ACORN PROFILE REPORT

acorn

WHAT IS ACORN?

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

This Acorn Profile provides a detailed understanding of the people who interact with your organisation. It helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer
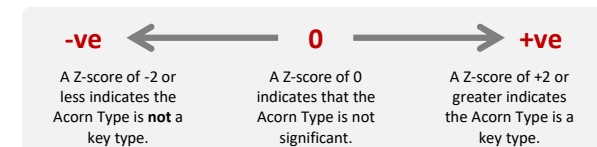
Click here for more...

INTERPRETING THE REPORT

The Acorn profile 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).

INDEX

← **100** →

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE

-ve ← **0** → **+ve**

A Z-score of -2 or less indicates the Acorn Type is **not** a key type.

A Z-score of 0 indicates that the Acorn Type is not significant.

A Z-score of +2 or greater indicates the Acorn Type is a key type.

ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide   **Technical Guide**   **Online Microsite**

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ACORN - WHAT IS IT?

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Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

This Acorn Profile provides a detailed understanding of the people who interact with your organisation. It 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.

The User Guide (available to download at http:\\acorn.caci.co.uk) describes at each Acorn type across a wide range of demographic, behavioural and attitudinal attributes. The descriptions of each category, group and type provide an overview of the wider range of topics for which information is available.

Acorn draws on a wide range of data sources, both commercial and public sector Open Data and administrative data. These include the Land Registry, Registers of Scotland, commercial sources of information on age of residents, ethnicity profiles, benefits data, population density, and data on social housing and other rental property. In addition CACI has created proprietary databases, including the location of prisons, traveller sites, age-restricted housing, care homes, high-rise buildings and student accommodation. We also utilise the traditional inputs of the Census of Population and large-

ACORN - STRUCTURE

Acorn Category	Acorn Group	Acorn Type	
1 **Affluent Achievers**	**1.A Lavish Lifestyles**	1.A.1	Exclusive enclaves
		1.A.2	Metropolitan money
		1.A.3	Large house luxury
	1.B Executive Wealth	1.B.4	Asset rich families
		1.B.5	Wealthy countryside commuters
		1.B.6	Financially comfortable families
		1.B.7	Affluent professionals
		1.B.8	Prosperous suburban families
		1.B.9	Well-off edge of towners
	1.C Mature Money	1.C.10	Better-off villagers
		1.C.11	Settled suburbia, older people
		1.C.12	Retired and empty nesters
		1.C.13	Upmarket downsizers
2 **Rising Prosperity**	**2.D City Sophisticates**	2.D.14	Townhouse cosmopolitans
		2.D.15	Younger professionals in smaller flats
		2.D.16	Metropolitan professionals
		2.D.17	Socialising young renters
	2.E Career Climbers	2.E.18	Career driven young families
		2.E.19	First time buyers in small, modern homes
		2.E.20	Mixed metropolitan areas
3 **Comfortable Communties**	**3.F Countryside Communities**	3.F.21	Farms and cottages
		3.F.22	Larger families in rural areas
		3.F.23	Owner occupiers in small towns and villages
	3.G Successful Suburbs	3.G.24	Comfortably-off families in modern housing
		3.G.25	Larger family homes, multi-ethnic areas
		3.G.26	Semi-professional families, owner occupied neighbourhoods
	3.H Steady Neighbourhoods	3.H.27	Suburban semis, conventional attitudes
		3.H.28	Owner occupied terraces, average income
		3.H.29	Established suburbs, older families
	3.I Comfortable Seniors	3.I.30	Older people, neat and tidy neighbourhoods
		3.I.31	Elderly singles in purpose-built accommodation
	3.J Starting Out	3.J.32	Educated families in terraces, young children
		3.J.33	Smaller houses and starter homes
4 **Financially Stretched**	**4.K Student Life**	4.K.34	Student flats and halls of residence
		4.K.35	Term-time terraces
		4.K.36	Educated young people in flats and tenements
	4.L Modest Means	4.L.37	Low cost flats in suburban areas
		4.L.38	Semi-skilled workers in traditional neighbourhoods
		4.L.39	Fading owner occupied terraces
		4.L.40	High occupancy terraces, culturally diverse family areas
	4.M Striving Families	4.M.41	Labouring semi-rural estates
		4.M.42	Struggling young families in post-war terraces
		4.M.43	Families in right-to-buy estates
		4.M.44	Post-war estates, limited means
	4.N Poorer Families	4.N.45	Pensioners in social housing, semis and terraces
		4.N.46	Elderly people in social rented flats
		4.N.47	Low income older people in smaller semis
		4.N.48	Pensioners and singles in social rented flats
5 **Urban Adversity**	**5.O Young Hardship**	5.O.49	Young families in low cost private flats
		5.O.50	Struggling younger people in mixed tenure
		5.O.51	Young people in small, low cost terraces
	5.P Struggling Estates	5.P.52	Poorer families, many children, terraced housing
		5.P.53	Low income terraces
		5.P.54	Multi-ethnic, purpose-built estates
		5.P.55	Deprived and ethnically diverse in flats
		5.P.56	Low income large families in social rented semis
	5.Q Difficult Circumstances	5.Q.57	Social rented flats, families and single parents
		5.Q.58	Singles and young families, some receiving benefits
		5.Q.59	Deprived areas and high-rise flats
6 **Not Private Households**	**6.R Not Private Households**	6.R.60	Active communal population
		6.R.61	Inactive communal population
		6.R.62	Business areas without resident population

