

MY PEN PORTRAIT

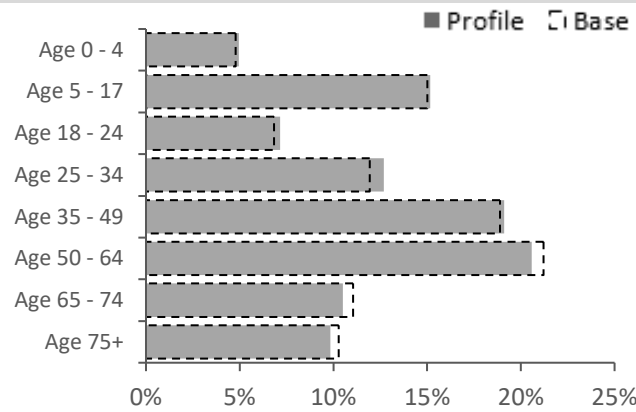


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Profile: St Neots
Base: Huntingdonshire

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

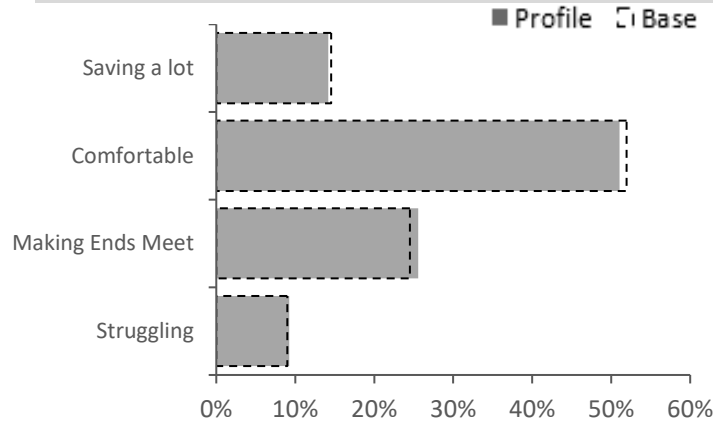
This shows the three Acorn Groups with the largest representation within the profile

TOP 3 DOMINANT ACORN GROUPS

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:
2.2k	15%	17%
Index: 87		

FINANCIAL PROFILE



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

House Value Band
250k - 500k

2.D. Commuter-Belt Wealth
Well-off older families and empty nesters living in detached properties within easy reach of the major cities

Profile in Group	% in Group	Base:
2.1k	14%	17%
Index: 81		

CHANNEL PREFERENCES

Index: 99 Profile: 61% Email	Index: 96 Profile: 2% Face to Face/ A Visit	Index: 101 Profile: 10% Mail	Index: 102 Profile: 6% Mobile App
Index: 113 Profile: 1% Social Media	Index: 104 Profile: 6% Telephone Call	Index: 109 Profile: 5% Text Message	Index: 100 Profile: 10% Website (Inc Chatbot)

