

MY PEN PORTRAIT

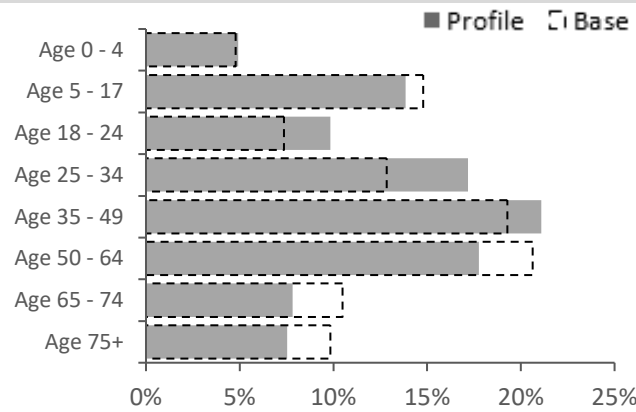


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Profile: Cambridge City
Base: Cambridgeshire

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

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

TOP 3 DOMINANT ACORN GROUPS

2.E. Prosperous Professionals

Younger affluent people with high incomes enjoying city life

Profile in Group	% in Group	Base:
14.5k	23%	5%
Index: 466		

3.I. Up-and-Coming Urbanites

Educated young people and students, who have low levels of disposable income, sharing privately rented flats

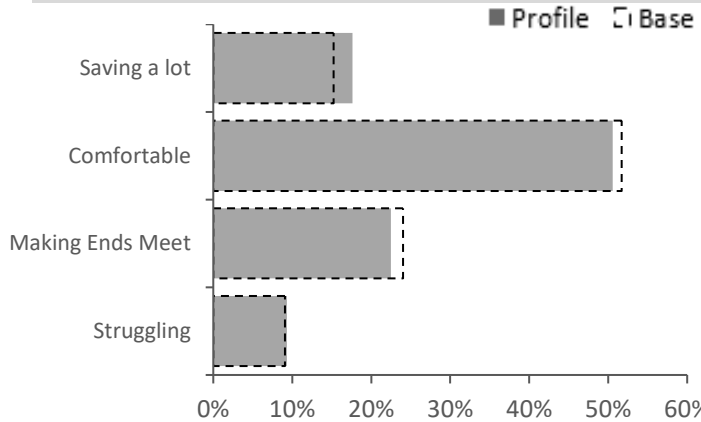
Profile in Group	% in Group	Base:
13.7k	22%	6%
Index: 371		

5.P. Tenant Living

Students and young adults starting out, privately renting in house shares

Profile in Group	% in Group	Base:
7.9k	13%	5%
Index: 263		

FINANCIAL PROFILE



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

House Value Band
250k - 500k

CHANNEL PREFERENCES

Index: 99 Profile: 61% Email	Index: 86 Profile: 1% Face to Face/ A Visit	Index: 85 Profile: 8% Mail	Index: 114 Profile: 7% Mobile App
Index: 122 Profile: 1% Social Media	Index: 104 Profile: 6% Telephone Call	Index: 125 Profile: 6% Text Message	Index: 98 Profile: 10% Website (Inc Chatbot)