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ACORN PROFILE OVERVIEW

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Profile: Ely Profile
Base: East Cambridgeshire Profile

The Acorn Profile Overview provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

KEY FEATURES
(Based on most over-represented in the profile)

Age	**25-34**	
Social Grade	**C1**	
Children At Home	**1**	
House Tenure	**Private Rented**	
Household Income	**£43k**	
Social Media Usage	**Medium**	

DEMOGRAPHICS

AGE

Age	%	INDEX
0-17	21%	102
18-24	8%	109
25-34	13%	122
35-49	21%	104
50-64	19%	92
65-74	10%	87
75+	8%	92

FAMILY

Type	%	INDEX
Couple - No Children	20%	96
Couple - With Children	22%	98
Lone Parent	6%	108
Single - No Children	16%	118
All Student/Pensioner	21%	91
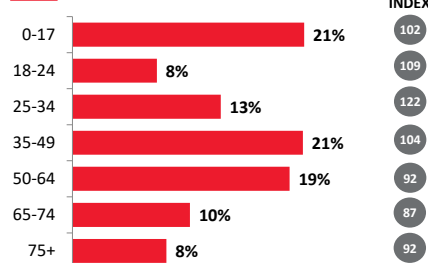
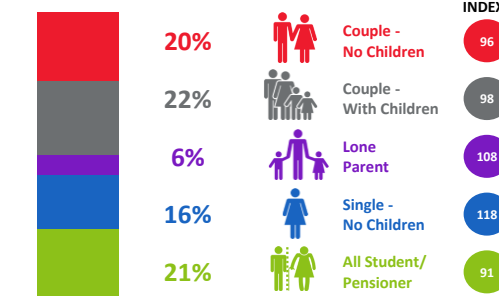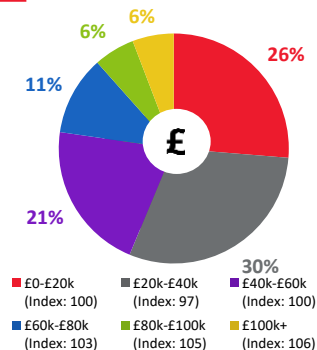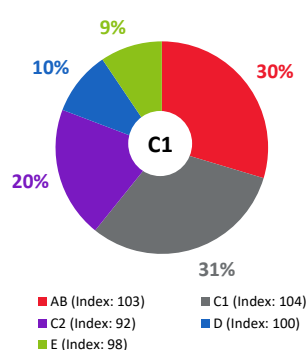### KEY INSIGHTS
- The average age of the population in the profiled households is slightly younger when compared to the base.
- Households containing singles with no children occur more in this profile than in the base.
- 5.8% of the profile live in households with an income of over £100k.
- The dominant Social Grade is C1.
- There is a higher proportion of people in this profile who are unemployed than in the base.
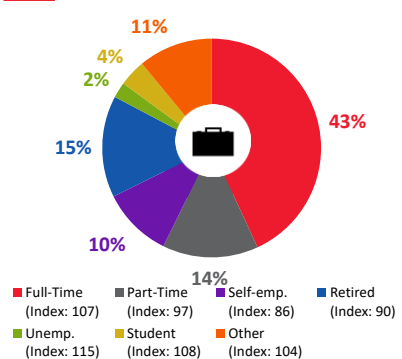
INCOME
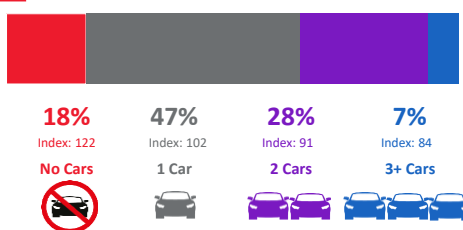- 26% £0-£20k (Index: 100)
- 30% £20k-£40k (Index: 97)
- 21% £40k-£60k (Index: 100)
- 11% £60k-£80k (Index: 103)
- 6% £80k-£100k (Index: 105)
- 6% £100k+ (Index: 106)

SOCIAL GRADE — C1
- 30% AB (Index: 103)
- 31% C1 (Index: 104)
- 20% C2 (Index: 92)
- 10% D (Index: 100)
- 9% E (Index: 98)

EMPLOYMENT
- 43% Full-Time (Index: 107)
- 14% Part-Time (Index: 97)
- 10% Self-emp. (Index: 86)
- 15% Retired (Index: 90)
- 11% Unemp. (Index: 115)
- 2% Student (Index: 108)
- 4% Other (Index: 104)

