

# MY PEN PORTRAIT



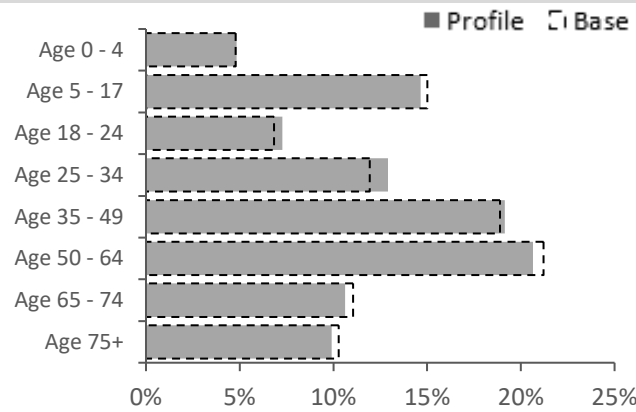
© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Profile: St Ives

Base: Huntingdonshire

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



Profile in Group	% in Group	Base:
<b>1.1k</b>	<b>14%</b>	<b>7%</b>
Index: 212		

**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



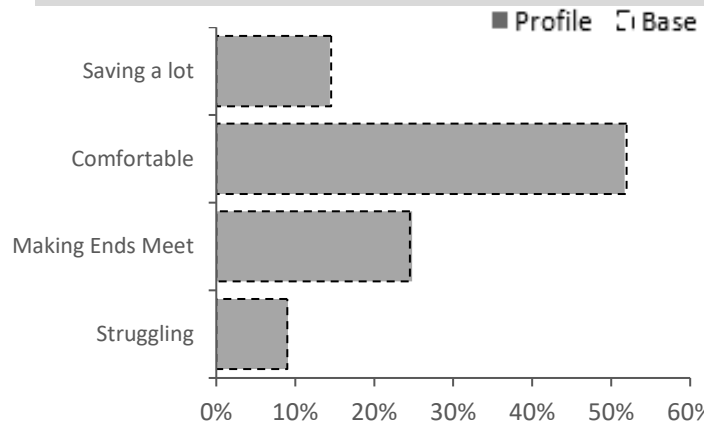
Profile in Group	% in Group	Base:
<b>1.1k</b>	<b>14%</b>	<b>17%</b>
Index: 81		

**3.G. Settled Suburbia**  
Families in owner occupied semi-detached homes, living comfortably in the suburbs



Profile in Group	% in Group	Base:
<b>1.0k</b>	<b>12%</b>	<b>4%</b>
Index: 314		

### 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: 93</b> Profile: 2% Face to Face/ A Visit	<b>Index: 101</b> Profile: 10% Mail	<b>Index: 102</b> Profile: 6% Mobile App
<b>Index: 105</b> Profile: 1% Social Media	<b>Index: 104</b> Profile: 6% Telephone Call	<b>Index: 106</b> Profile: 5% Text Message	<b>Index: 103</b> Profile: 10% Website (Inc Chatbot)

