MY PEN PORTRAIT

Profile: March
Base: Fenland

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%)
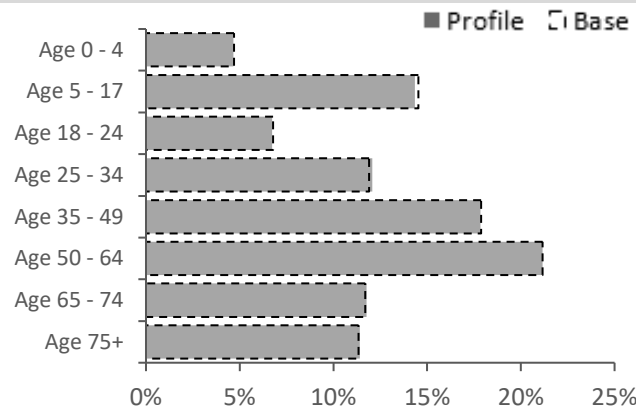
Household Type
Detached house

Household Tenure
Owned outright

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

CHANNEL PREFERENCES

	Index	Profile	Channel
	99	59%	Email
	98	2%	Face to Face/ A Visit
	101	11%	Mail
	99	6%	Mobile App
	101	1%	Social Media
	102	6%	Telephone Call
	103	5%	Text Message
	101	10%	Website (Inc Chatbot)

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	
	Profile:	Base:
2.7k	26%	27%

Index: 96

4.O. Stable Seniors

Retired and empty nester couples with modest incomes in rural and semi rural locations
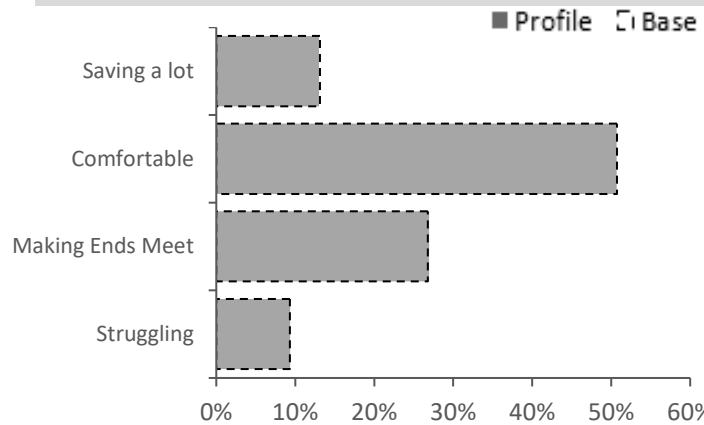
Profile in Group	% in Group	
	Profile:	Base:
2.3k	22%	18%

Index: 122

5.R. Hard-Up Households

Young families struggling on low incomes in rented terraces

Profile in Group	% in Group	
	Profile:	Base:
1.2k	11%	10%

Index: 107

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ACORN CATEGORY PROFILE

Profile: March
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	-1.6	0			
2. Established Affluence	145	1.4	903	1.9	16.1	-4.1	72			
3. Thriving Neighbourhoods	1,171	11.0	6,519	13.8	18.0	-8.2	80			
4. Steadfast Communities	5,832	54.9	25,056	52.9	23.3	4.2	104			
5. Stretched Society	2,140	20.1	9,211	19.4	23.2	1.9	104			
6. Low Income Living	1,309	12.3	5,419	11.4	24.2	2.9	108			
7. Not Private Households	24	0.2	273	0.6	8.8	-4.8	39			
Total	**10,621**		**47,392**							
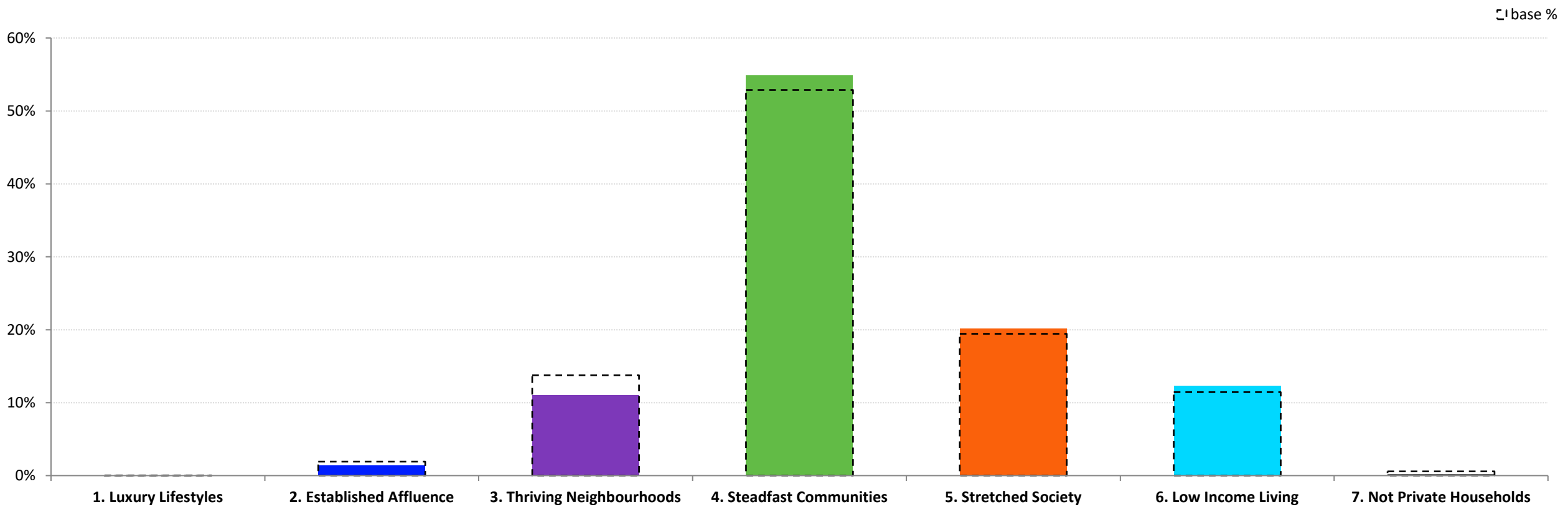
base %

