

MY PEN PORTRAIT



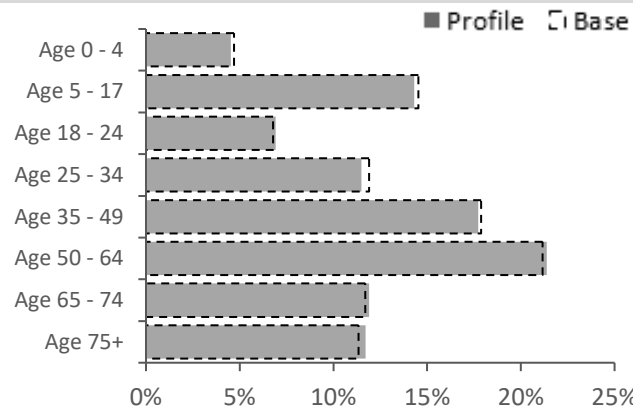
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Profile: Whittlesey

Base: Fenland

This overview shows the likely characteristics based on the Acorn mix within the profile

DEMOGRAPHIC PROFILE



Household Type

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:
2.5k	30%	27%

Index: 111

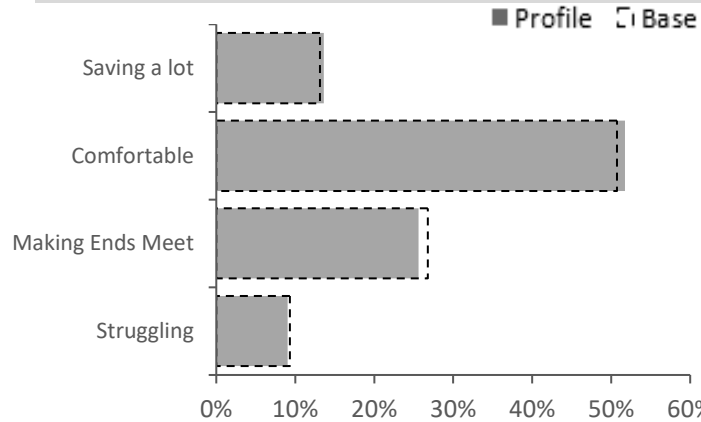
4.O. Stable Seniors

Retired and empty nester couples with modest incomes in rural and semi rural locations

Profile in Group	% in Group	Base:
1.5k	17%	18%

Index: 97

FINANCIAL PROFILE



Household Annual Income Band

£20,000 - £40,000

House Value Band

250k - 500k

3.F. Mature Success

Empty nesters living in comfortable detached homes, enjoying the endeavours of their earlier careers

Profile in Group	% in Group	Base:
1.2k	14%	11%

Index: 134

CHANNEL PREFERENCES

<p>Index: 101</p> <p>Profile: 60%</p> <p>Email</p>	<p>Index: 103</p> <p>Profile: 2%</p> <p>Face to Face/ A Visit</p>	<p>Index: 100</p> <p>Profile: 11%</p> <p>Mail</p>	<p>Index: 100</p> <p>Profile: 6%</p> <p>Mobile App</p>
<p>Index: 92</p> <p>Profile: 1%</p> <p>Social Media</p>	<p>Index: 96</p> <p>Profile: 6%</p> <p>Telephone Call</p>	<p>Index: 93</p> <p>Profile: 5%</p> <p>Text Message</p>	<p>Index: 98</p> <p>Profile: 10%</p> <p>Website (Inc Chatbot)</p>