ACORN CATEGORY PROFILE

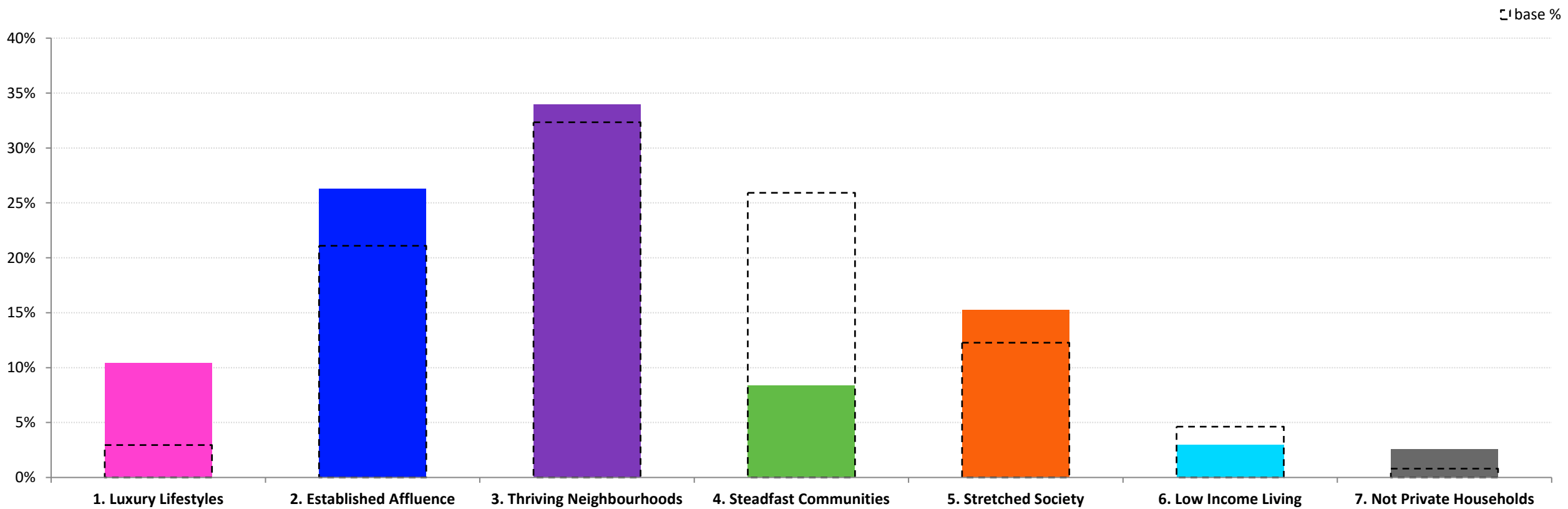


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Profile: Cambridge City
Base: Cambridgeshire

Sort by: Acorn Category Profile % Index

Acorn Category Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index 0	100	200
1. Luxury Lifestyles	6,432	10.4	9,047	3.0	71.1	109.5	352		
2. Established Affluence	16,265	26.3	64,655	21.1	25.2	31.8	125		
3. Thriving Neighbourhoods	21,015	34.0	99,099	32.3	21.2	8.8	105		
4. Steadfast Communities	5,196	8.4	79,453	25.9	6.5	-99.4	32		
5. Stretched Society	9,441	15.3	37,609	12.3	25.1	22.7	124		
6. Low Income Living	1,856	3.0	14,181	4.6	13.1	-19.2	65		
7. Not Private Households	1,610	2.6	2,441	0.8	66.0	50.6	327		
Total	61,815		306,485						



ACORN GROUP PROFILE

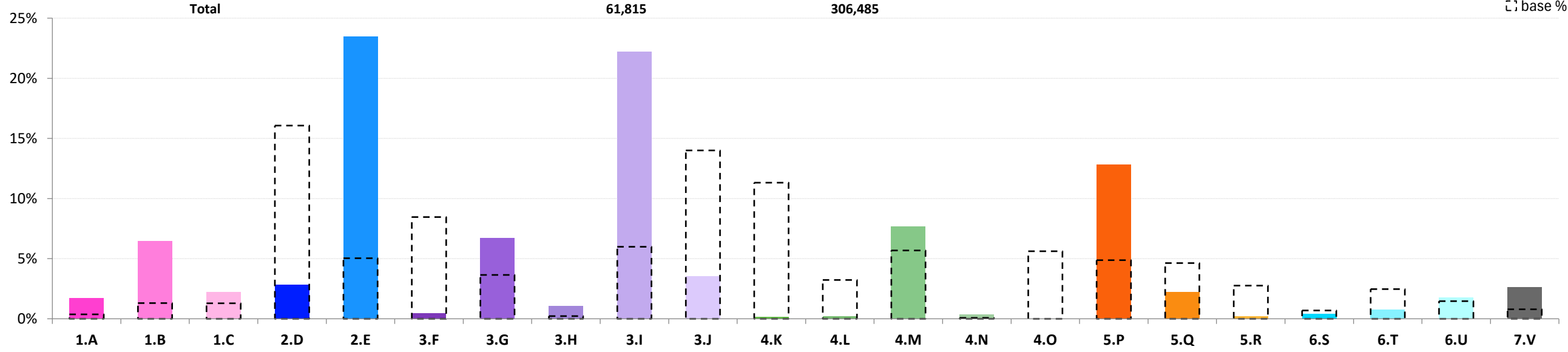


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Profile: Cambridge City
Base: Cambridgeshire