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ACORN GROUP PROFILE

acorn

Profile: March
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	-1.6	0		
2. Established Affluence	2.D. Commuter-Belt Wealth	145	1.4	903	1.9	16.1	-4.1	72		
	2.E. Prosperous Professionals	0	0.0	0	0.0	0.0	0.0	0		
3. Thriving Neighbourhoods	3.F. Mature Success	929	8.7	4,984	10.5	18.6	-5.9	83		
	3.G. Settled Suburbia	66	0.6	195	0.4	33.8	3.4	151		
	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		
	3.J. Aspiring Communities	176	1.7	1,340	2.8	13.1	-7.3	59		
4. Steadfast Communities	4.K. Semi-Rural Maturity	2,723	25.6	12,638	26.7	21.5	-2.4	96		
	4.L. Traditional Homeowners	713	6.7	3,523	7.4	20.2	-2.8	90		
	4.M. Family Renters	89	0.8	486	1.0	18.3	-1.9	82		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
	4.O. Stable Seniors	2,307	21.7	8,409	17.7	27.4	10.7	122		
5. Stretched Society	5.P. Tenant Living	331	3.1	897	1.9	36.9	9.3	165		
	5.Q. Limited Budgets	649	6.1	3,492	7.4	18.6	-5.0	83		
	5.R. Hard-Up Households	1,160	10.9	4,822	10.2	24.1	2.5	107		
6. Low Income Living	6.S. Cash-Strapped Families	207	1.9	1,111	2.3	18.6	-2.7	83		
	6.T. Constrained Pensioners	943	8.9	2,888	6.1	32.7	12.0	146		
	6.U. Challenging Circumstances	159	1.5	1,420	3.0	11.2	-9.1	50		
7. Not Private Households	7.V. Not Private Households	24	0.2	273	0.6	8.8	-4.8	39		
Total		**10,621**		**47,392**						
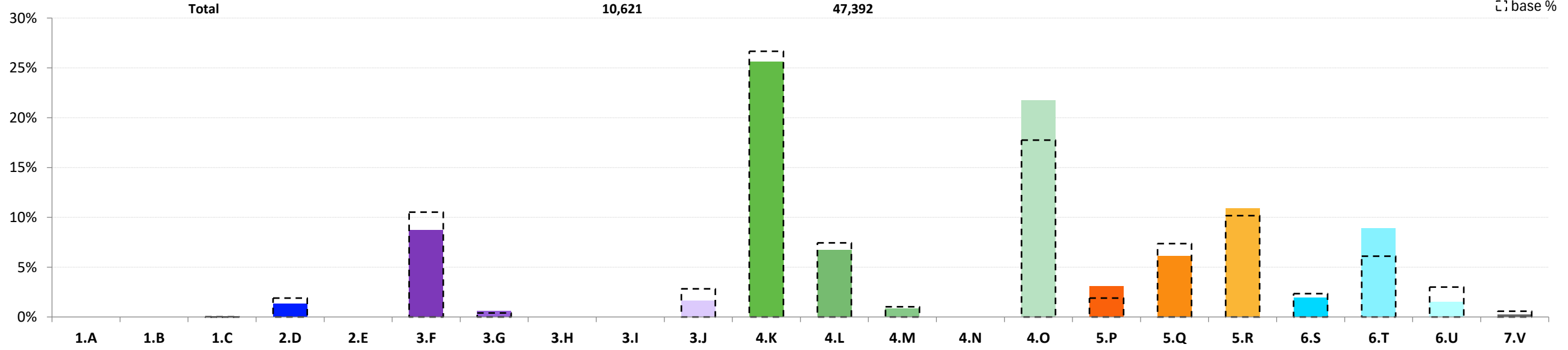
base %

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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
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	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
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	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:
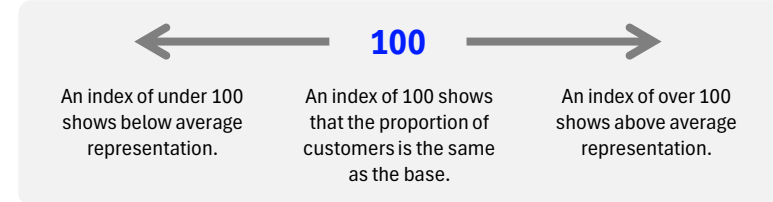
Acorn 2023

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).
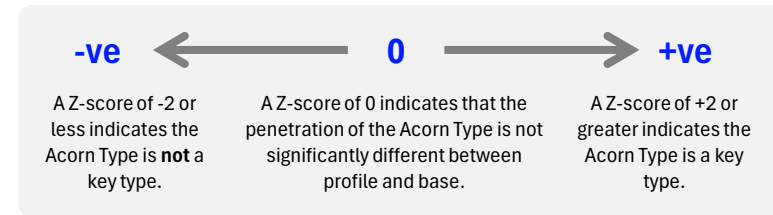
TOTAL

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