MOTOR & HOME

CARS
- 18% No Cars (Index: 122)
- 47% 1 Car (Index: 102)
- 28% 2 Cars (Index: 91)
- 7% 3+ Cars (Index: 84)

CAR TYPE
- 27% Mini/Supermini (Index: 108)
- 27% Small Family Car (Index: 93)
- 25% Large Family Car (Index: 90)
- 4% Luxury/Executive (Index: 118)
- 5% Sports/4x4/MPV (Index: 76)

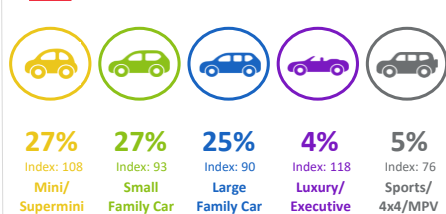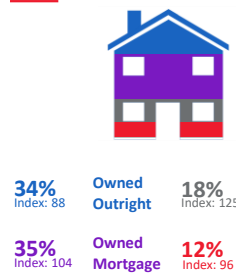### KEY INSIGHTS
- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a luxury/executive car.
- Flats are 64.3% more likely than in the base.
- 17.9% of the households in the profile are likely to be private rented.
- About 7% of households will have 1 bedroom.
- The prevailing size is 2 people but households with 1 person appear more than in the base.

TENURE
- 34% Owned Outright (Index: 88)
- 18% Private Rented (Index: 125)
- 35% Owned Mortgage (Index: 104)
- 12% Social Rented (Index: 96)
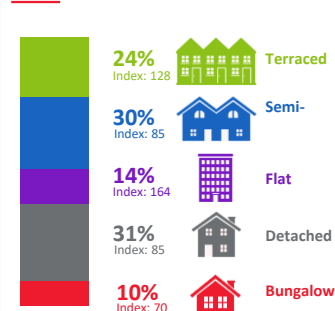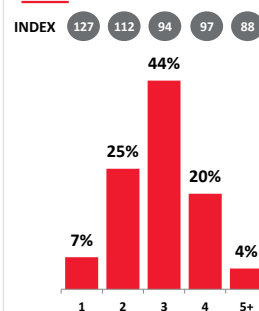
TYPE
- 24% Terraced (Index: 128)
- 30% Semi- (Index: 85)
- 14% Flat (Index: 164)
- 31% Detached (Index: 85)
- 10% Bungalow (Index: 70)

BEDROOMS
INDEX: 127, 112, 94, 97, 88
- 1: 7%
- 2: 25%
- 3: 44%
- 4: 20%
- 5+: 4%

SIZE
- 1 Person 18% (Index: 104)
- 2 People 38% (Index: 95)
- 3-4 People 36% (Index: 103)
- 5+ People 8% (Index: 100)

ACORN PROFILE OVERVIEW

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Profile: **Ely Profile**

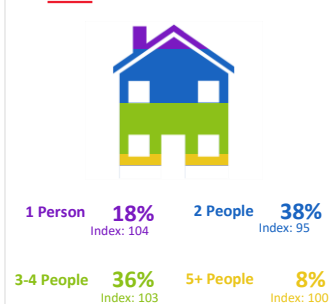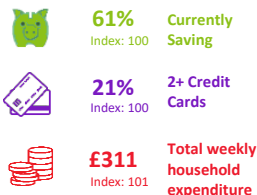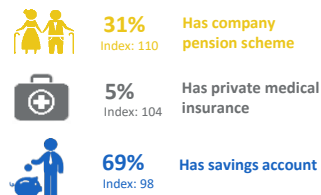Base: **East Cambridgeshire Profile**

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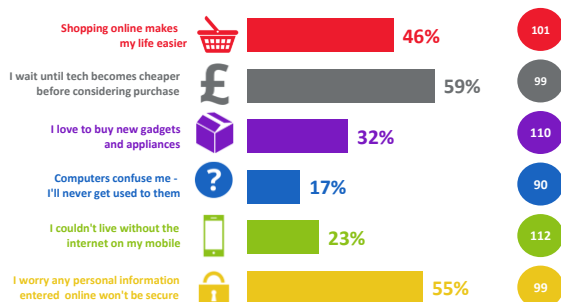
FINANCIAL BEHAVIOUR & ATTITUDES

SPEND & SAVE

61% Currently Saving
Index: 100

21% 2+ Credit Cards
Index: 100

£311 Total weekly household expenditure
Index: 101

FUTURE PLANNING

31% Has company pension scheme
Index: 110

5% Has private medical insurance
Index: 104

69% Has savings account
Index: 98

APPROACH TO FINANCE

		INDEX
I don't like the idea of being in debt	85%	99
I am very good at managing money	57%	100
It is important to be well insured for everything	55%	98
Financial security after retirement is your own responsibility	63%	98
Always pays credit card balance in full	37%	98

