

# MY PEN PORTRAIT

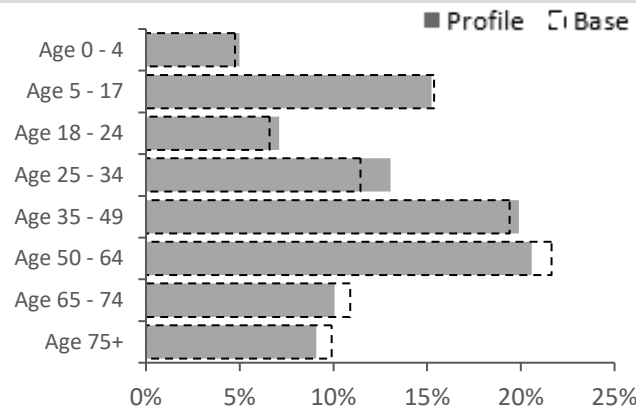


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Profile: Cambourne  
Base: South Cambridgeshire

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

### DEMOGRAPHIC PROFILE



Household Type  
**Detached house**

Household Tenure  
**Owned outright**

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

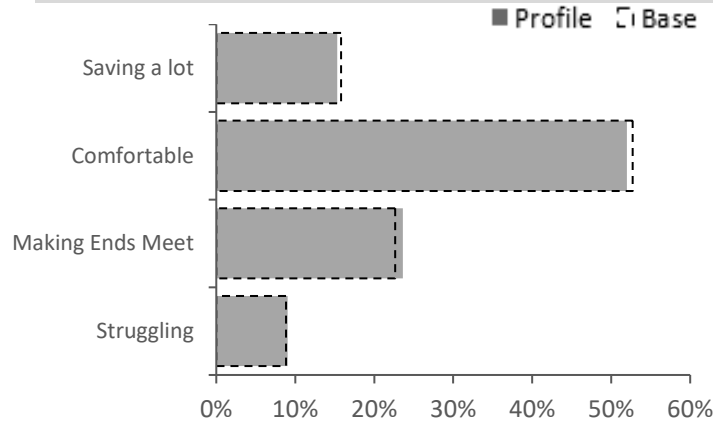
### TOP 3 DOMINANT ACORN GROUPS

**3.J. Aspiring Communities**  
Home owning families with above average incomes, in areas where there has been higher turnover of housing over the last few years

Profile in Group	% in Group	Base:
<b>1.5k</b>	<b>31%</b>	<b>22%</b>

Index: 142

### FINANCIAL PROFILE



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

House Value Band  
**250k - 500k**

**2.D. Commuter-Belt Wealth**  
Well-off older families and empty nesters living in detached properties within easy reach of the major cities

Profile in Group	% in Group	Base:
<b>1.2k</b>	<b>26%</b>	<b>36%</b>

Index: 70

### CHANNEL PREFERENCES

<b>Index: 99</b> Profile: 63% Email	<b>Index: 100</b> Profile: 2% Face to Face/ A Visit	<b>Index: 106</b> Profile: 9% Mail	<b>Index: 103</b> Profile: 6% Mobile App
<b>Index: 117</b> Profile: 1% Social Media	<b>Index: 105</b> Profile: 6% Telephone Call	<b>Index: 97</b> Profile: 4% Text Message	<b>Index: 98</b> Profile: 10% Website (Inc Chatbot)

**3.I. Up-and-Coming Urbanites**  
Educated young people and students, who have low levels of disposable income, sharing privately rented flats