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

Profile in Group	% in Group	Base:
1.5k	10%	6%
Index: 156		

ACORN CATEGORY PROFILE

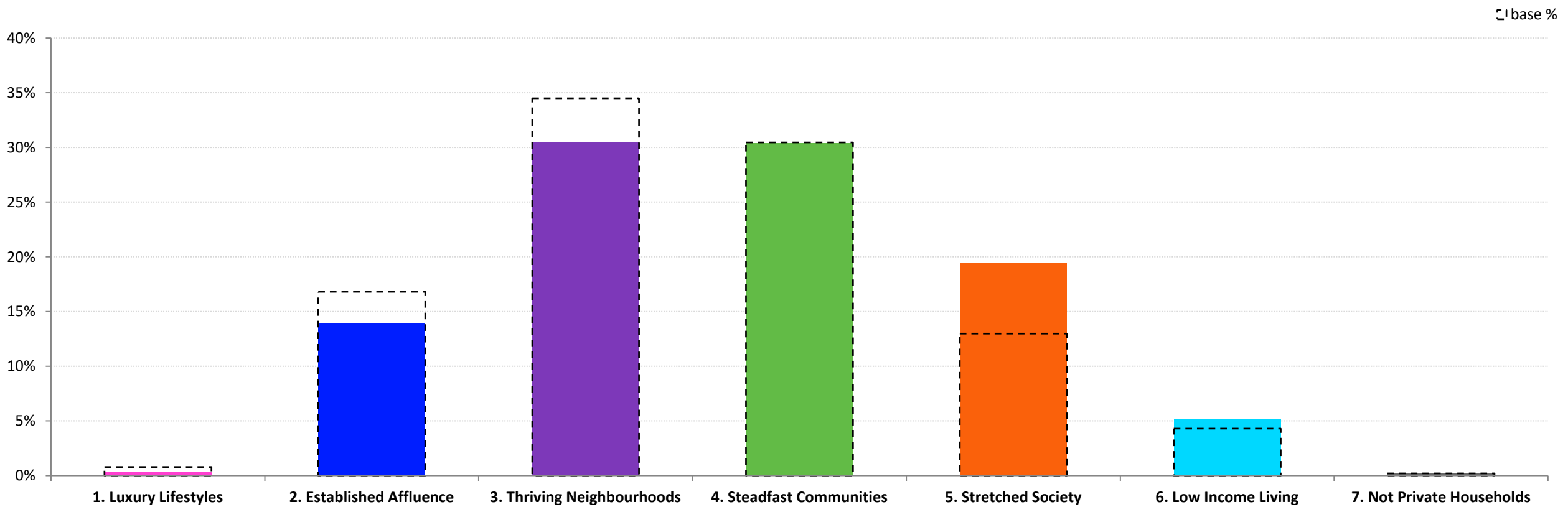
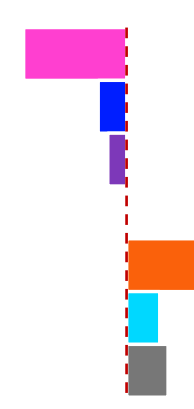


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Profile: St Neots
Base: Huntingdonshire

Sort by: Acorn Category Profile % Index

Acorn Category Description	Profile	Profile %	Base	Base %	Penetration %	Z-Score	Index 0	100	200
1. Luxury Lifestyles	44	0.3	647	0.8	6.8	-6.9	37		
2. Established Affluence	2,113	13.9	13,973	16.8	15.1	-9.6	83		
3. Thriving Neighbourhoods	4,636	30.5	28,674	34.5	16.2	-10.3	88		
4. Steadfast Communities	4,620	30.4	25,309	30.4	18.3	-0.1	100		
5. Stretched Society	2,956	19.5	10,788	13.0	27.4	23.8	150		
6. Low Income Living	787	5.2	3,580	4.3	22.0	5.3	120		
7. Not Private Households	38	0.3	166	0.2	22.9	1.4	125		
Total	15,194		83,137						