# ACORN CATEGORY PROFILE



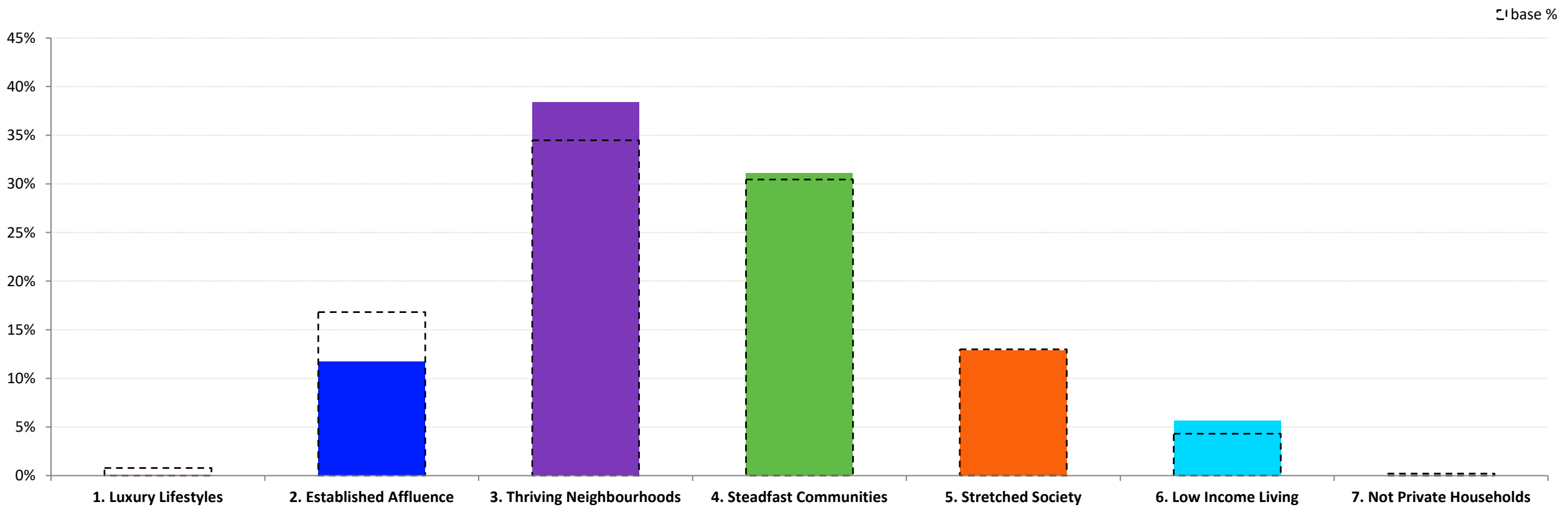
© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Profile: St Ives  
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	-7.1	10		
2. Established Affluence	935	11.8	13,973	16.8	6.7	-12.0	70		
3. Thriving Neighbourhoods	3,052	38.4	28,674	34.5	10.6	7.3	111		
4. Steadfast Communities	2,475	31.1	25,309	30.4	9.8	1.4	102		
5. Stretched Society	1,025	12.9	10,788	13.0	9.5	-0.2	99		
6. Low Income Living	452	5.7	3,580	4.3	12.6	6.1	132		
7. Not Private Households	2	0.0	166	0.2	1.2	-3.5	13		
<b>Total</b>	<b>7,947</b>		<b>83,137</b>						



OVERVIEW CATEGORY **GROUP** TYPE CUSTOMER VIEW PROFILE FEATURES WHAT IS ACORN?

