

# MY PEN PORTRAIT

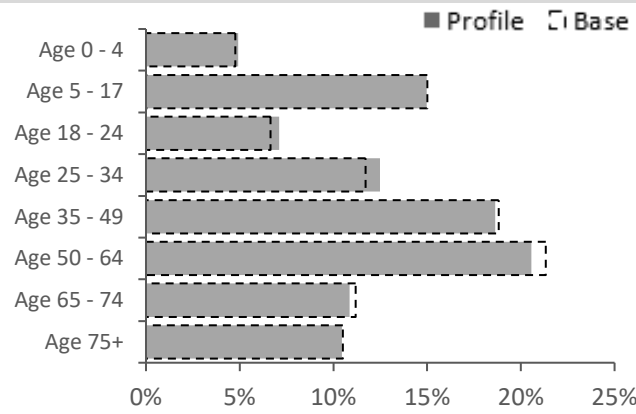


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Profile: Littleport  
Base: East Cambridgeshire

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

**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:
<b>1.1k</b>	<b>26%</b>	<b>18%</b>
Index: 149		

**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



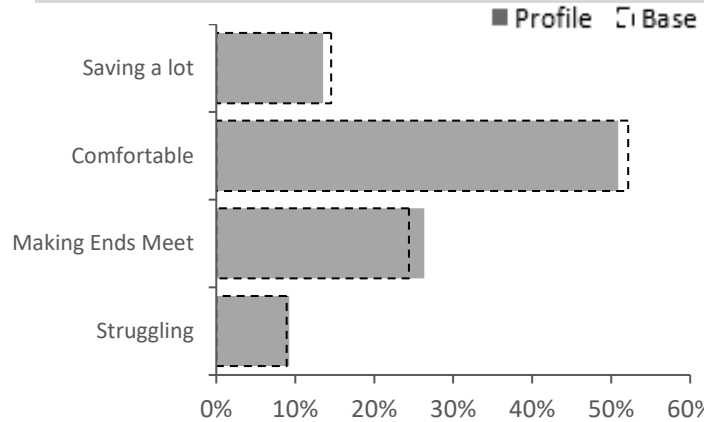
Profile in Group	% in Group	Base:
<b>0.7k</b>	<b>17%</b>	<b>23%</b>
Index: 73		

**4.M. Family Renters**  
Younger working families with average incomes, living in socially rented houses



Profile in Group	% in Group	Base:
<b>0.6k</b>	<b>14%</b>	<b>6%</b>
Index: 223		

### FINANCIAL PROFILE



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

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

### CHANNEL PREFERENCES

<b>Index: 98</b> Profile: 60% Email	<b>Index: 113</b> Profile: 2% Face to Face/ A Visit	<b>Index: 108</b> Profile: 10% Mail	<b>Index: 103</b> Profile: 6% Mobile App
<b>Index: 127</b> Profile: 1% Social Media	<b>Index: 105</b> Profile: 6% Telephone Call	<b>Index: 107</b> Profile: 5% Text Message	<b>Index: 95</b> Profile: 9% Website (Inc Chatbot)

# ACORN CATEGORY PROFILE



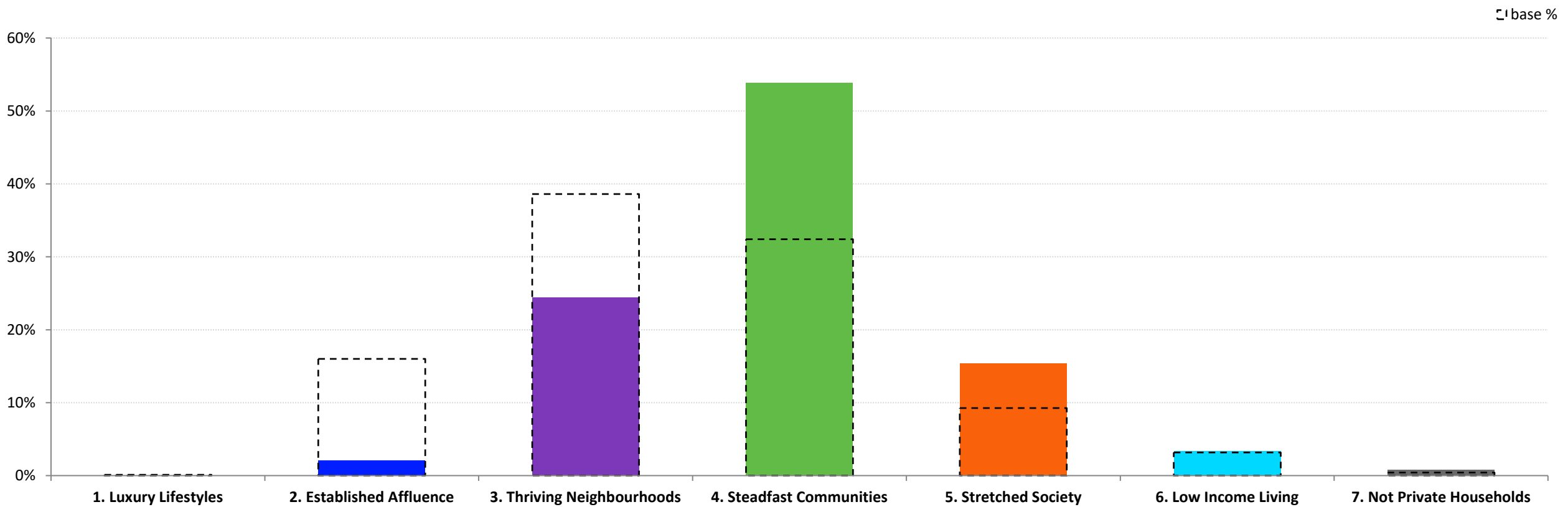
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Profile: Littleport  
Base: East Cambridgeshire

