This shows the three Acorn Groups with the largest representation within the profile

TOP 3 DOMINANT ACORN GROUPS

5.R. Hard-Up Households



Young families struggling on low incomes in rented terraces

Profile in Group	Profile:	% in Group	Base:
	2.5k	20%	10%

Index: 195

5.Q. Limited Budgets



Young families and single parents with a high proportion socially renting their semi-detached home

Profile in Group	Profile:	% in Group	Base:
	1.7k	14%	7%

Index: 198

4.O. Stable Seniors



Retired and empty nester couples with modest incomes in rural and semi rural locations

Profile in Group	Profile:	% in Group	Base:
	1.5k	12%	18%

Index: 67

ACORN CATEGORY PROFILE



© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

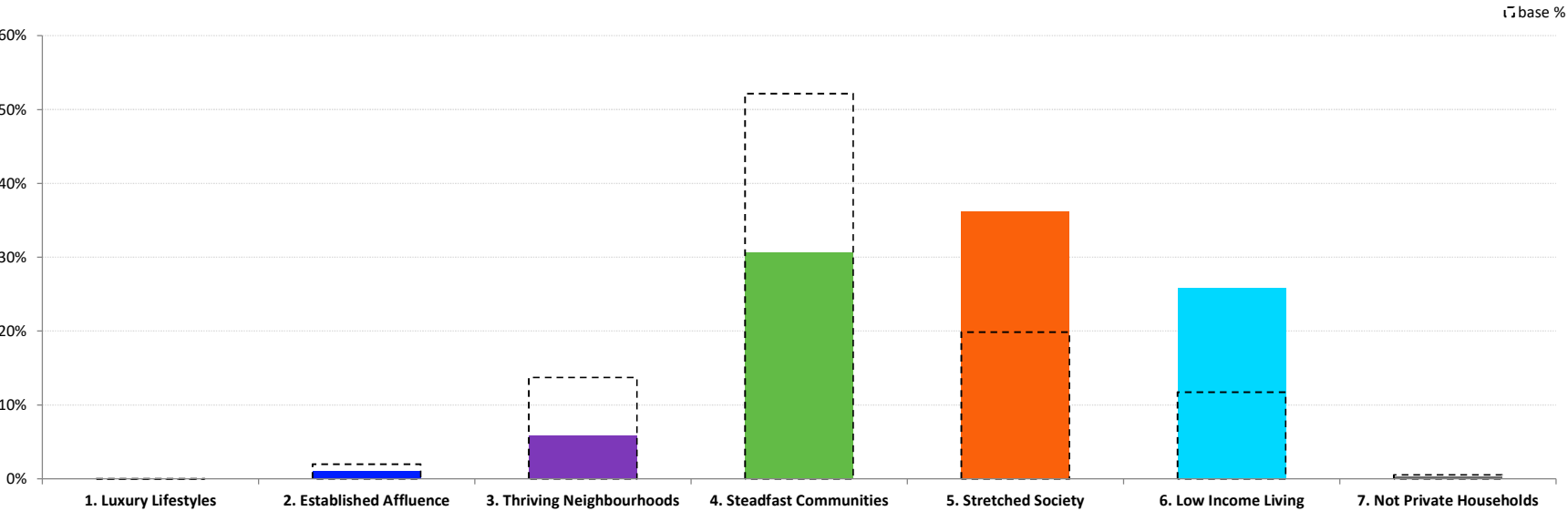
Profile: Wisbech Profile  
Base: Fenland Profile

Sort by:

↓

☒ Acorn Category  
☐ Profile %  
☐ Index

Acorn Category Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index	0	100	200
1. Luxury Lifestyles	0	0.0	12	0.0	0.0	-1.7	0			
2. Established Affluence	139	1.1	1,009	2.0	13.8	-6.8	57			
3. Thriving Neighbourhoods	715	5.8	6,981	13.7	10.2	-25.6	42			
4. Steadfast Communities	3,773	30.6	26,521	52.1	14.2	-47.8	59			
5. Stretched Society	4,467	36.2	10,106	19.9	44.2	45.6	182			
6. Low Income Living	3,189	25.9	5,967	11.7	53.4	48.8	221			
7. Not Private Households	44	0.4	274	0.5	16.1	-2.8	66			
Total	12,327		50,870							



