

MY PEN PORTRAIT



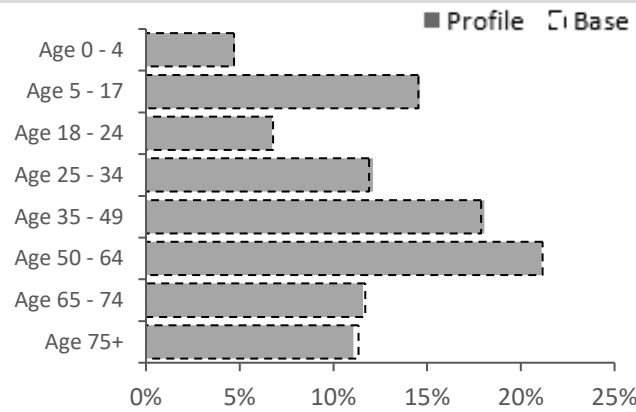
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Profile: Chatteris

Base: Fenland

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

4.K. Semi-Rural Maturity



Older couples who are coming up to retirement, or already retired, living in good-sized properties in semi rural areas

Profile in Group	% in Group	Base:
1.2k	24%	27%
Index: 91		

4.O. Stable Seniors



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

Profile in Group	% in Group	Base:
1.1k	22%	18%
Index: 127		

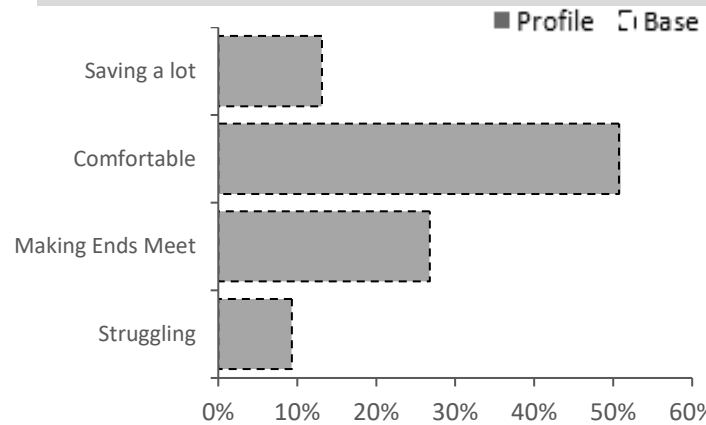
5.R. Hard-Up Households



Young families struggling on low incomes in rented terraces

Profile in Group	% in Group	Base:
0.6k	11%	10%
Index: 110		

FINANCIAL PROFILE



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

House Value Band
250k - 500k

CHANNEL PREFERENCES

Index: 100 Profile: 59% Email	Index: 102 Profile: 2% Face to Face/ A Visit	Index: 103 Profile: 11% Mail	Index: 100 Profile: 6% Mobile App
Index: 102 Profile: 1% Social Media	Index: 97 Profile: 6% Telephone Call	Index: 103 Profile: 5% Text Message	Index: 97 Profile: 9% Website (Inc Chatbot)

ACORN CATEGORY PROFILE



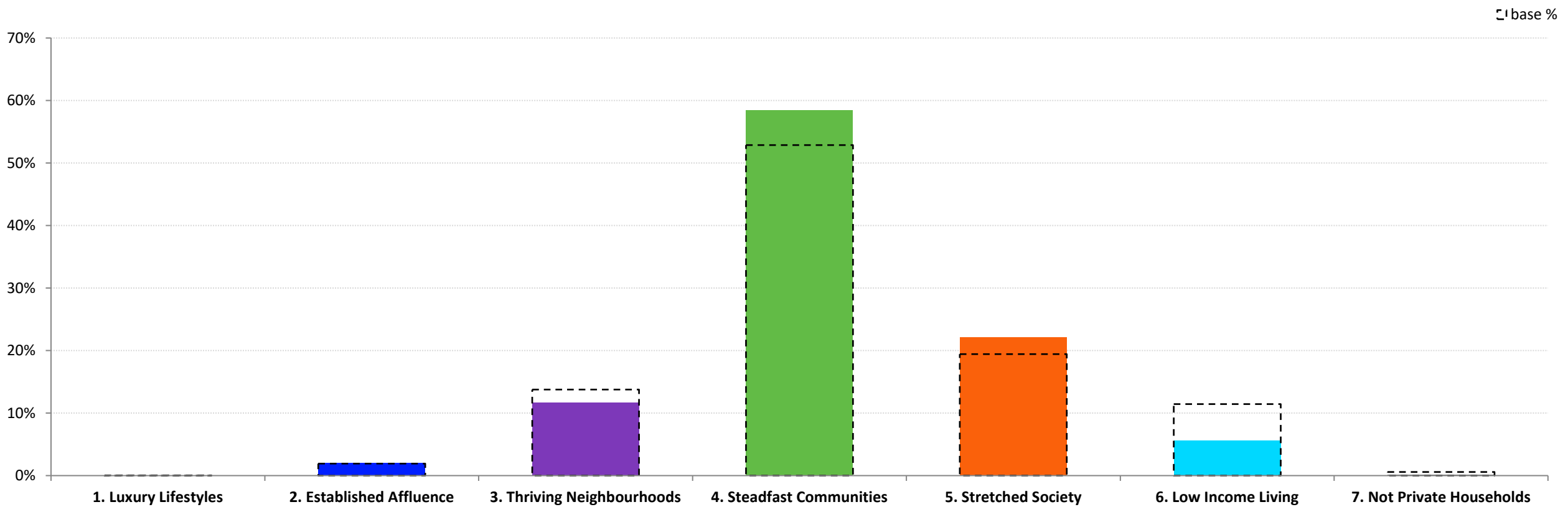
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Profile: Chatteris
Base: Fenland