CHANNEL PREFERENCE, DIGITAL ATTITUDES & SOCIAL MEDIA ACTIVITY

ATTITUDES

		INDEX
Shopping online makes my life easier	46%	101
I wait until tech becomes cheaper before considering purchase	59%	99
I love to buy new gadgets and appliances	32%	110
Computers confuse me - I'll never get used to them	17%	90
I couldn't live without the internet on my mobile	23%	112
I worry any personal information entered online won't be secure	55%	99

MARKETING - FUTURE RESPONSE

13.4% Leaflet
Index: 102

12.3% Mail - Named
Index: 98

10.9% Email
Index: 108

3.2% Phone
Index: 102

3.1% Mail - Head of Hhd
Index: 104

3.2% Text
Index: 102
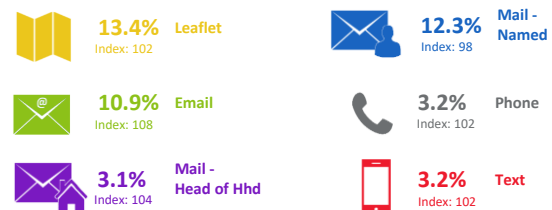
KEY INSIGHTS

- Most people in this profile prefer to be contacted via visit.
- A greater proportion than in the base prefer visit as their channel of choice.
- Approximately 13% of this profile is likely to respond to a leaflet. However, when compared to the base, an email is more likely to garner a response.
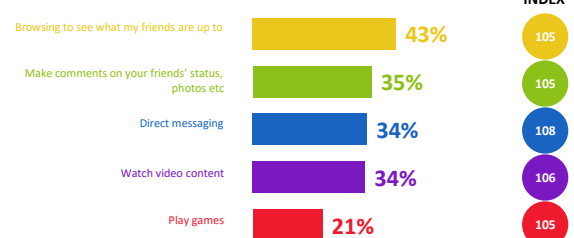
ACCESSES SOCIAL MEDIA

38.5% Mobile Phone
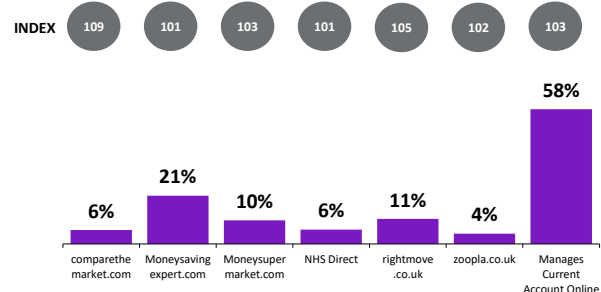Index: 113

22.0% Tablet
Index: 108

37.5% Laptop/PC
Index: 107

BRAND INTERACTION

10.5% Index: 113
Interact with a brand on Social Media (e.g. like or comment on a brand page)

12.0% Index: 109
Visit the profile/fan page of a product/brand/celebrity

TOP 5 SOCIAL MEDIA ACTIVITIES

		INDEX
Browsing to see what my friends are up to	43%	105
Make comments on your friends' status, photos etc	35%	105
Direct messaging	34%	108
Watch video content	34%	106
Play games	21%	105

WEBSITES

HOME & FINANCE

	INDEX	%
comparethemarket.com	109	6%
Moneysavingexpert.com	101	21%
Moneysupermarket.com	103	10%
NHS Direct	101	6%
rightmove.co.uk	105	11%
zoopla.co.uk	102	4%
Manages Current Account Online	103	58%

SHOPPING

	INDEX	%
Amazon.co.uk	101	54%
Asos.com	116	5%
Argos	99	16%
Tesco.net / Tesco.com	101	15%
Boots.com	113	10%
johnlewis.com	106	10%
Groupon	109	10%

LIFESTYLE

	INDEX	%
DigitalSpy	105	2%
Internet Movie Database (IMDB)	111	8%
iTunes	110	11%
SkySports	113	8%
Trip Advisor	102	16%
Mumsnet	98	2%

GENERAL

	INDEX	%
bbc.co.uk	104	31%
YouTube	105	35%
Wikipedia	110	24%
Yahoo .co.uk	98	10%
Direct .gov.uk	98	11%

KEY INSIGHTS

- Most people in this profile will access their social media through their mobile.

- "Look at content/updates your friends have posted (e.g. photos, videos, status updates)" is the most popular activity on social media. However, a greater proportion than in the base will use it to "interact with a brand (e.g. like the content that brand posted, comment on a brand page, tweet a brand)".