Profile in Group	% in Group	Base:
<b>0.4k</b>	<b>10%</b>	<b>4%</b>

Index: 245

# ACORN CATEGORY PROFILE

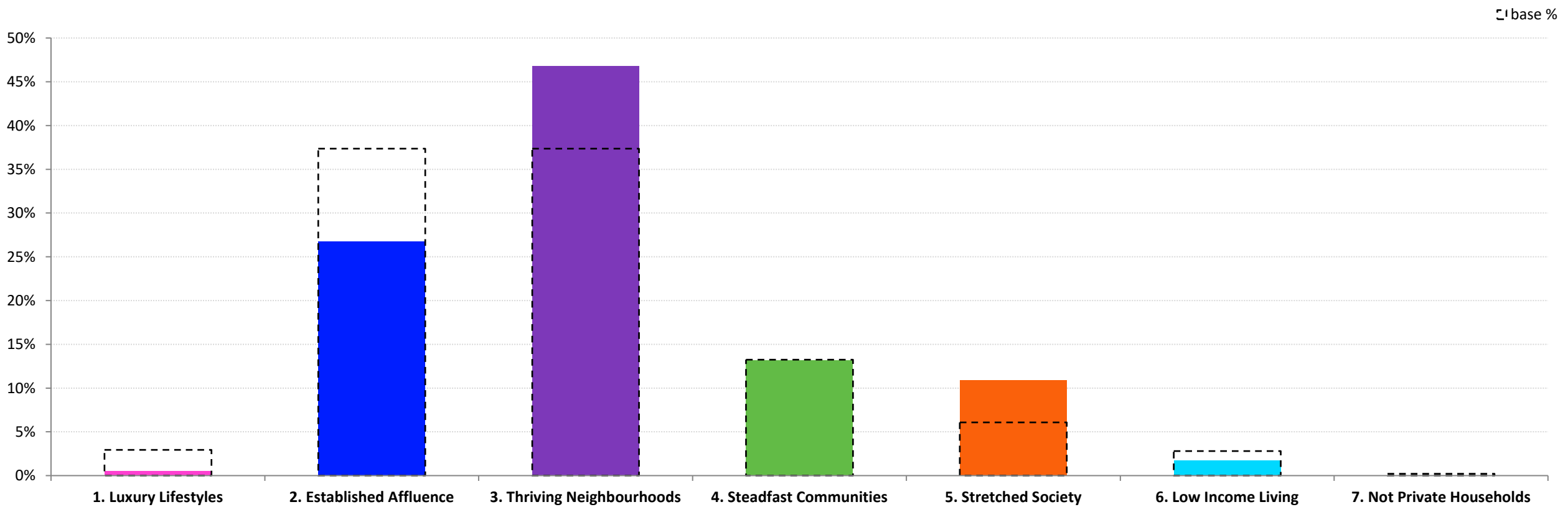


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Profile: Cambourne  
Base: South Cambridgeshire

Sort by:  Acorn Category  Profile %  Index

Acorn Category Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index 0	100	200
1. Luxury Lifestyles	25	0.5	1,969	2.9	1.3	-9.8	18		
2. Established Affluence	1,258	26.8	24,959	37.4	5.0	-15.0	72		
3. Thriving Neighbourhoods	2,198	46.8	24,969	37.4	8.8	13.4	125		
4. Steadfast Communities	620	13.2	8,849	13.2	7.0	-0.1	100		
5. Stretched Society	514	10.9	4,068	6.1	12.6	13.9	180		
6. Low Income Living	81	1.7	1,871	2.8	4.3	-4.5	62		
7. Not Private Households	0	0.0	136	0.2	0.0	-3.1	0		
<b>Total</b>	<b>4,696</b>		<b>66,821</b>						



# ACORN GROUP PROFILE

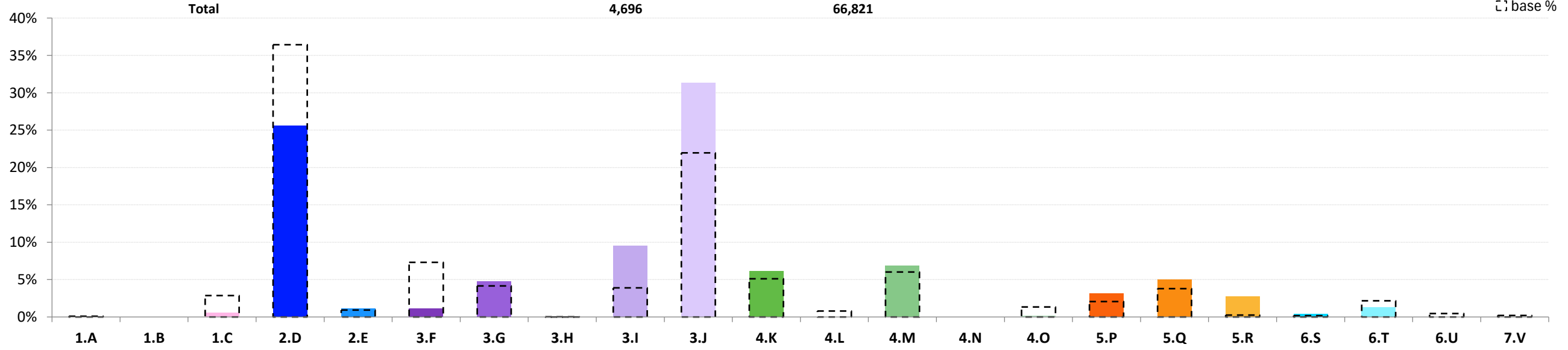


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Profile: Cambourne  
Base: South Cambridgeshire