# ACORN GROUP PROFILE

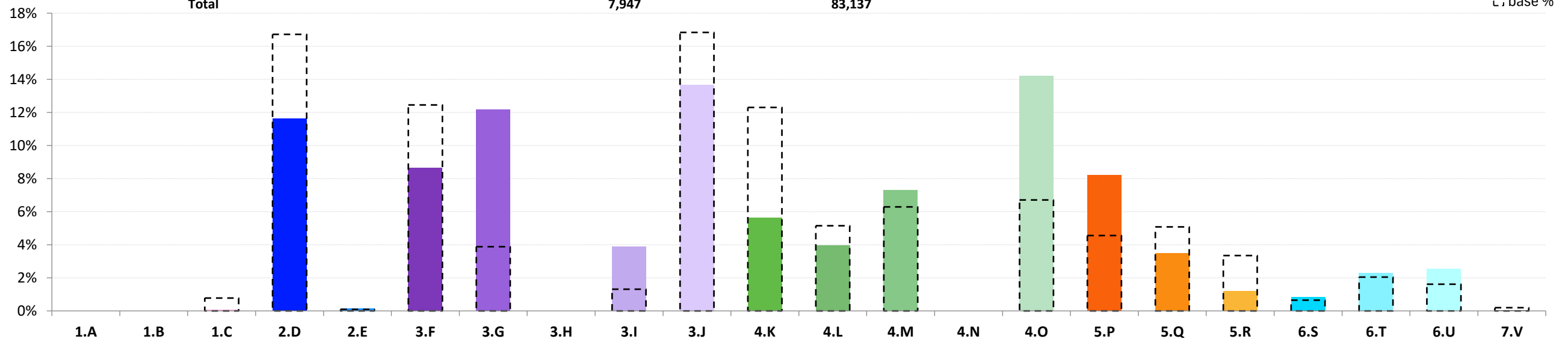


© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Profile: St Ives  
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	-7.1	10		
2. Established Affluence	2.D. Commuter-Belt Wealth	923	11.6	13,902	16.7	6.6	-12.2	69		
	2.E. Prosperous Professionals	12	0.2	71	0.1	16.9	2.0	177		
3. Thriving Neighbourhoods	3.F. Mature Success	688	8.7	10,354	12.5	6.6	-10.3	70		
	3.G. Settled Suburbia	969	12.2	3,228	3.9	30.0	38.3	314		
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0		
	3.I. Up-and-Coming Urbanites	308	3.9	1,090	1.3	28.3	20.1	296		
4. Steadfast Communities	3.J. Aspiring Communities	1,087	13.7	14,002	16.8	7.8	-7.5	81		
	4.K. Semi-Rural Maturity	448	5.6	10,230	12.3	4.4	-18.1	46		
	4.L. Traditional Homeowners	316	4.0	4,280	5.1	7.4	-4.7	77		
	4.M. Family Renters	582	7.3	5,227	6.3	11.1	3.8	116		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
5. Stretched Society	4.O. Stable Seniors	1,129	14.2	5,572	6.7	20.3	26.8	212		
	5.P. Tenant Living	653	8.2	3,786	4.6	17.2	15.7	180		
	5.Q. Limited Budgets	276	3.5	4,219	5.1	6.5	-6.5	68		
6. Low Income Living	5.R. Hard-Up Households	96	1.2	2,783	3.3	3.4	-10.6	36		
	6.S. Cash-Strapped Families	67	0.8	539	0.6	12.4	2.2	130		
	6.T. Constrained Pensioners	183	2.3	1,695	2.0	10.8	1.7	113		
7. Not Private Households	6.U. Challenging Circumstances	202	2.5	1,346	1.6	15.0	6.5	157		
	7.V. Not Private Households	2	0.0	166	0.2	1.2	-3.5	13		
<b>Total</b>		<b>7,947</b>		<b>83,137</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](#)

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

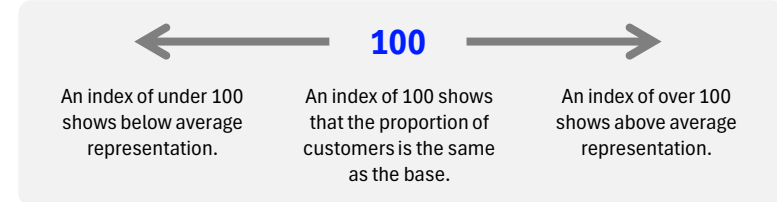
## INTERPRETING THE REPORT

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).

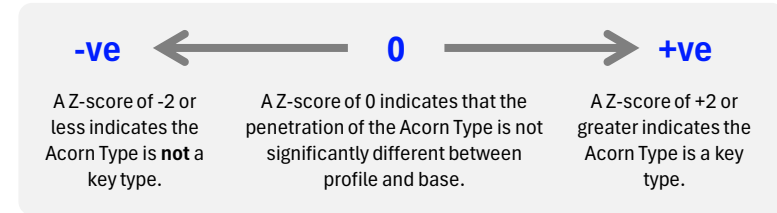
### TOTAL

Total figures exclude business addresses without residential population

### INDEX



### Z-SCORE



## REPORT INFORMATION

**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