ACORN GROUP PROFILE



© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

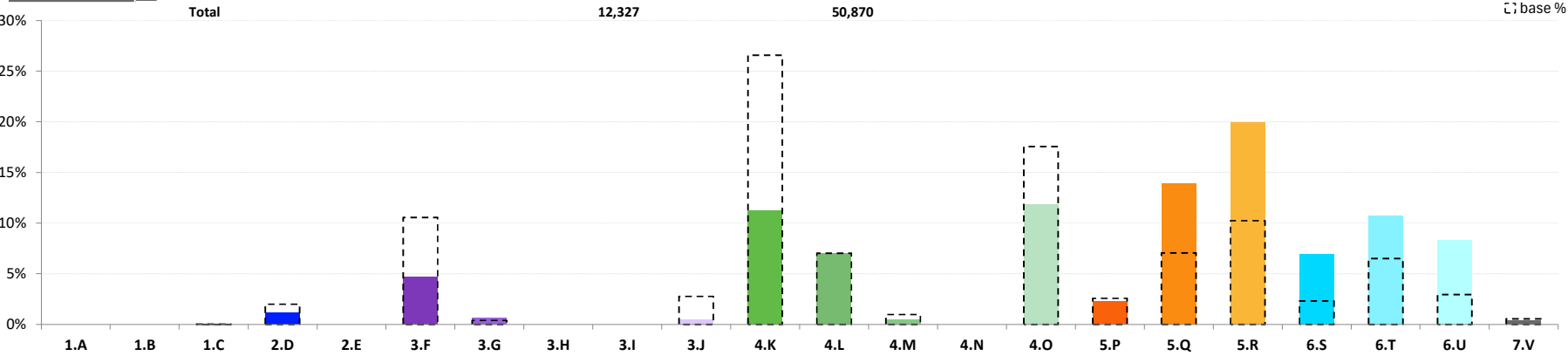
Profile: Wisbech Profile  
Base: Fenland Profile

Sort by:

↓

☒ Acorn Group  
☐ Profile %  
☐ Index

Acorn Group Description		Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index 0	100	200
1. Luxury Lifestyles	1.A. Exclusive Addresses	0	0.0	0	0.0	0.0	0.0	0		
	1.B. Flourishing Capital	0	0.0	0	0.0	0.0	0.0	0		
	1.C. Upmarket Families	0	0.0	12	0.0	0.0	-1.7	0		
2. Established Affluence	2.D. Commuter-Belt Wealth	139	1.1	1,009	2.0	13.8	-6.8	57		
	2.E. Prosperous Professionals	0	0.0	0	0.0	0.0	0.0	0		
3. Thriving Neighbourhoods	3.F. Mature Success	581	4.7	5,374	10.6	10.8	-21.1	45		
	3.G. Settled Suburbia	76	0.6	202	0.4	37.6	3.9	155		
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0		
	3.I. Up-and-Coming Urbanites	0	0.0	0	0.0	0.0	0.0	0		
	3.J. Aspiring Communities	58	0.5	1,405	2.8	4.1	-15.5	17		
4. Steadfast Communities	4.K. Semi-Rural Maturity	1,388	11.3	13,524	26.6	10.3	-38.5	42		
	4.L. Traditional Homeowners	867	7.0	3,574	7.0	24.3	0.0	100		
	4.M. Family Renters	61	0.5	495	1.0	12.3	-5.4	51		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
	4.O. Stable Seniors	1,457	11.8	8,928	17.6	16.3	-16.7	67		
5. Stretched Society	5.P. Tenant Living	285	2.3	1,307	2.6	21.8	-1.8	90		
	5.Q. Limited Budgets	1,720	14.0	3,589	7.1	47.9	29.9	198		
	5.R. Hard-Up Households	2,462	20.0	5,210	10.2	47.3	35.6	195		
6. Low Income Living	6.S. Cash-Strapped Families	848	6.9	1,172	2.3	72.4	33.9	299		
	6.T. Constrained Pensioners	1,322	10.7	3,299	6.5	40.1	19.1	165		
	6.U. Challenging Circumstances	1,019	8.3	1,496	2.9	68.1	35.0	281		
7. Not Private Households	7.V. Not Private Households	44	0.4	274	0.5	16.1	-2.8	66		



OVERVIEW

CATEGORY

GROUP

TYPE

CUSTOMER VIEW

PROFILE FEATURES

WHAT IS ACORN?

