

MY PEN PORTRAIT

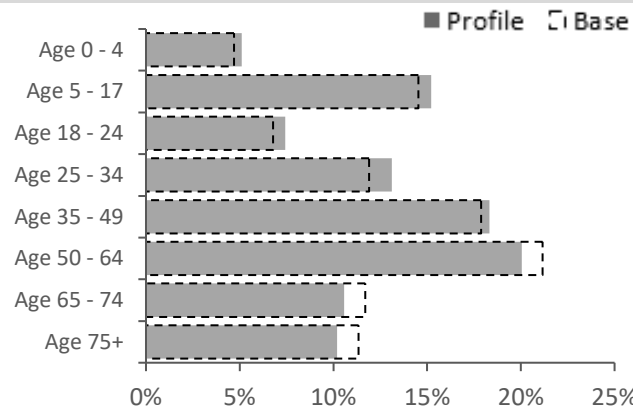


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Profile: Wisbech
Base: Fenland

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

5.R. Hard-Up Households
Young families struggling on low incomes in rented terraces

Profile in Group	% in Group	Base:
2.2k	19%	10%
Index: 189		

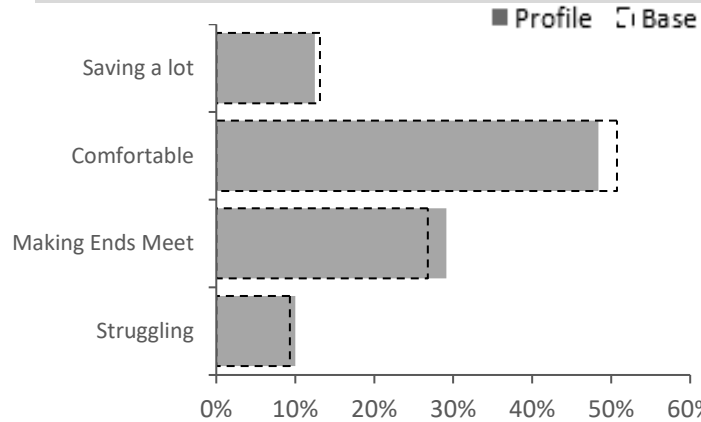
5.Q. Limited Budgets
Young families and single parents with a high proportion socially renting their semi-detached home

Profile in Group	% in Group	Base:
1.7k	15%	7%
Index: 199		

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

Profile in Group	% in Group	Base:
1.3k	12%	18%
Index: 67		

FINANCIAL PROFILE



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

House Value Band
150k - 250k

CHANNEL PREFERENCES

Index: 98 Profile: 58% Email	Index: 92 Profile: 2% Face to Face/ A Visit	Index: 97 Profile: 10% Mail	Index: 102 Profile: 6% Mobile App
Index: 116 Profile: 1% Social Media	Index: 104 Profile: 7% Telephone Call	Index: 116 Profile: 6% Text Message	Index: 104 Profile: 10% Website (Inc Chatbot)

ACORN CATEGORY PROFILE



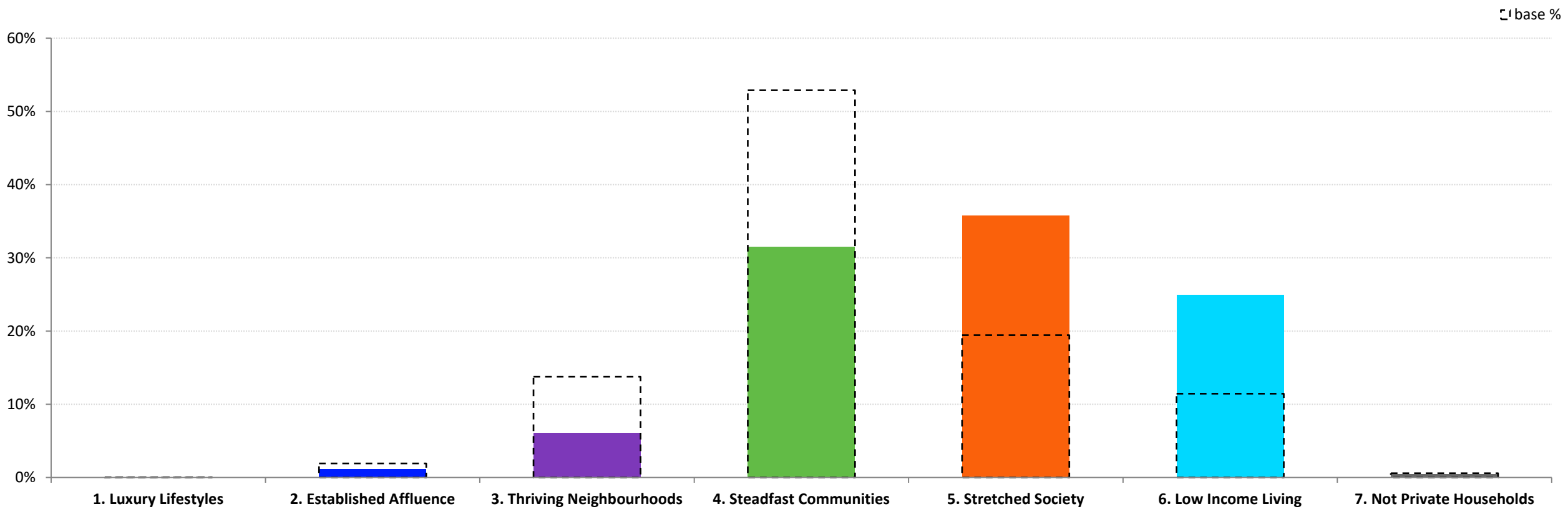
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Profile: Wisbech
Base: Fenland