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	-2.2	0		
2. Established Affluence	92	2.1	6,507	16.0	1.4	-25.2	13		
3. Thriving Neighbourhoods	1,075	24.4	15,703	38.6	6.8	-19.3	63		
4. Steadfast Communities	2,370	53.9	13,182	32.4	18.0	30.4	166		
5. Stretched Society	678	15.4	3,771	9.3	18.0	14.0	166		
6. Low Income Living	150	3.4	1,287	3.2	11.7	0.9	108		
7. Not Private Households	35	0.8	174	0.4	20.1	3.7	186		
<b>Total</b>	<b>4,400</b>		<b>40,669</b>						



# ACORN GROUP PROFILE

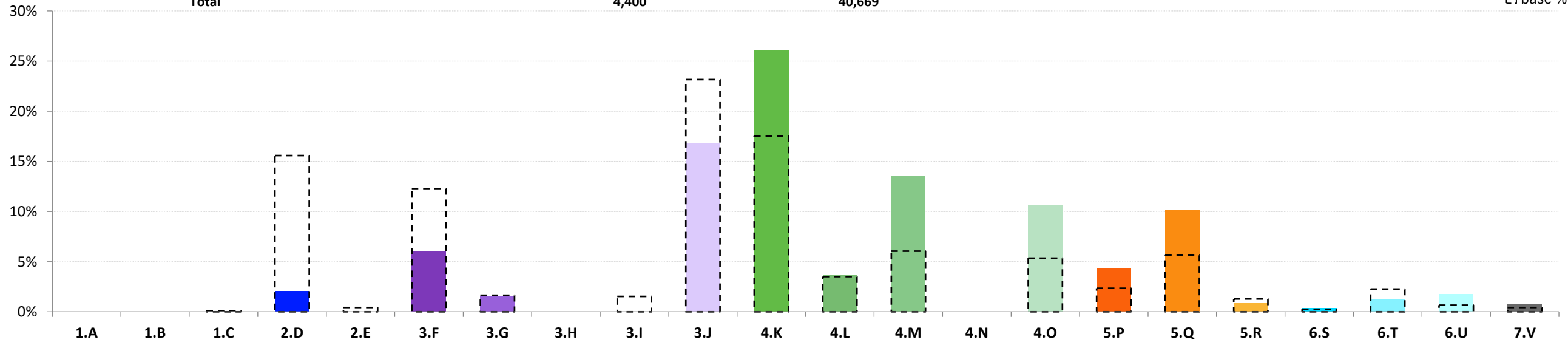


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Profile: Littleport  
Base: East Cambridgeshire

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	-2.2	0		
2. Established Affluence	2.D. Commuter-Belt Wealth	92	2.1	6,337	15.6	1.5	-24.7	13		
	2.E. Prosperous Professionals	0	0.0	170	0.4	0.0	-4.3	0		
3. Thriving Neighbourhoods	3.F. Mature Success	265	6.0	4,998	12.3	5.3	-12.7	49		
	3.G. Settled Suburbia	70	1.6	665	1.6	10.5	-0.2	97		
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0		
	3.I. Up-and-Coming Urbanites	0	0.0	623	1.5	0.0	-8.3	0		
4. Steadfast Communities	3.J. Aspiring Communities	740	16.8	9,417	23.2	7.9	-10.0	73		
	4.K. Semi-Rural Maturity	1,146	26.0	7,129	17.5	16.1	14.9	149		
	4.L. Traditional Homeowners	160	3.6	1,423	3.5	11.2	0.5	104		
	4.M. Family Renters	594	13.5	2,458	6.0	24.2	20.8	223		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
5. Stretched Society	4.O. Stable Seniors	470	10.7	2,172	5.3	21.6	15.8	200		
	5.P. Tenant Living	192	4.4	952	2.3	20.2	8.9	186		
	5.Q. Limited Budgets	448	10.2	2,304	5.7	19.4	13.0	180		
6. Low Income Living	5.R. Hard-Up Households	38	0.9	515	1.3	7.4	-2.4	68		
	6.S. Cash-Strapped Families	16	0.4	99	0.2	16.2	1.6	149		
	6.T. Constrained Pensioners	56	1.3	923	2.3	6.1	-4.4	56		
7. Not Private Households	6.U. Challenging Circumstances	78	1.8	265	0.7	29.4	9.2	272		
	7.V. Not Private Households	35	0.8	174	0.4	20.1	3.7	186		
<b>Total</b>		<b>4,400</b>		<b>40,669</b>						



# 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.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](#)

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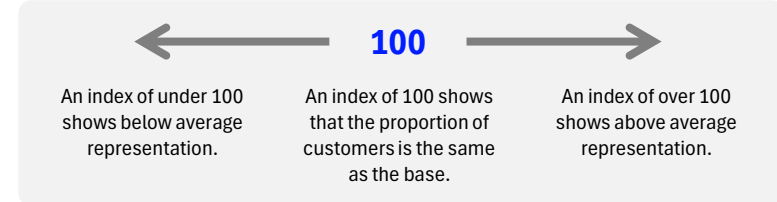
## INTERPRETING THE REPORT

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).

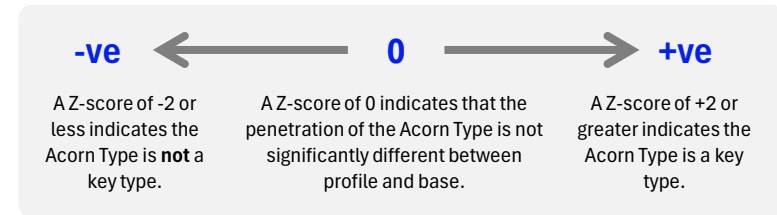
### TOTAL

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