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ACORN CUSTOMER VIEW CHART
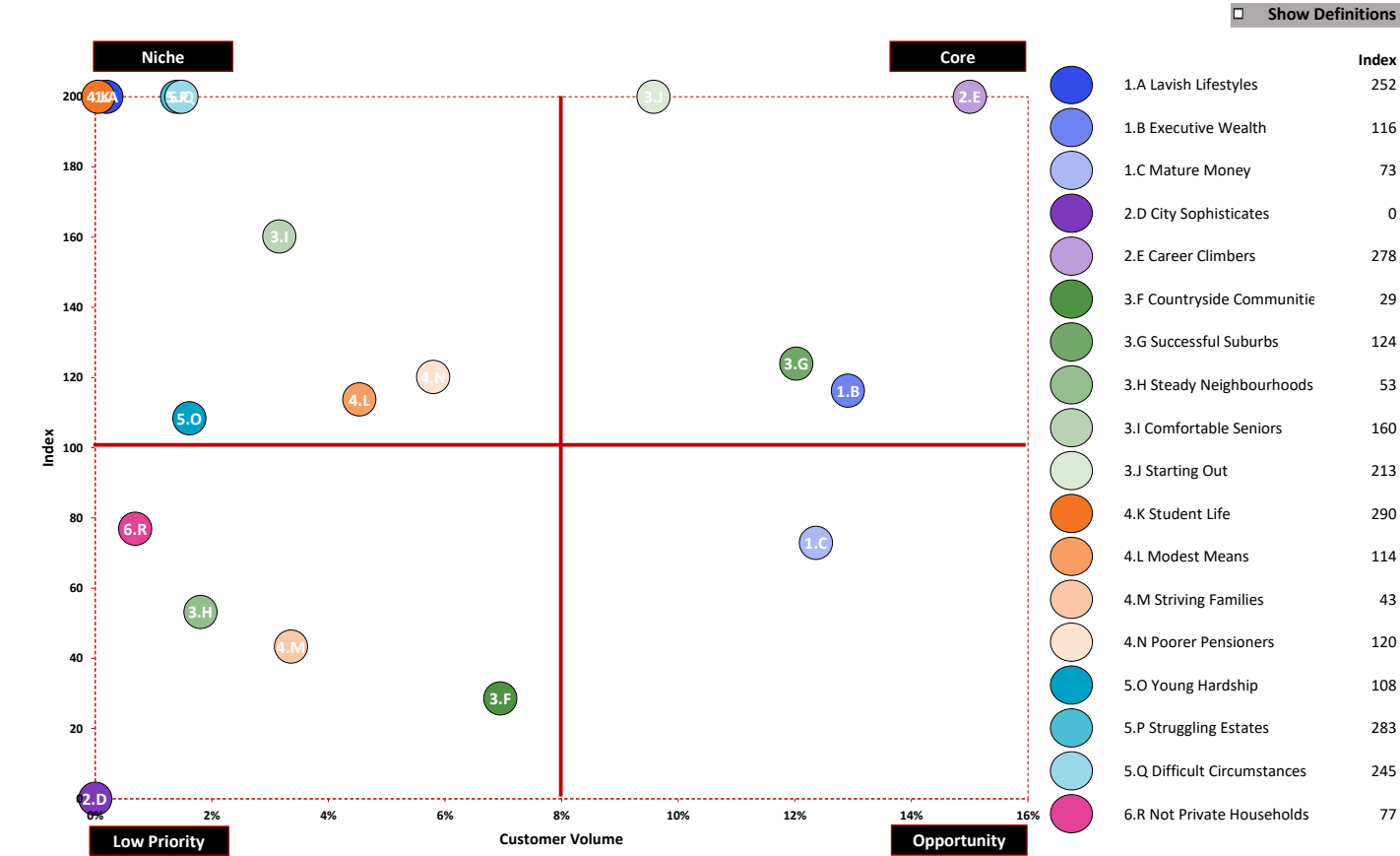
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Profile: **Ely Profile**

East Cambridgeshire Profile

The Customer View Chart shows the different levels of engagement each Acorn Group has with your organisation.
The chart shows the position of each Acorn Group according to the volume of customers 'Market Share' and the index against the base's 'Market Potential'.

☐ **Show Definitions**

		Index
1.A Lavish Lifestyles		252
1.B Executive Wealth		116
1.C Mature Money		73
2.D City Sophisticates		0
2.E Career Climbers		278
3.F Countryside Communitie		29
3.G Successful Suburbs		124
3.H Steady Neighbourhoods		53
3.I Comfortable Seniors		160
3.J Starting Out		213
4.K Student Life		290
4.L Modest Means		114
4.M Striving Families		43
4.N Poorer Pensioners		120
5.O Young Hardship		108
5.P Struggling Estates		283
5.Q Difficult Circumstances		245
6.R Not Private Households		77

Niche   **Core**

Low Priority   **Opportunity**

Index (y-axis)

Customer Volume (x-axis)

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ACORN CATEGORY PROFILE

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Profile: Ely Profile
Base: East Cambridgeshire Profile