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	130	1.2	903	1.9	14.4	-5.8	61		
3. Thriving Neighbourhoods	682	6.1	6,519	13.8	10.5	-23.7	44		
4. Steadfast Communities	3,546	31.5	25,056	52.9	14.2	-45.3	60		
5. Stretched Society	4,026	35.8	9,211	19.4	43.7	43.9	184		
6. Low Income Living	2,810	25.0	5,419	11.4	51.9	45.2	219		
7. Not Private Households	51	0.5	273	0.6	18.7	-1.7	79		
Total	11,245		47,392						



ACORN GROUP PROFILE

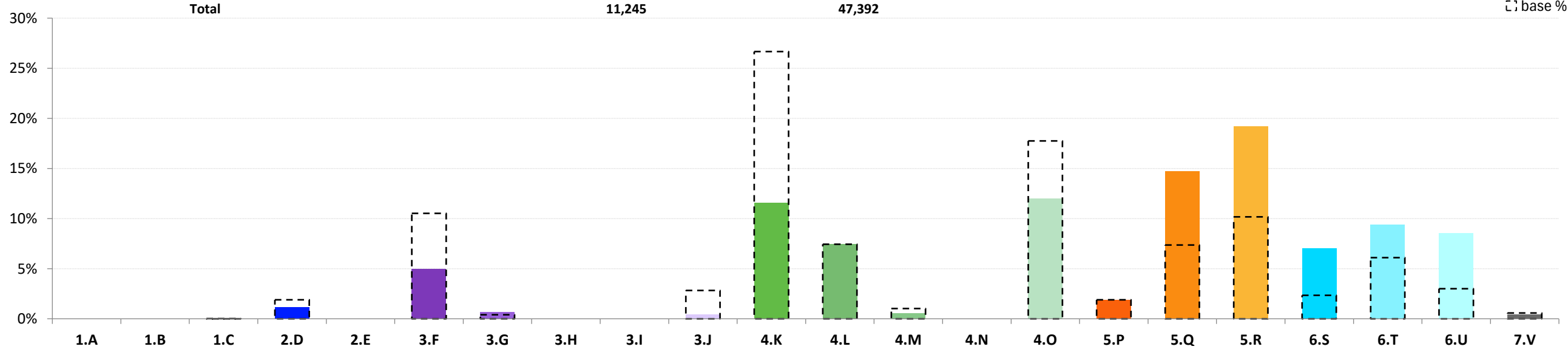


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Profile: Wisbech
Base: Fenland

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	130	1.2	903	1.9	14.4	-5.8	61		
	2.E. Prosperous Professionals	0	0.0	0	0.0	0.0	0.0	0		
3. Thriving Neighbourhoods	3.F. Mature Success	559	5.0	4,984	10.5	11.2	-19.2	47		
	3.G. Settled Suburbia	75	0.7	195	0.4	38.5	4.2	162		
	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	48	0.4	1,340	2.8	3.6	-15.4	15		
	4.K. Semi-Rural Maturity	1,302	11.6	12,638	26.7	10.3	-36.2	43		
	4.L. Traditional Homeowners	837	7.4	3,523	7.4	23.8	0.0	100		
	4.M. Family Renters	61	0.5	486	1.0	12.6	-5.1	53		
	4.N. Urban Diversity	0	0.0	0	0.0	0.0	0.0	0		
5. Stretched Society	4.O. Stable Seniors	1,346	12.0	8,409	17.7	16.0	-16.0	67		
	5.P. Tenant Living	212	1.9	897	1.9	23.6	-0.1	100		
	5.Q. Limited Budgets	1,652	14.7	3,492	7.4	47.3	29.7	199		
6. Low Income Living	5.R. Hard-Up Households	2,162	19.2	4,822	10.2	44.8	31.8	189		
	6.S. Cash-Strapped Families	793	7.1	1,111	2.3	71.4	33.0	301		
	6.T. Constrained Pensioners	1,056	9.4	2,888	6.1	36.6	14.6	154		
7. Not Private Households	6.U. Challenging Circumstances	961	8.5	1,420	3.0	67.7	34.5	285		
	7.V. Not Private Households	51	0.5	273	0.6	18.7	-1.7	79		
Total		11,245		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
	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](#)

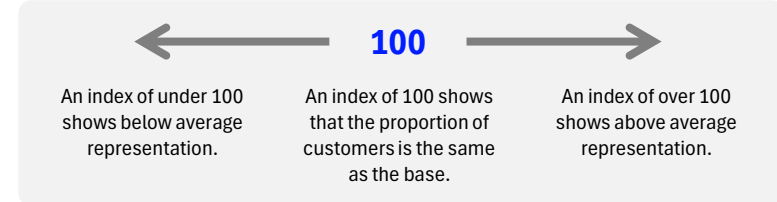
INTERPRETING THE REPORT

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).

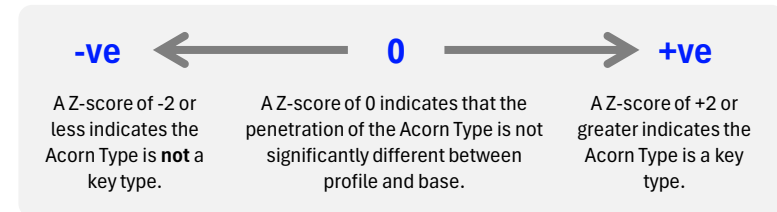
TOTAL

Total figures exclude business addresses without residential population

INDEX



Z-SCORE



REPORT INFORMATION