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	1,057	1.7	1,115	0.4	94.8	55.6	470		
	1.B. Flourishing Capital	3,985	6.4	3,985	1.3	100.0	112.9	496		
	1.C. Upmarket Families	1,390	2.2	3,947	1.3	35.2	21.2	175		
2. Established Affluence	2.D. Commuter-Belt Wealth	1,757	2.8	49,223	16.1	3.6	-89.5	18		
	2.E. Prosperous Professionals	14,508	23.5	15,432	5.0	94.0	209.6	466		
3. Thriving Neighbourhoods	3.F. Mature Success	283	0.5	25,934	8.5	1.1	-71.5	5		
	3.G. Settled Suburbia	4,151	6.7	11,196	3.7	37.1	40.6	184		
	3.H. Metropolitan Surroundings	664	1.1	689	0.2	96.4	44.6	478		
	3.I. Up-and-Coming Urbanites	13,738	22.2	18,356	6.0	74.8	170.1	371		
4. Steadfast Communities	3.J. Aspiring Communities	2,179	3.5	42,924	14.0	5.1	-75.1	25		
	4.K. Semi-Rural Maturity	110	0.2	34,713	11.3	0.3	-87.5	2		
	4.L. Traditional Homeowners	120	0.2	9,909	3.2	1.2	-42.7	6		
	4.M. Family Renters	4,742	7.7	17,402	5.7	27.2	21.4	135		
	4.N. Urban Diversity	217	0.4	217	0.1	100.0	26.2	496		
5. Stretched Society	4.O. Stable Seniors	7	0.0	17,212	5.6	0.0	-60.5	0		
	5.P. Tenant Living	7,920	12.8	14,951	4.9	53.0	91.6	263		
	5.Q. Limited Budgets	1,381	2.2	14,207	4.6	9.7	-28.4	48		
6. Low Income Living	5.R. Hard-Up Households	140	0.2	8,451	2.8	1.7	-38.4	8		
	6.S. Cash-Strapped Families	263	0.4	2,135	0.7	12.3	-8.1	61		
	6.T. Constrained Pensioners	485	0.8	7,568	2.5	6.4	-27.0	32		
7. Not Private Households	6.U. Challenging Circumstances	1,108	1.8	4,478	1.5	24.7	6.9	123		
	7.V. Not Private Households	1,610	2.6	2,441	0.8	66.0	50.6	327		
Total		61,815		306,485						



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
5. Stretched Society	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
	5.P. Tenant Living	44-47
6. Low Income Living	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
	6.S. Cash-Strapped Families	53-56
7. Not Private Households	6.T. Constrained Pensioners	57-58
	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](#)

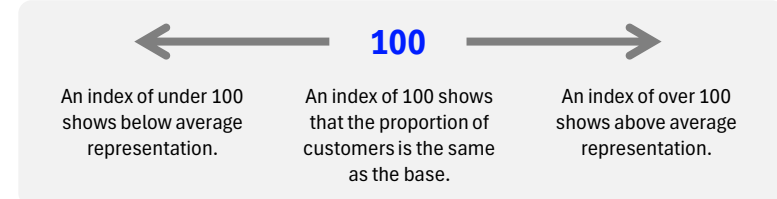
INTERPRETING THE REPORT

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).

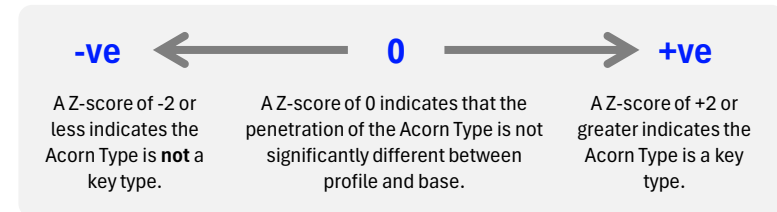
TOTAL

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