ACORN CATEGORY PROFILE



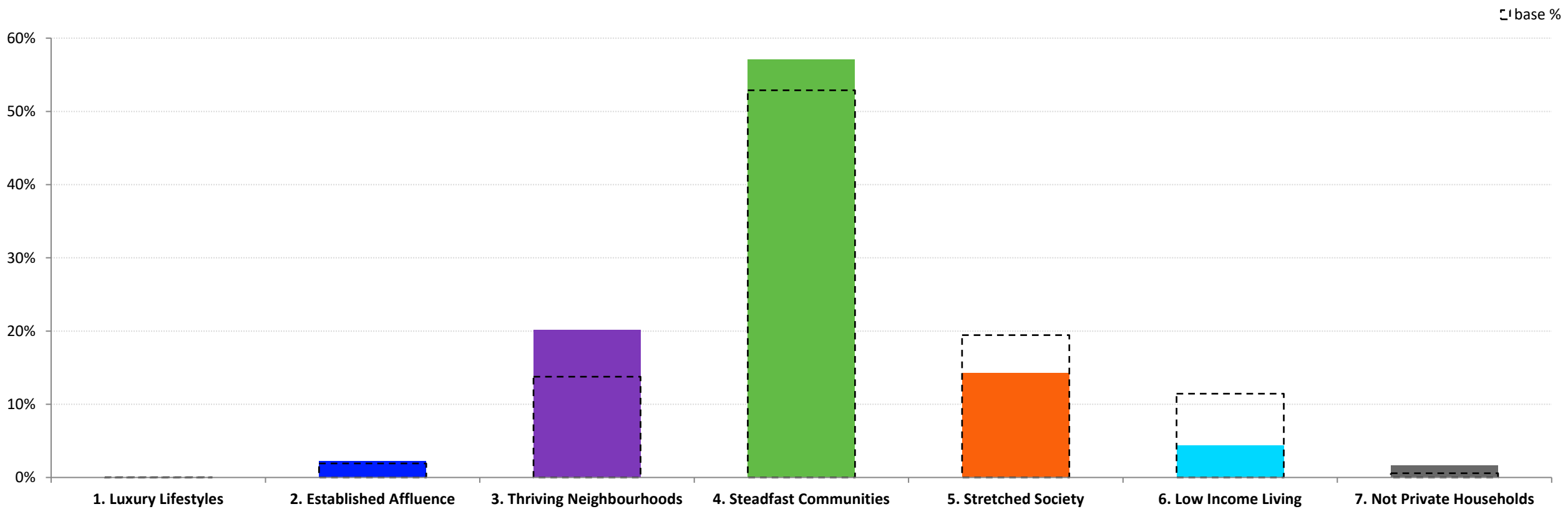
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Profile: Whittlesey
Base: Fenland

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	-1.4	0		
2. Established Affluence	193	2.3	903	1.9	21.4	2.5	120		
3. Thriving Neighbourhoods	1,709	20.2	6,519	13.8	26.2	17.2	147		
4. Steadfast Communities	4,834	57.1	25,056	52.9	19.3	7.8	108		
5. Stretched Society	1,212	14.3	9,211	19.4	13.2	-11.9	74		
6. Low Income Living	374	4.4	5,419	11.4	6.9	-20.3	39		
7. Not Private Households	143	1.7	273	0.6	52.4	13.5	293		
Total	8,465		47,392						