ACORN GROUP PROFILE

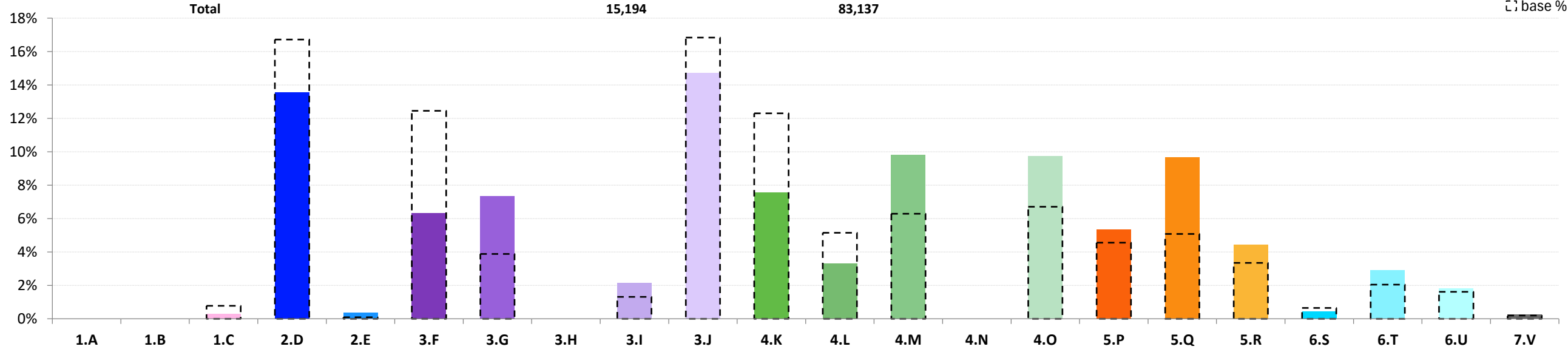


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Profile: St Neots
Base: Huntingdonshire

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	44	0.3	647	0.8	6.8	-6.9	37		
2. Established Affluence	2.D. Commuter-Belt Wealth	2,060	13.6	13,902	16.7	14.8	-10.5	81		
	2.E. Prosperous Professionals	53	0.3	71	0.1	74.6	11.1	408		
3. Thriving Neighbourhoods	3.F. Mature Success	962	6.3	10,354	12.5	9.3	-22.9	51		
	3.G. Settled Suburbia	1,113	7.3	3,228	3.9	34.5	22.0	189		
	3.H. Metropolitan Surroundings	0	0.0	0	0.0	0.0	0.0	0		
	3.I. Up-and-Coming Urbanites	326	2.1	1,090	1.3	29.9	9.0	164		
4. Steadfast Communities	3.J. Aspiring Communities	2,235	14.7	14,002	16.8	16.0	-7.0	87		
	4.K. Semi-Rural Maturity	1,148	7.6	10,230	12.3	11.2	-17.8	61		
	4.L. Traditional Homeowners	501	3.3	4,280	5.1	11.7	-10.3	64		
	4.M. Family Renters	1,489	9.8	5,227	6.3	28.5	17.8	156		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
5. Stretched Society	4.O. Stable Seniors	1,482	9.8	5,572	6.7	26.6	15.0	146		
	5.P. Tenant Living	813	5.4	3,786	4.6	21.5	4.7	117		
	5.Q. Limited Budgets	1,468	9.7	4,219	5.1	34.8	25.8	190		
6. Low Income Living	5.R. Hard-Up Households	675	4.4	2,783	3.3	24.3	7.5	133		
	6.S. Cash-Strapped Families	69	0.5	539	0.6	12.8	-3.0	70		
	6.T. Constrained Pensioners	440	2.9	1,695	2.0	26.0	7.5	142		
7. Not Private Households	6.U. Challenging Circumstances	278	1.8	1,346	1.6	20.7	2.1	113		
	7.V. Not Private Households	38	0.3	166	0.2	22.9	1.4	125		
Total		15,194		83,137						



ACORN - WHAT IS IT?



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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](#)

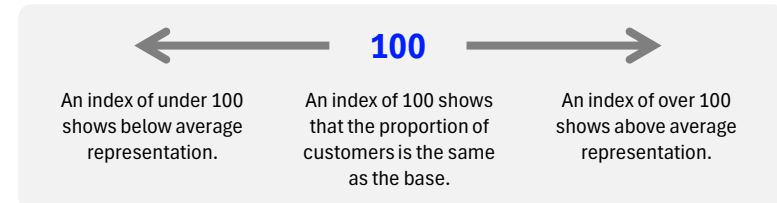
INTERPRETING THE REPORT

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).

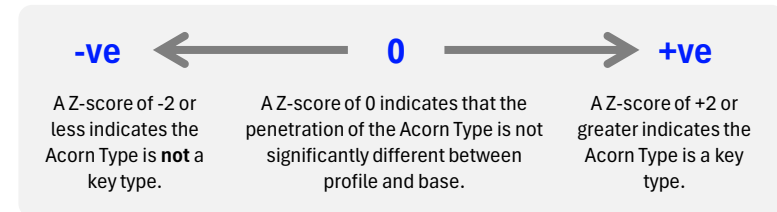
TOTAL

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