

MY PEN PORTRAIT

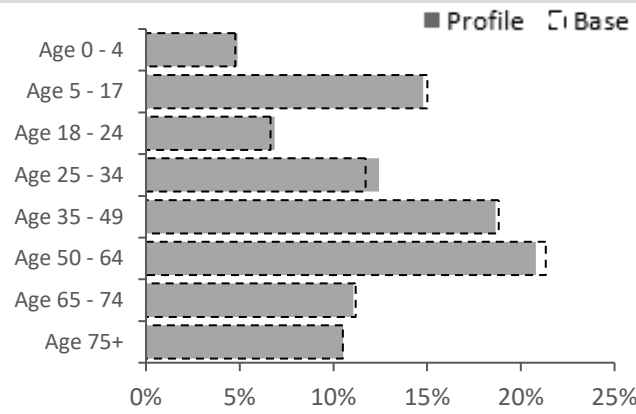


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Soham
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:
1.3k	23%	18%
Index: 132		

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



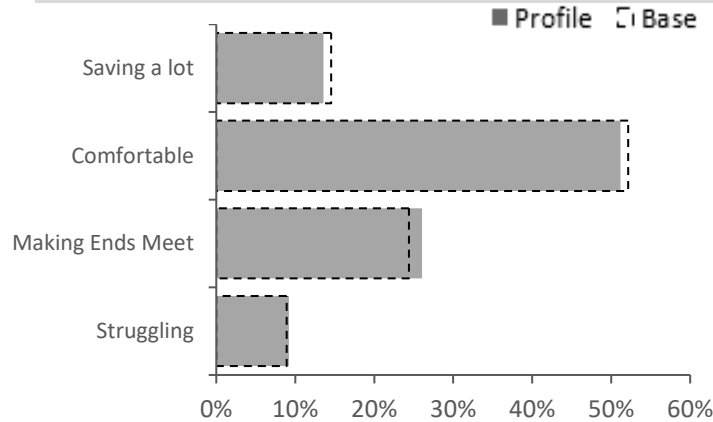
Profile in Group	% in Group	Base:
1.2k	21%	23%
Index: 91		

4.O. Stable Seniors
Retired and empty nester couples with modest incomes in rural and semi rural locations



Profile in Group	% in Group	Base:
0.6k	11%	5%
Index: 208		

FINANCIAL PROFILE



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

House Value Band
250k - 500k

CHANNEL PREFERENCES

Index: 97 Profile: 60% Email	Index: 110 Profile: 2% Face to Face/ A Visit	Index: 107 Profile: 10% Mail	Index: 103 Profile: 6% Mobile App
Index: 121 Profile: 1% Social Media	Index: 106 Profile: 6% Telephone Call	Index: 104 Profile: 4% Text Message	Index: 98 Profile: 10% Website (Inc Chatbot)

