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MY PEN PORTRAIT

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Profile: Huntingdon
Base: Huntingdonshire

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

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

DEMOGRAPHIC PROFILE

■ Profile ◻ Base

- Age 0 - 4
- Age 5 - 17
- Age 18 - 24
- Age 25 - 34
- Age 35 - 49
- Age 50 - 64
- Age 65 - 74
- Age 75+

(axis: 0%, 5%, 10%, 15%, 20%, 25%)
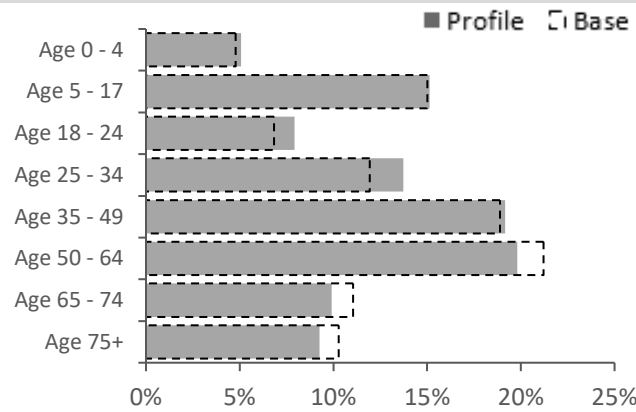
Household Type
Semi-detached house

Household Tenure
Owned outright

TOP 3 DOMINANT ACORN GROUPS

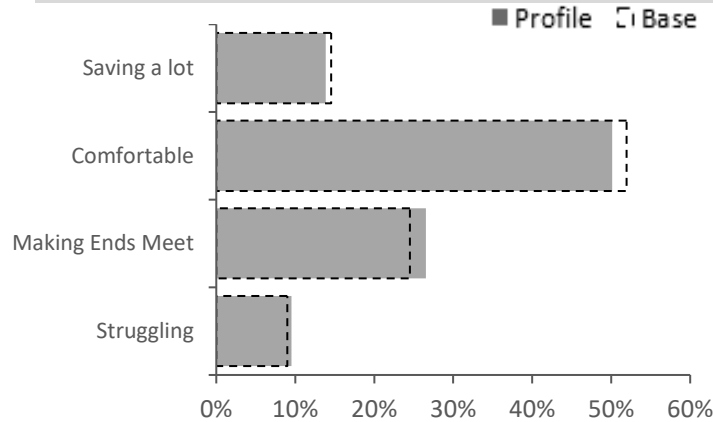### 4.M. Family Renters

Younger working families with average incomes, living in socially rented houses

Profile in Group	% in Group	
	Profile:	Base:
1.5k	**14%**	**6%**

Index: 218

FINANCIAL PROFILE

■ Profile ◻ Base

- Saving a lot
- Comfortable
- Making Ends Meet
- Struggling

(axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%)

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

House Value Band
250k - 500k

5.R. Hard-Up Households

Young families struggling on low incomes in rented terraces

Profile in Group	% in Group	
	Profile:	Base:
1.5k	**14%**	**3%**

Index: 409

CHANNEL PREFERENCES

Index: 97	Index: 98	Index: 106	Index: 101
Profile: 60%	Profile: 2%	Profile: 10%	Profile: 6%
Email	Face to Face/ A Visit	Mail	Mobile App
Index: 124	Index: 102	Index: 118	Index: 99
Profile: 1%	Profile: 6%	Profile: 5%	Profile: 10%
Social Media	Telephone Call	Text Message	Website (Inc Chatbot)

5.P. Tenant Living

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

Profile in Group	% in Group	
	Profile:	Base:
1.3k	**12%**	**5%**

Index: 258

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ACORN CATEGORY PROFILE

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Profile: Huntingdon
Base: Huntingdonshire