Acorn Category Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers	2,412	25.5	10,818	28.1	22.3	-5.8	91			
2. Rising Prosperity	2,094	22.1	3,064	8.0	68.3	50.8	278			
3. Comfortable Communities	3,174	33.5	16,871	43.9	18.8	-20.3	76			
4. Financially Stretched	1,301	13.7	6,369	16.6	20.4	-7.4	83			
5. Urban Adversity	426	4.5	996	2.6	42.8	11.7	174			
6. Not Private Households	65	0.7	343	0.9	19.0	-2.1	77			
Total (Excluding Business addresses without residential pop.)	**9,472**		**38,461**		**24.6**					

ACORN CATEGORY PROFILE

☑Show Base
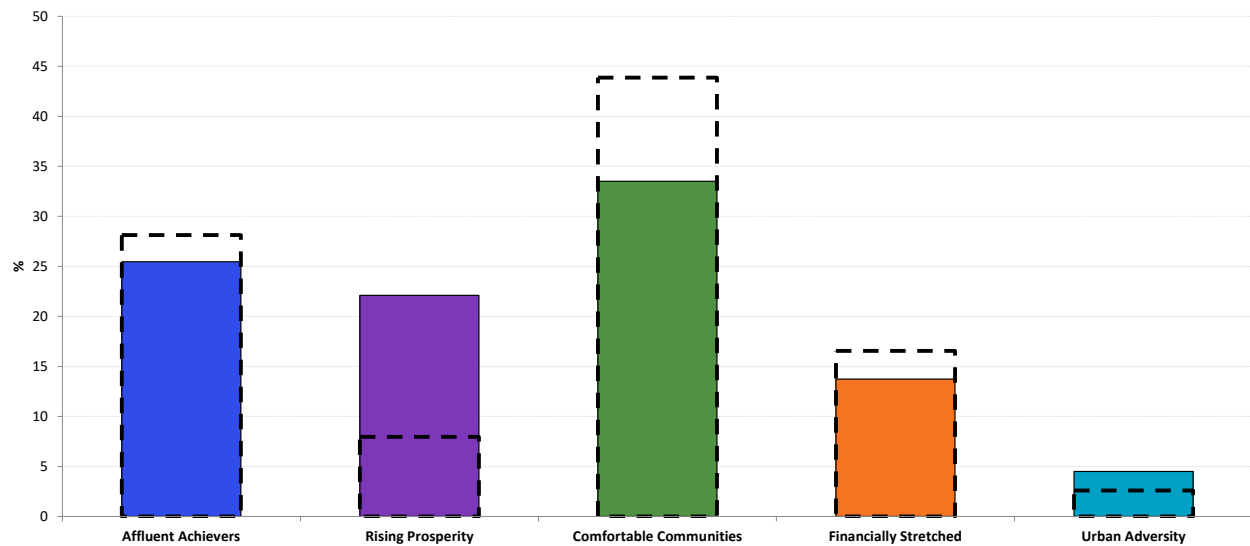
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ACORN GROUP PROFILE

Profile: **Ely Profile**

East Cambridgeshire Profile

Sort by: ⦿ Acorn Group   ○ Index   ○ Profile %

Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A Lavish Lifestyles	18	0.2	29	0.1	62.1	4.1	252			
1.B Executive Wealth	1,223	12.9	4,270	11.1	28.6	5.6	116			
1.C Mature Money	1,171	12.4	6,519	16.9	18.0	-11.9	73			
2. Rising Prosperity										
2.D City Sophisticates	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers	2,094	22.1	3,064	8.0	68.3	50.8	278			
3. Comfortable Communities										
3.F Countryside Communities	658	6.9	9,345	24.3	7.0	-39.4	29			
3.G Successful Suburbs	1,139	12.0	3,731	9.7	30.5	7.6	124			
3.H Steady Neighbourhoods	171	1.8	1,304	3.4	13.1	-8.5	53			
3.I Comfortable Seniors	299	3.2	758	2.0	39.4	8.3	160			
3.J Starting Out	907	9.6	1,733	4.5	52.3	23.8	213			
4. Financially Stretched										
4.K Student Life	5	0.1	7	0.0	71.4	2.5	290			
4.L Modest Means	429	4.5	1,531	4.0	28.0	2.7	114			
4.M Striving Families	318	3.4	2,976	7.7	10.7	-16.0	43			
4.N Poorer Pensioners	549	5.8	1,855	4.8	29.6	4.4	120			
5. Urban Adversity										
5.O Young Hardship	153	1.6	573	1.5	26.7	1.0	108			
5.P Struggling Estates	133	1.4	191	0.5	69.6	12.6	283			
5.Q Difficult Circumstances	140	1.5	232	0.6	60.3	11.0	245			
6. Not Private Households										
6.R Not Private Households	65	0.7	343	0.9	19.0	-2.1	77			
Total (Excluding Business addresses without residential pop.)	**9,472**		**38,461**		**24.6**					