## ACORN TYPE PROFILE

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Profile: Wisbech Profile

Base: Fenland Profile

Sort by:



- ☒ Acorn Type  
☐ Profile %  
☐ Index

Acorn Type Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index 0	100	200
1.A.1 High-flyers in luxury apartments and townhouses	0	0.0	0	0.0	0.0	0.0	0		
1.A.2 Wealthy, gentrified areas	0	0.0	0	0.0	0.0	0.0	0		
1.A.3 Asset-rich, out-of-town older families	0	0.0	0	0.0	0.0	0.0	0		
1.B.4 High-end professionals in city flats	0	0.0	0	0.0	0.0	0.0	0		
1.B.5 Successful young families in smart urban areas	0	0.0	0	0.0	0.0	0.0	0		
1.C.6 Executives in expensive suburban houses	0	0.0	11	0.0	0.0	-1.6	0		
1.C.7 Prosperous families in green-belt areas with substantial homes	0	0.0	1	0.0	0.0	-0.5	0		
2.D.8 Affluent, older homeowners	0	0.0	151	0.3	0.0	-6.0	0		
2.D.9 Families and couples in comfortable homes	138	1.1	440	0.8	31.4	2.8	128		
2.D.10 Well-off families in larger semis	0	0.0	0	0.0	0.0	0.0	0		
2.D.11 Mature and moneyed out-of-towners	1	0.0	291	0.6	0.3	-8.2	1		
2.D.12 Well-to-do empty nesters in detached houses	0	0.0	127	0.2	0.0	-5.5	0		
2.E.13 Families in leafy suburbs	0	0.0	0	0.0	0.0	0.0	0		
2.E.14 Upmarket young families in terraces	0	0.0	0	0.0	0.0	0.0	0		
2.E.15 Educated professionals renting flats	0	0.0	0	0.0	0.0	0.0	0		
3.F.16 Families and couples in detached houses	306	2.4	1,707	3.3	17.9	-5.5	73		
3.F.17 Older, rural empty nesters and couples	15	0.1	247	0.5	6.1	-5.8	25		
3.F.18 Countryside retirees in spacious houses	0	0.0	4	0.0	0.0	-1.0	0		
3.F.19 Sophisticated couples living comfortably in detached homes	260	2.0	3,416	6.6	7.6	-20.3	31		
3.G.20 Mixed lifestages in semi-detached homes	44	0.3	148	0.3	29.7	1.2	121		
3.G.21 Mid-life suburban living	32	0.3	54	0.1	59.3	5.1	241		
3.H.22 Younger families and sharers in city terraces	0	0.0	0	0.0	0.0	0.0	0		
3.H.23 Culturally diverse suburban families	0	0.0	0	0.0	0.0	0.0	0		
3.I.24 Young professionals renting city flats	0	0.0	0	0.0	0.0	0.0	0		
3.I.25 Privately renting students and house sharers	0	0.0	0	0.0	0.0	0.0	0		
3.I.26 Younger couples and singles in flats	0	0.0	0	0.0	0.0	0.0	0		
3.J.27 Professional families and couples in suburban, owner-occupied areas	58	0.5	1,401	2.7	4.1	-15.4	17		
3.J.28 Families and couples in terraces	0	0.0	4	0.0	0.0	-1.0	0		
4.K.29 Senior home-owning couples	65	0.5	2,544	4.9	2.6	-22.6	10		
4.K.30 Empty nesters in owner-occupied detached homes	976	7.6	5,818	11.2	16.8	-12.5	68		
4.K.31 Comfortable, home-owning families and empty nesters	262	2.1	3,944	7.6	6.6	-23.2	27		
4.K.32 Older comfortable families and couples in detached, rural properties	72	0.6	1,200	2.3	6.0	-12.9	24		
4.K.33 Retirees in semi-detached and detached properties	13	0.1	18	0.0	72.2	4.0	294		