Sort by:
- ● Acorn Category
- ○ Profile %
- ○ Index

Acorn Category Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index	0	100	200
1. Luxury Lifestyles	6	0.1	647	0.8	0.9	-8.6	7			
2. Established Affluence	937	8.5	13,973	16.8	6.7	-23.2	51			
3. Thriving Neighbourhoods	2,417	22.0	28,674	34.5	8.4	-27.5	64			
4. Steadfast Communities	3,270	29.8	25,309	30.4	12.9	-1.5	98			
5. Stretched Society	3,520	32.1	10,788	13.0	32.6	59.5	**247**			
6. Low Income Living	776	7.1	3,580	4.3	21.7	14.3	**164**			
7. Not Private Households	47	0.4	166	0.2	28.3	5.4	**215**			
Total	**10,973**		**83,137**							
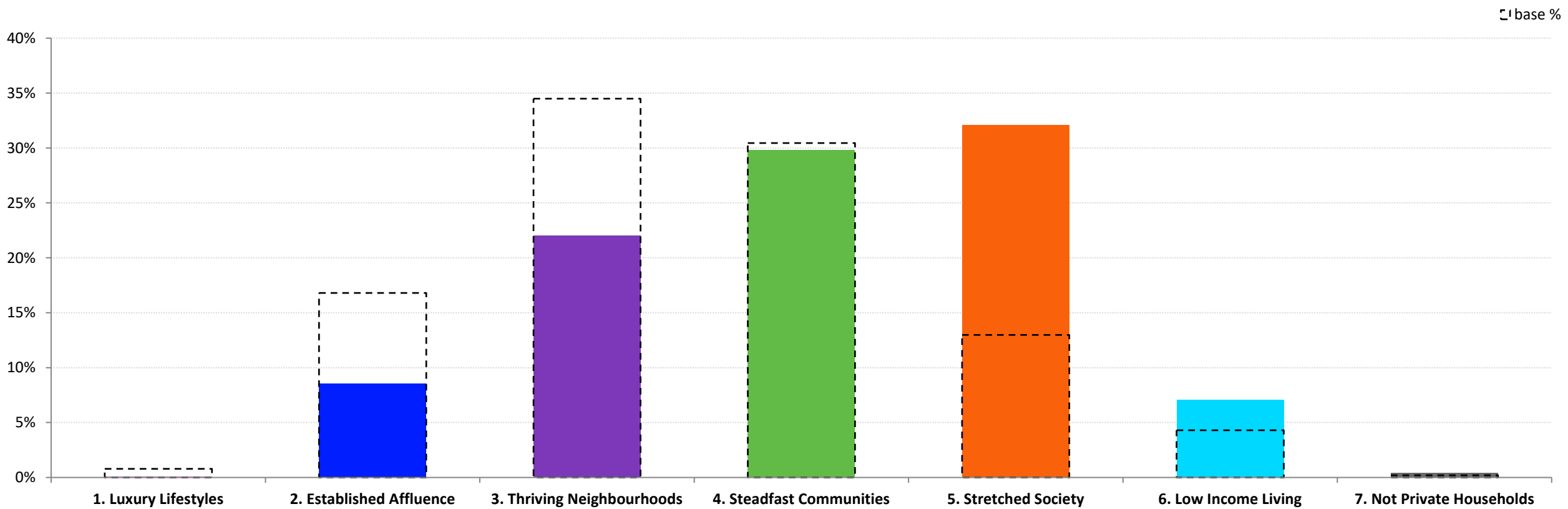
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OVERVIEW	CATEGORY	GROUP	TYPE	CUSTOMER VIEW	PROFILE FEATURES	WHAT IS ACORN?

ACORN GROUP PROFILE

acorn

Profile: Huntingdon
Base: Huntingdonshire

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	6	0.1	647	0.8	0.9	-8.6	7			
2. Established Affluence	2.D. Commuter-Belt Wealth	937	8.5	13,902	16.7	6.7	-23.0	51			
	2.E. Prosperous Professionals	0	0.0	71	0.1	0.0	-3.1	0			
3. Thriving Neighbourhoods	3.F. Mature Success	1,125	10.3	10,354	12.5	10.9	-7.0	82			
	3.G. Settled Suburbia	240	2.2	3,228	3.9	7.4	-9.2	56			
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0			
	3.I. Up-and-Coming Urbanites	96	0.9	1,090	1.3	8.8	-4.0	67			
	3.J. Aspiring Communities	956	8.7	14,002	16.8	6.8	-22.8	52			
4. Steadfast Communities	4.K. Semi-Rural Maturity	716	6.5	10,230	12.3	7.0	-18.4	53			
	4.L. Traditional Homeowners	332	3.0	4,280	5.1	7.8	-10.1	59			
	4.M. Family Renters	1,507	13.7	5,227	6.3	28.8	32.1	218			
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0			
	4.O. Stable Seniors	715	6.5	5,572	6.7	12.8	-0.8	97			
5. Stretched Society	5.P. Tenant Living	1,287	11.7	3,786	4.6	34.0	36.0	258			
	5.Q. Limited Budgets	730	6.7	4,219	5.1	17.3	7.5	131			
	5.R. Hard-Up Households	1,503	13.7	2,783	3.3	54.0	60.3	409			
6. Low Income Living	6.S. Cash-Strapped Families	192	1.7	539	0.6	35.6	14.4	270			
	6.T. Constrained Pensioners	298	2.7	1,695	2.0	17.6	5.0	133			
	6.U. Challenging Circumstances	286	2.6	1,346	1.6	21.2	8.2	161			
7. Not Private Households	7.V. Not Private Households	47	0.4	166	0.2	28.3	5.4	215			
	Total	**10,973**		**83,137**							