ACORN CATEGORY PROFILE



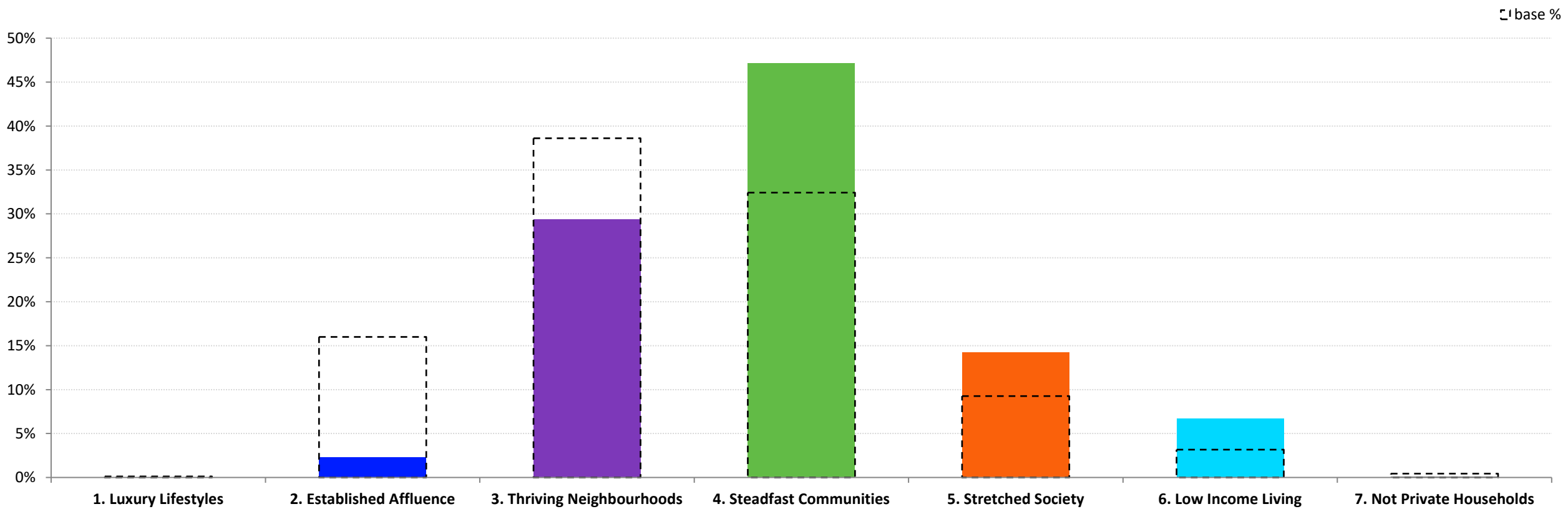
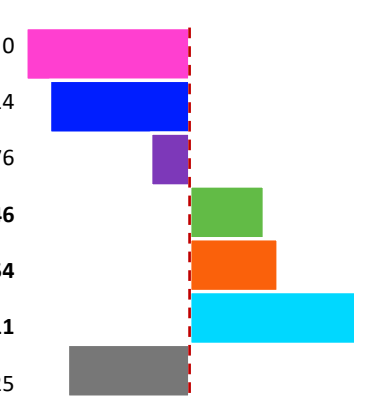
© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Soham
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	-2.5	0		
2. Established Affluence	128	2.3	6,507	16.0	2.0	-27.8	14		
3. Thriving Neighbourhoods	1,627	29.4	15,703	38.6	10.4	-14.0	76		
4. Steadfast Communities	2,609	47.2	13,182	32.4	19.8	23.5	146		
5. Stretched Society	790	14.3	3,771	9.3	20.9	12.9	154		
6. Low Income Living	370	6.7	1,287	3.2	28.7	15.0	211		
7. Not Private Households	6	0.1	174	0.4	3.4	-3.6	25		
Total	5,530		40,669						