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	11	0.0	0.0	-1.1	0		
2. Established Affluence	101	2.0	903	1.9	11.2	0.5	105		
3. Thriving Neighbourhoods	587	11.7	6,519	13.8	9.0	-4.3	85		
4. Steadfast Communities	2,942	58.5	25,056	52.9	11.7	8.0	111		
5. Stretched Society	1,112	22.1	9,211	19.4	12.1	4.8	114		
6. Low Income Living	283	5.6	5,419	11.4	5.2	-12.9	49		
7. Not Private Households	6	0.1	273	0.6	2.2	-4.3	21		
Total	5,031		47,392						



ACORN GROUP PROFILE

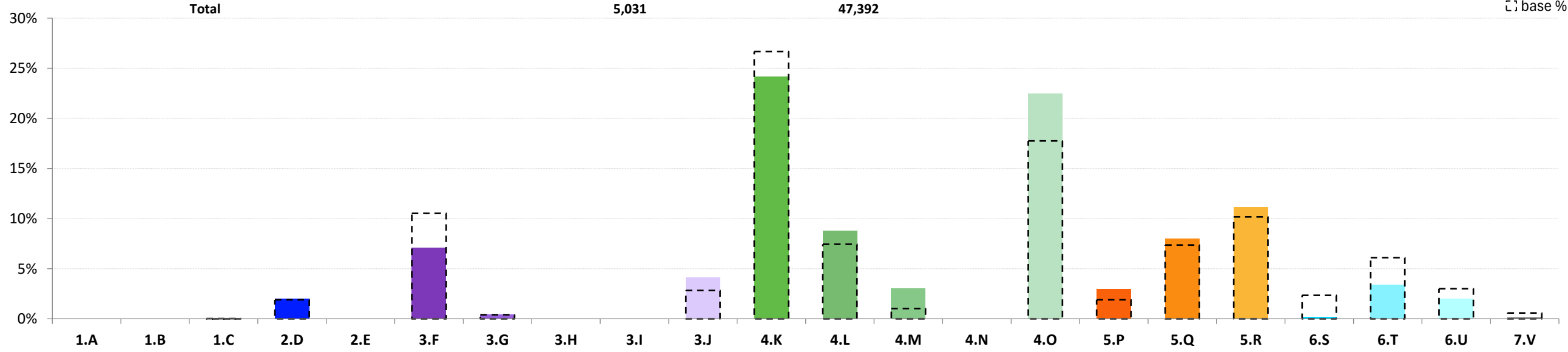


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Profile: Chatteris
Base: Fenland

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	11	0.0	0.0	-1.1	0		
2. Established Affluence	2.D. Commuter-Belt Wealth	101	2.0	903	1.9	11.2	0.5	105		
	2.E. Prosperous Professionals	0	0.0	0	0.0	0.0	0.0	0		
3. Thriving Neighbourhoods	3.F. Mature Success	358	7.1	4,984	10.5	7.2	-7.9	68		
	3.G. Settled Suburbia	21	0.4	195	0.4	10.8	0.1	101		
	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		
4. Steadfast Communities	3.J. Aspiring Communities	208	4.1	1,340	2.8	15.5	5.6	146		
	4.K. Semi-Rural Maturity	1,216	24.2	12,638	26.7	9.6	-4.0	91		
	4.L. Traditional Homeowners	442	8.8	3,523	7.4	12.5	3.7	118		
	4.M. Family Renters	154	3.1	486	1.0	31.7	14.3	298		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
5. Stretched Society	4.O. Stable Seniors	1,130	22.5	8,409	17.7	13.4	8.8	127		
	5.P. Tenant Living	149	3.0	897	1.9	16.6	5.6	156		
	5.Q. Limited Budgets	401	8.0	3,492	7.4	11.5	1.6	108		
6. Low Income Living	5.R. Hard-Up Households	562	11.2	4,822	10.2	11.7	2.3	110		
	6.S. Cash-Strapped Families	10	0.2	1,111	2.3	0.9	-10.1	8		
	6.T. Constrained Pensioners	171	3.4	2,888	6.1	5.9	-8.0	56		
7. Not Private Households	6.U. Challenging Circumstances	102	2.0	1,420	3.0	7.2	-4.0	68		
	7.V. Not Private Households	6	0.1	273	0.6	2.2	-4.3	21		
Total		5,031		47,392						



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](#)

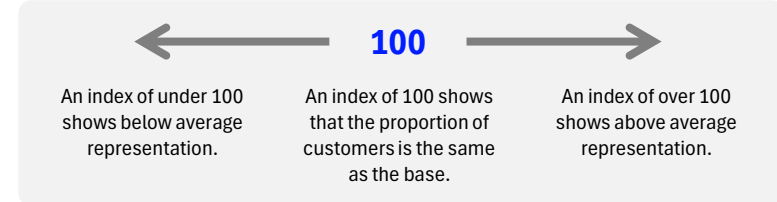
INTERPRETING THE REPORT

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).

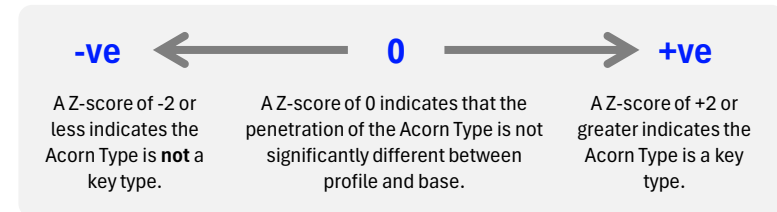
TOTAL

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