ACORN CUSTOMER VIEW CHART

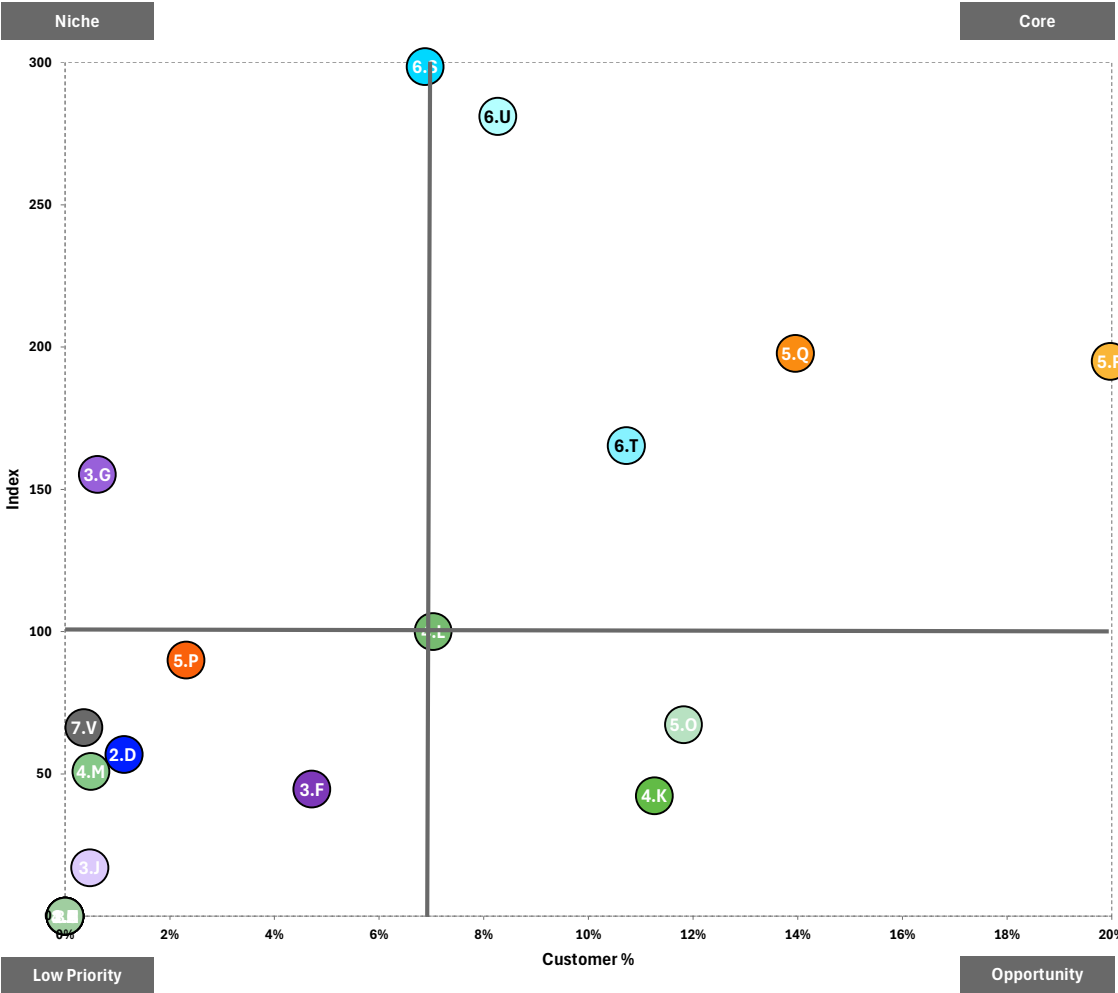


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Profile: Wisbech Profile  
Base: Fenland Profile

☐ Description of engagement level

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'.



Acorn Groups	Profile	Profile %	Index
1.A. Exclusive Addresses	0	0%	0
1.B. Flourishing Capital	0	0%	0
1.C. Upmarket Families	0	0%	0
2.D. Commuter-Belt Wealth	139	1%	57
2.E. Prosperous Professionals	0	0%	0
3.F. Mature Success	581	5%	45
3.G. Settled Suburbia	76	1%	155
3.H. Metropolitan Surroundings	0	0%	0
3.I. Up-and-Coming Urbanites	0	0%	0
3.J. Aspiring Communities	58	0%	17
4.K. Semi-Rural Maturity	1,388	11%	42
4.L. Traditional Homeowners	867	7%	100
4.M. Family Renters	61	0%	51
4.N. Urban Diversity	0	0%	0
4.O. Stable Seniors	1,457	12%	67
5.P. Tenant Living	285	2%	90
5.Q. Limited Budgets	1,720	14%	198
5.R. Hard-Up Households	2,462	20%	195
6.S. Cash-Strapped Families	848	7%	299
6.T. Constrained Pensioners	1,322	11%	165
6.U. Challenging Circumstances	1,019	8%	281
7.V. Not Private Households	44	0%	66