ACORN GROUP PROFILE

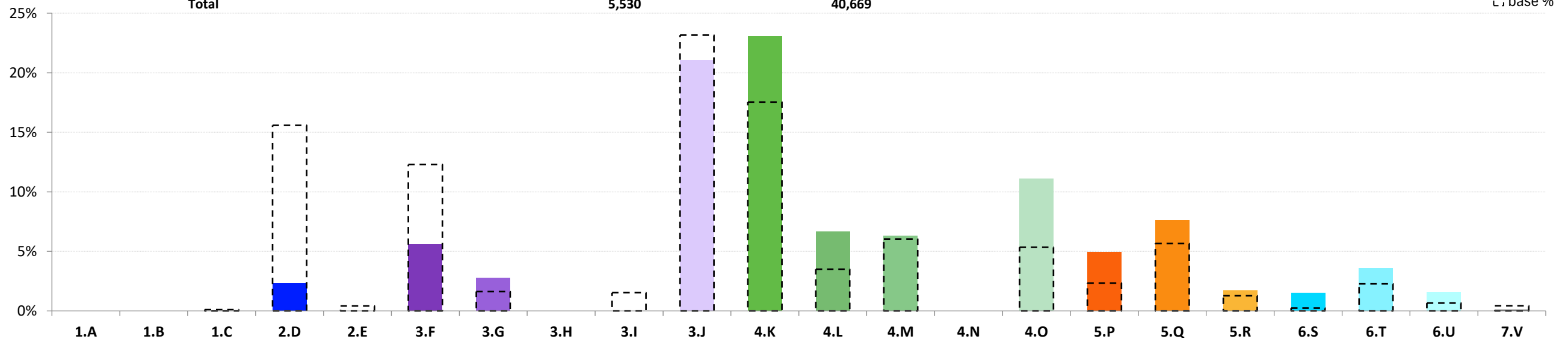


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: Soham
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	-2.5	0			
2. Established Affluence	2.D. Commuter-Belt Wealth	128	2.3	6,337	15.6	2.0	-27.2	15			
	2.E. Prosperous Professionals	0	0.0	170	0.4	0.0	-4.8	0			
3. Thriving Neighbourhoods	3.F. Mature Success	309	5.6	4,998	12.3	6.2	-15.2	45			
	3.G. Settled Suburbia	153	2.8	665	1.6	23.0	6.6	169			
	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	-9.3	0			
4. Steadfast Communities	3.J. Aspiring Communities	1,165	21.1	9,417	23.2	12.4	-3.7	91			
	4.K. Semi-Rural Maturity	1,276	23.1	7,129	17.5	17.9	10.8	132			
	4.L. Traditional Homeowners	368	6.7	1,423	3.5	25.9	12.8	190			
	4.M. Family Renters	350	6.3	2,458	6.0	14.2	0.9	105			
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0			
5. Stretched Society	4.O. Stable Seniors	615	11.1	2,172	5.3	28.3	19.1	208			
	5.P. Tenant Living	274	5.0	952	2.3	28.8	12.9	212			
	5.Q. Limited Budgets	421	7.6	2,304	5.7	18.3	6.3	134			
6. Low Income Living	5.R. Hard-Up Households	95	1.7	515	1.3	18.4	3.0	136			
	6.S. Cash-Strapped Families	83	1.5	99	0.2	83.8	19.0	617			
	6.T. Constrained Pensioners	199	3.6	923	2.3	21.6	6.6	159			
7. Not Private Households	6.U. Challenging Circumstances	88	1.6	265	0.7	33.2	8.7	244			
	7.V. Not Private Households	6	0.1	174	0.4	3.4	-3.6	25			
Total		5,530		40,669							



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](#)

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

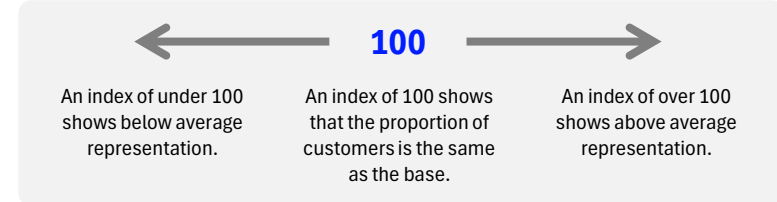
INTERPRETING THE REPORT

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).

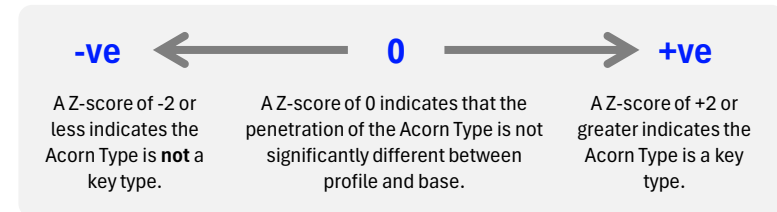
TOTAL

Total figures exclude business addresses without residential population

INDEX



Z-SCORE



REPORT INFORMATION