ACORN GROUP PROFILE

☑ Show Base

CACI
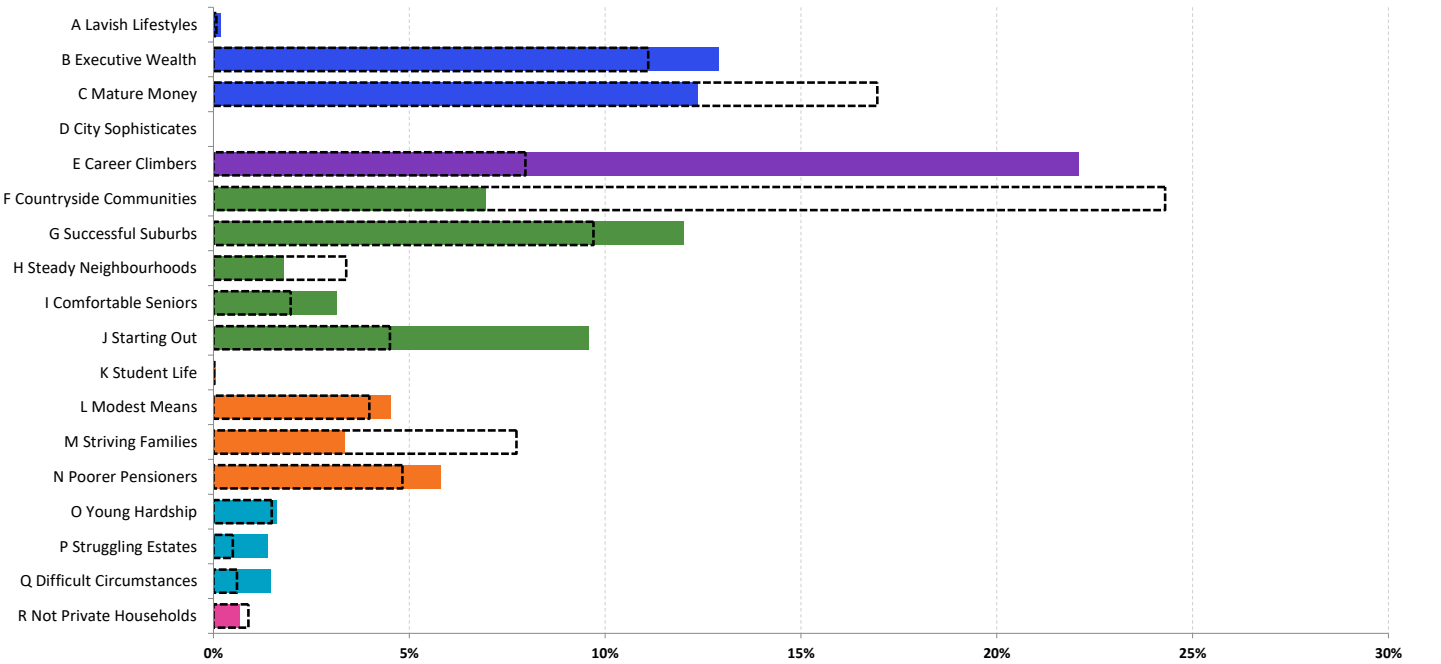
ACORN TYPE PROFILE

Profile:
Ely Profile
East Cambridgeshire Profile

Sort by:
- Acorn Type
- Index
- Profile %

Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Affluent Achievers										
1.A. Lavish Lifestyles										
1.A.1 Exclusive enclaves	0	0.0	0	0.0	0.0	0.0	0			
1.A.2 Metropolitan money	0	0.0	0	0.0	0.0	0.0	0			
1.A.3 Large house luxury	18	0.2	29	0.1	62.1	4.1	252			
1.B Executive Wealth										
1.B.4 Asset rich families	290	3.1	733	1.9	39.6	8.2	161			
1.B.5 Wealthy countryside commuters	68	0.7	1,017	2.6	6.7	-11.7	27			
1.B.6 Financially comfortable families	643	6.8	1,743	4.5	36.9	10.6	150			
1.B.7 Affluent professionals	12	0.1	12	0.0	100.0	5.3	406			
1.B.8 Prosperous suburban families	17	0.2	17	0.0	100.0	6.3	406			
1.B.9 Well-off edge of towners	193	2.0	748	1.9	25.8	0.7	105			
1.C Mature Money										
1.C.10 Better-off villagers	244	2.6	4,426	11.5	5.5	-27.2	22			
1.C.11 Settled suburbia, older people	259	2.7	259	0.7	100.0	24.5	406			
1.C.12 Retired and empty nesters	390	4.1	1,341	3.5	29.1	3.3	118			
1.C.13 Upmarket downsizers	278	2.9	493	1.3	56.4	14.3	229			
2. Rising Prosperity										
2.D. City Sophisticates										
2.D.14 Townhouse cosmopolitans	0	0.0	0	0.0	0.0	0.0	0			
2.D.15 Younger professionals in smaller flats	0	0.0	0	0.0	0.0	0.0	0			
2.D.16 Metropolitan professionals	0	0.0	0	0.0	0.0	0.0	0			
2.D.17 Socialising young renters	0	0.0	0	0.0	0.0	0.0	0			
2.E Career Climbers										
2.E.18 Career driven young families	1,347	14.2	2,280	5.9	59.1	34.2	240			
2.E.19 First time buyers in small, modern homes	747	7.9	784	2.0	95.3	40.3	387			
2.E.20 Mixed metropolitan areas	0	0.0	0	0.0	0.0	0.0	0			
3. Comfortable Communities										
3.F Countryside Communities										
3.F.21 Farms and cottages	85	0.9	1,036	2.7	8.2	-10.8	33			
3.F.22 Larger families in rural areas	255	2.7	3,835	10.0	6.6	-23.6	27			
3.F.23 Owner occupiers in small towns and villages	318	3.4	4,474	11.6	7.1	-25.1	29			
3.G Successful Suburbs										
3.G.24 Comfortably-off families in modern housing	525	5.5	1,444	3.8	36.4	9.2	148			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0	0.0	0.0	0.0	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	614	6.5	2,287	5.9	26.8	2.2	109			
3.H Steady Neighbourhoods										
3.H.27 Suburban semis, conventional attitudes	59	0.6	96	0.2	61.5	7.3	250			
3.H.28 Owner occupied terraces, average income	0	0.0	0	0.0	0.0	0.0	0			
3.H.29 Established suburbs, older families	112	1.2	1,208	3.1	9.3	-10.9	38			
3.I Comfortable Seniors										
3.I.30 Older people, neat and tidy neighbourhoods	299	3.2	648	1.7	46.1	11.1	187			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	110	0.3	0.0	-5.2	0			
3.J Starting Out										
