

MY PEN PORTRAIT

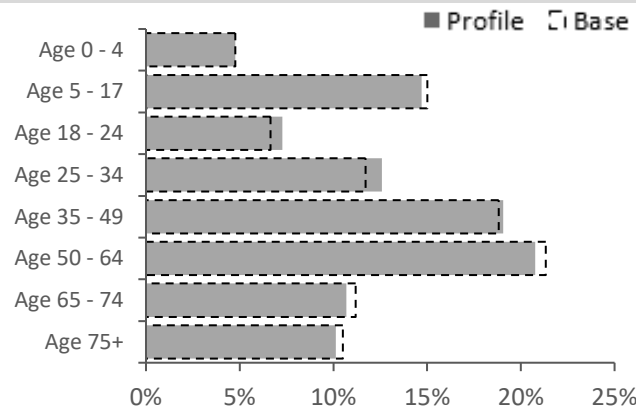


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Ely
Base: East 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

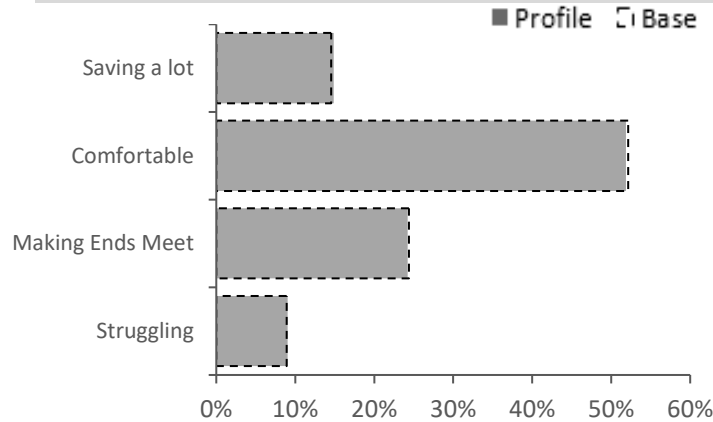
TOP 3 DOMINANT ACORN GROUPS

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:
2.3k	24%	23%

Index: 102

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:
1.5k	16%	16%

Index: 102

CHANNEL PREFERENCES

Index: 100 Profile: 62% Email	Index: 92 Profile: 2% Face to Face/ A Visit	Index: 97 Profile: 9% Mail	Index: 101 Profile: 6% Mobile App
Index: 108 Profile: 1% Social Media	Index: 101 Profile: 6% Telephone Call	Index: 106 Profile: 4% Text Message	Index: 100 Profile: 10% Website (Inc Chatbot)

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:
1.4k	15%	18%

Index: 83

ACORN CATEGORY PROFILE

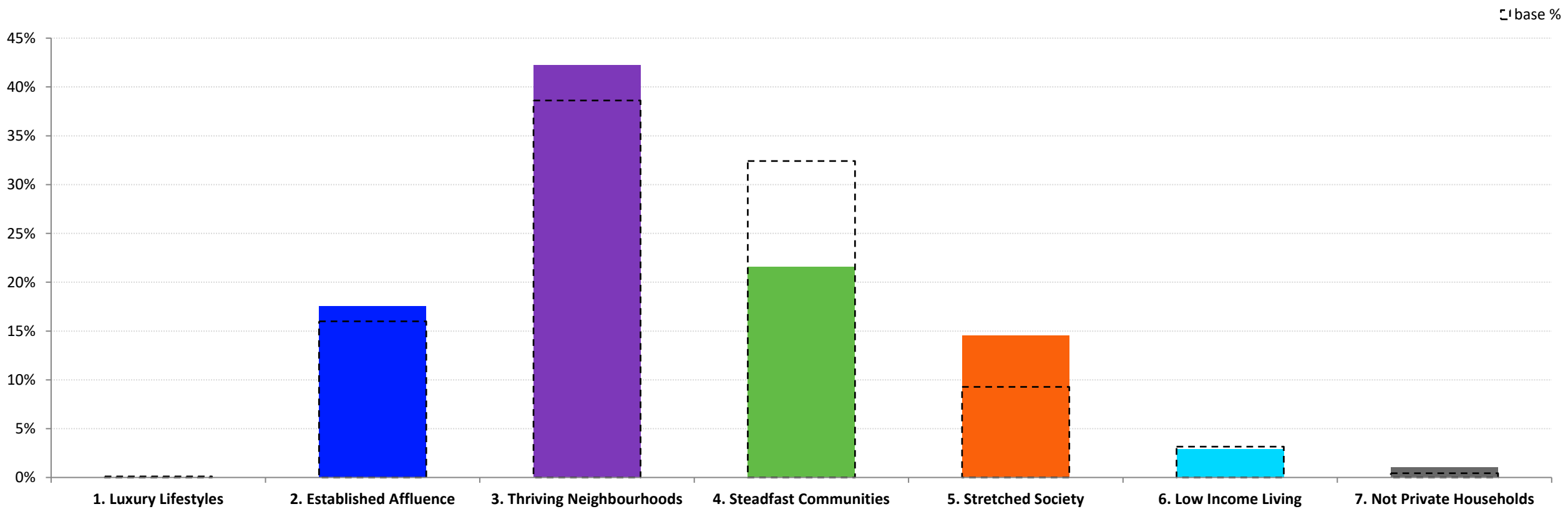


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Ely
Base: East Cambridgeshire