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	58	0.1	0.0	-2.0	0			
	1.B. Flourishing Capital	0	0.0	0	0.0	0.0	0.0	0			
	1.C. Upmarket Families	25	0.5	1,911	2.9	1.3	-9.6	19			
2. Established Affluence	2.D. Commuter-Belt Wealth	1,203	25.6	24,339	36.4	4.9	-15.4	70			
	2.E. Prosperous Professionals	55	1.2	620	0.9	8.9	1.7	126			
3. Thriving Neighbourhoods	3.F. Mature Success	55	1.2	4,886	7.3	1.1	-16.2	16			
	3.G. Settled Suburbia	225	4.8	2,777	4.2	8.1	2.2	115			
	3.H. Metropolitan Surroundings	0	0.0	20	0.0	0.0	-1.2	0			
	3.I. Up-and-Coming Urbanites	448	9.5	2,605	3.9	17.2	20.0	245			
4. Steadfast Communities	3.J. Aspiring Communities	1,470	31.3	14,681	22.0	10.0	15.4	142			
	4.K. Semi-Rural Maturity	289	6.2	3,418	5.1	8.5	3.2	120			
	4.L. Traditional Homeowners	0	0.0	529	0.8	0.0	-6.1	0			
	4.M. Family Renters	323	6.9	4,013	6.0	8.0	2.5	115			
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0			
5. Stretched Society	4.O. Stable Seniors	8	0.2	889	1.3	0.9	-6.9	13			
	5.P. Tenant Living	150	3.2	1,372	2.1	10.9	5.5	156			
	5.Q. Limited Budgets	234	5.0	2,527	3.8	9.3	4.3	132			
6. Low Income Living	5.R. Hard-Up Households	130	2.8	169	0.3	76.9	34.3	1,095			
	6.S. Cash-Strapped Families	21	0.4	114	0.2	18.4	4.6	262			
	6.T. Constrained Pensioners	60	1.3	1,448	2.2	4.1	-4.2	59			
7. Not Private Households	6.U. Challenging Circumstances	0	0.0	309	0.5	0.0	-4.7	0			
	7.V. Not Private Households	0	0.0	136	0.2	0.0	-3.1	0			
<b>Total</b>		<b>4,696</b>		<b>66,821</b>							



# ACORN - WHAT IS IT?



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## WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and 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.

## ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
4. Steadfast Communities	3.J. Aspiring Communities	27-28
	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
5. Stretched Society	4.O. Stable Seniors	41-43
	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
6. Low Income Living	5.R. Hard-Up Households	50-52
	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
7. Not Private Households	6.U. Challenging Circumstances	59-61
	7.V. Not Private Households	62-65

## ADDITIONAL INFORMATION



For more information, click here to visit the website:

[Acorn 2023](#)

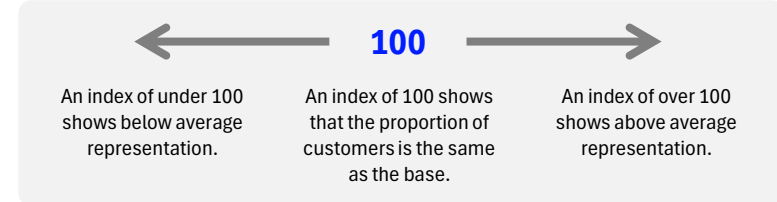
## INTERPRETING THE REPORT

The Acorn profiler 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).

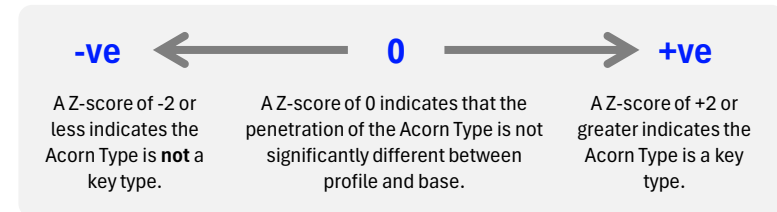
### TOTAL

Total figures exclude business addresses without residential population

### INDEX



### Z-SCORE



## REPORT INFORMATION

- Overview:** Use this tab to see a bespoke summary of your profile
- Category, Group & Type:** Use these tabs to look up the Profile breakdown at the different levels of Acorn
- Customer View Chart:** Use this tab to discover the different levels of engagement each Acorn Group has with your Profile
- Profile Features:** Use this tab to provide more in depth information across the full range of variables
- What is Acorn:** Use this tab to find out more detail about Acorn and what this report shows