3.J.32 Educated families in terraces, young children	673	7.1	678	1.8	99.3	39.5	403			
3.J.33 Smaller houses and starter homes	234	2.5	1,055	2.7	22.2	-1.6	90			
4. Financially Stretched										
4.K Student Life										
4.K.34 Student flats and halls of residence	5	0.1	7	0.0	71.4	2.5	290			
4.K.35 Term-time terraces	0	0.0	0	0.0	0.0	0.0	0			
4.K.36 Educated young people in flats and tenements	0	0.0	0	0.0	0.0	0.0	0			
4.L Modest Means										
4.L.37 Low cost flats in suburban areas	92	1.0	379	1.0	24.3	-0.1	99			
4.L.38 Semi-skilled workers in traditional neighbourhoods	208	2.2	844	2.2	24.6	0.0	100			
4.L.39 Fading owner occupied terraces	129	1.4	308	0.8	41.9	6.1	170			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	0	0.0	0.0	0.0	0			
4.M Striving Families										
4.M.41 Labouring semi-rural estates	46	0.5	2,447	6.4	1.9	-23.4	8			
4.M.42 Struggling young families in post-war terraces	272	2.9	479	1.2	56.8	14.3	231			
4.M.43 Families in right-to-buy estates	0	0.0	50	0.1	0.0	-3.5	0			
4.M.44 Post-war estates, limited means	0	0.0	0	0.0	0.0	0.0	0			
4.N Poorer Pensioners										
4.N.45 Pensioners in social housing, semis and terraces	136	1.4	786	2.0	17.3	-4.2	70			
4.N.46 Elderly people in social rented flats	154	1.6	180	0.5	85.6	16.5	347			
4.N.47 Low income older people in smaller semis	164	1.7	770	2.0	21.3	-1.9	86			
4.N.48 Pensioners and singles in social rented flats	95	1.0	119	0.3	79.8	12.2	324			
5. Urban Adversity										
5.O Young Hardship										
5.O.49 Young families in low cost private flats	60	0.6	287	0.7	20.9	-1.3	85			
5.O.50 Struggling younger people in mixed tenure	93	1.0	286	0.7	32.5	2.7	132			
5.O.51 Young people in small, low cost terraces	0	0.0	0	0.0	0.0	0.0	0			
5.P Struggling Estates										
5.P.52 Poorer families, many children, terraced housing	70	0.7	70	0.2	100.0	12.7	406			
5.P.53 Low income terraces	0	0.0	0	0.0	0.0	0.0	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	0	0.0	0.0	0.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0	0.0	0.0	0.0	0			
5.P.56 Low income large families in social rented semis	63	0.7	121	0.3	52.1	6.1	211			
5.Q Difficult Circumstances										
5.Q.57 Social rented flats, families and single parents	125	1.3	177	0.5	70.6	12.4	287			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	0	0.0	0.0	0.0	0			
5.Q.59 Deprived areas and high-rise flats	15	0.2	55	0.1	27.3	0.4	111			
6. Not Private Households										
6.R Not Private Households										
6.R.60 Active communal population	43	0.5	115	0.3	37.4	2.8	152			
6.R.61 Inactive Communal Population	22	0.2	228	0.6	9.6	-4.6	39			
6.R.62 Business addresses without residential population	135	1.4	336	0.9	40.2	5.8				
Total (Excluding Business addresses without residential pop.)	**9,472**		**38,461**		**24.6**					

CACI