base %
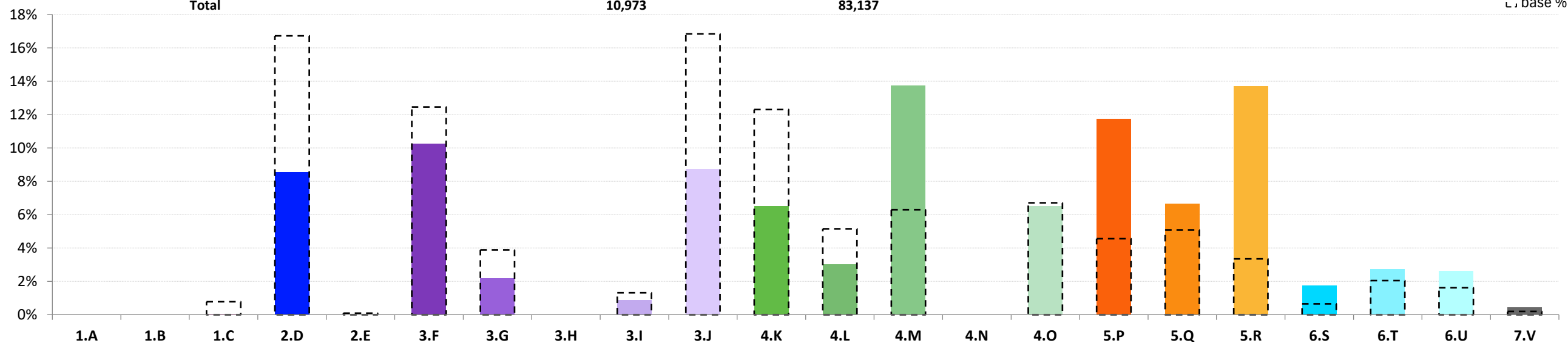
ACORN - WHAT IS IT?

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

ADDITIONAL INFORMATION

For more information, click here to visit the website:
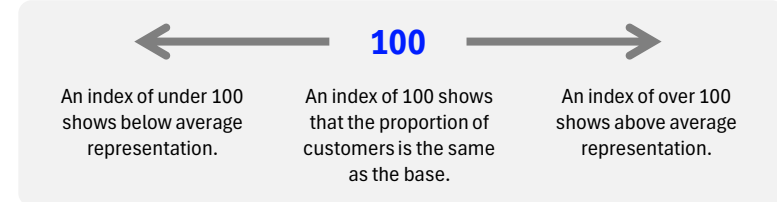
Acorn 2023

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).
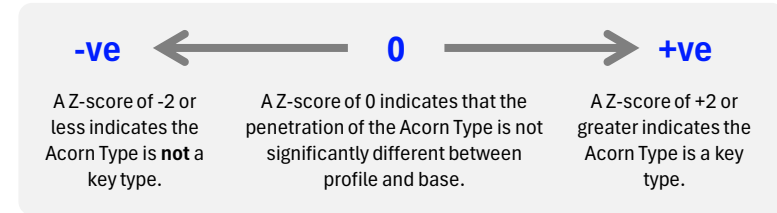
TOTAL

Total figures exclude business addresses without residential population

INDEX

100

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE

-ve **0** **+ve**

A Z-score of -2 or less indicates the Acorn Type is **not** a key type.

A Z-score of 0 indicates that the penetration of the Acorn Type is not significantly different between profile and base.

A Z-score of +2 or greater indicates the Acorn Type is a key type.

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