ACORN GROUP PROFILE

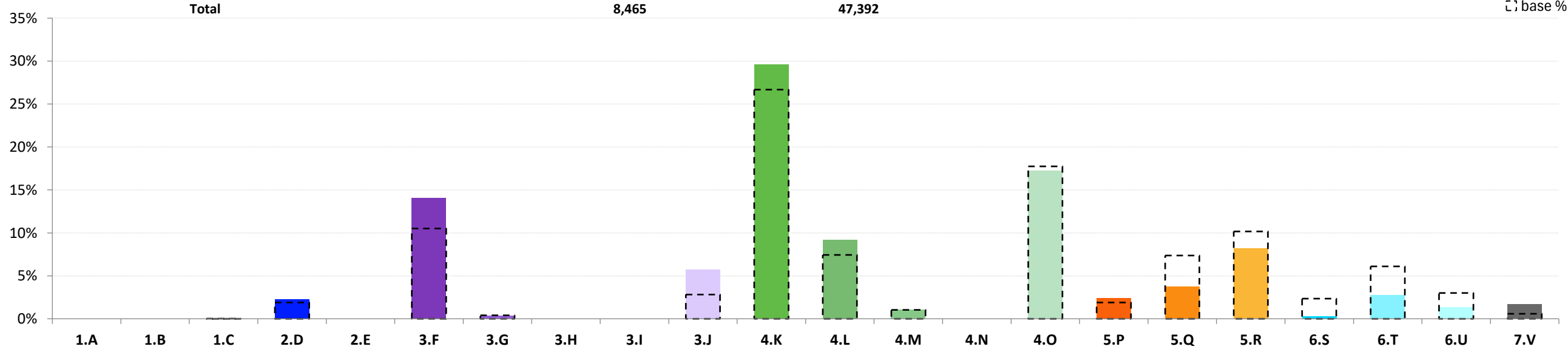


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Profile: Whittlesey
Base: Fenland

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	-1.4	0			
2. Established Affluence	2.D. Commuter-Belt Wealth	193	2.3	903	1.9	21.4	2.5	120			
	2.E. Prosperous Professionals	0	0.0	0	0.0	0.0	0.0	0			
3. Thriving Neighbourhoods	3.F. Mature Success	1,191	14.1	4,984	10.5	23.9	10.7	134			
	3.G. Settled Suburbia	31	0.4	195	0.4	15.9	-0.7	89			
	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			
4. Steadfast Communities	3.J. Aspiring Communities	487	5.8	1,340	2.8	36.3	16.2	203			
	4.K. Semi-Rural Maturity	2,508	29.6	12,638	26.7	19.8	6.2	111			
	4.L. Traditional Homeowners	779	9.2	3,523	7.4	22.1	6.2	124			
	4.M. Family Renters	89	1.1	486	1.0	18.3	0.2	103			
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0			
5. Stretched Society	4.O. Stable Seniors	1,458	17.2	8,409	17.7	17.3	-1.3	97			
	5.P. Tenant Living	205	2.4	897	1.9	22.9	3.6	128			
	5.Q. Limited Budgets	315	3.7	3,492	7.4	9.0	-12.8	51			
6. Low Income Living	5.R. Hard-Up Households	692	8.2	4,822	10.2	14.4	-6.1	80			
	6.S. Cash-Strapped Families	25	0.3	1,111	2.3	2.3	-12.5	13			
	6.T. Constrained Pensioners	232	2.7	2,888	6.1	8.0	-12.9	45			
7. Not Private Households	6.U. Challenging Circumstances	117	1.4	1,420	3.0	8.2	-8.7	46			
	7.V. Not Private Households	143	1.7	273	0.6	52.4	13.5	293			
Total		8,465		47,392							



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
5. Stretched Society	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
	5.P. Tenant Living	44-47
6. Low Income Living	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
	6.S. Cash-Strapped Families	53-56
7. Not Private Households	6.T. Constrained Pensioners	57-58
	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](#)

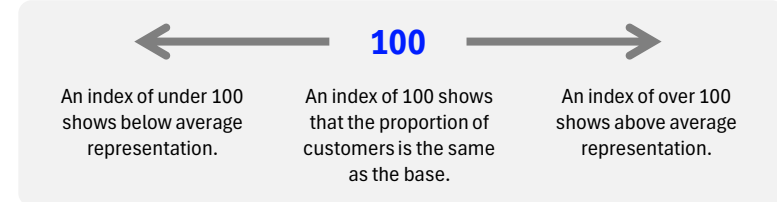
INTERPRETING THE REPORT

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).

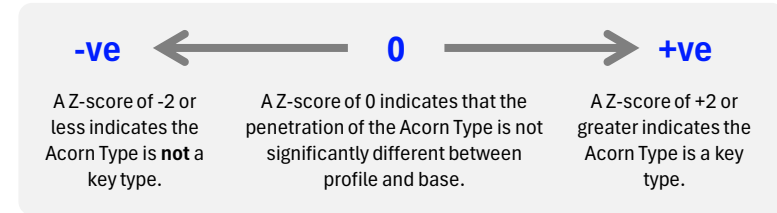
TOTAL

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