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	45	0.1	0.0	-3.3	0			
2. Established Affluence	1,714	17.6	6,507	16.0	26.3	4.2	110			
3. Thriving Neighbourhoods	4,125	42.3	15,703	38.6	26.3	7.4	109			
4. Steadfast Communities	2,107	21.6	13,182	32.4	16.0	-22.8	67			
5. Stretched Society	1,422	14.6	3,771	9.3	37.7	18.0	157			
6. Low Income Living	287	2.9	1,287	3.2	22.3	-1.3	93			
7. Not Private Households	104	1.1	174	0.4	59.8	9.7	249			
Total	9,759		40,669							



ACORN GROUP PROFILE

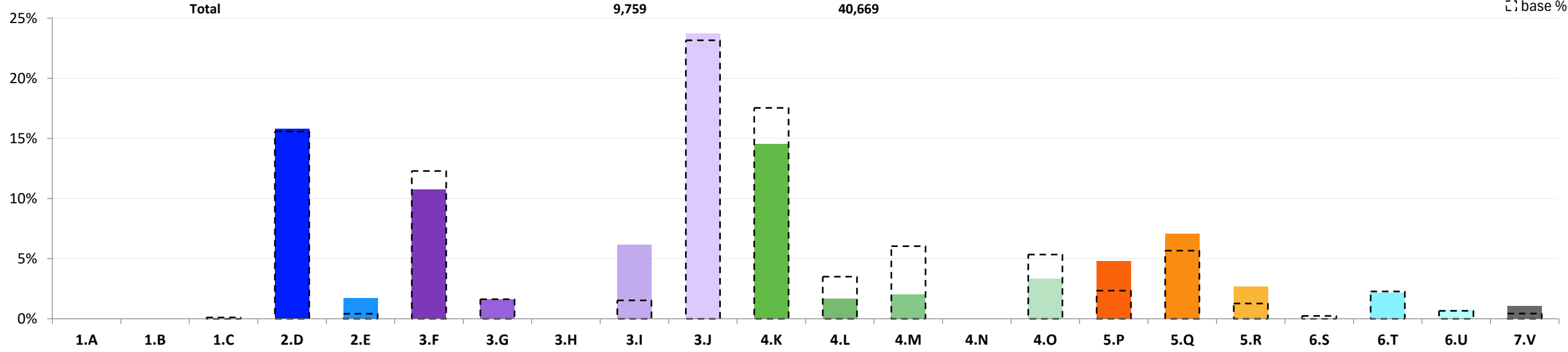


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Ely
Base: East 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	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	45	0.1	0.0	-3.3	0			
2. Established Affluence	2.D. Commuter-Belt Wealth	1,544	15.8	6,337	15.6	24.4	0.7	102			
	2.E. Prosperous Professionals	170	1.7	170	0.4	100.0	20.3	417			
3. Thriving Neighbourhoods	3.F. Mature Success	1,050	10.8	4,998	12.3	21.0	-4.6	88			
	3.G. Settled Suburbia	157	1.6	665	1.6	23.6	-0.2	98			
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0			
	3.I. Up-and-Coming Urbanites	603	6.2	623	1.5	96.8	37.4	403			
4. Steadfast Communities	3.J. Aspiring Communities	2,315	23.7	9,417	23.2	24.6	1.3	102			
	4.K. Semi-Rural Maturity	1,417	14.5	7,129	17.5	19.9	-7.8	83			
	4.L. Traditional Homeowners	164	1.7	1,423	3.5	11.5	-9.8	48			
	4.M. Family Renters	199	2.0	2,458	6.0	8.1	-16.6	34			
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0			
5. Stretched Society	4.O. Stable Seniors	327	3.4	2,172	5.3	15.1	-8.7	63			
	5.P. Tenant Living	469	4.8	952	2.3	49.3	16.1	205			
	5.Q. Limited Budgets	692	7.1	2,304	5.7	30.0	6.1	125			
6. Low Income Living	5.R. Hard-Up Households	261	2.7	515	1.3	50.7	12.4	211			
	6.S. Cash-Strapped Families	0	0.0	99	0.2	0.0	-4.9	0			
	6.T. Constrained Pensioners	212	2.2	923	2.3	23.0	-0.6	96			
7. Not Private Households	6.U. Challenging Circumstances	75	0.8	265	0.7	28.3	1.4	118			
	7.V. Not Private Households	104	1.1	174	0.4	59.8	9.7	249			
Total		9,759		40,669							



ACORN - WHAT IS IT?



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

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](#)

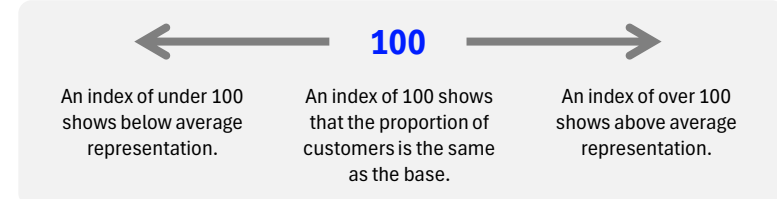
INTERPRETING THE REPORT

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).

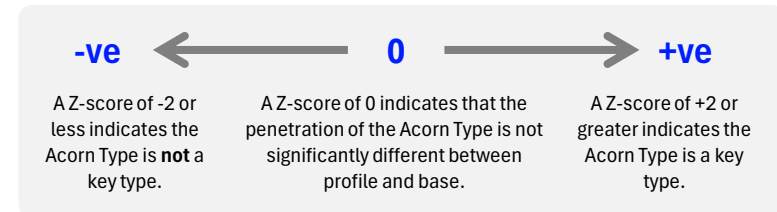
TOTAL

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