

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.

Acorn 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.

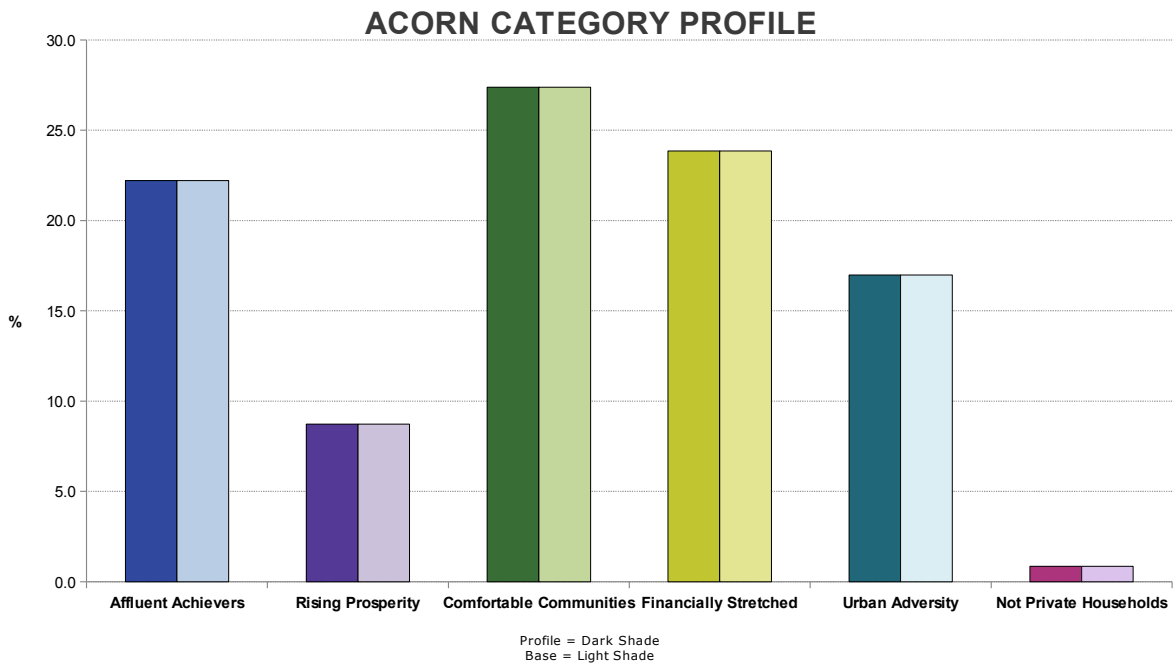
The User Guide (available to download at www.caci.co.uk/acorn) looks at each Acorn type across a wide range of demographic, behavioural and attitudinal attributes. The descriptions of each category, group and type provide an overview of the wider range of topics for which information is available.

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. In addition we utilise but are not reliant on the traditional inputs of the Census of Population and large-volume lifestyle surveys.

Acorn Category	Acorn Group	Acorn Type	Description	
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	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	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	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 Communities	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	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	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	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	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	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, many Asian families
	4.M Striving Families	4.M.41	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 Pensioners	4.N.45	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	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	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	

ACORN CATEGORY PROFILE

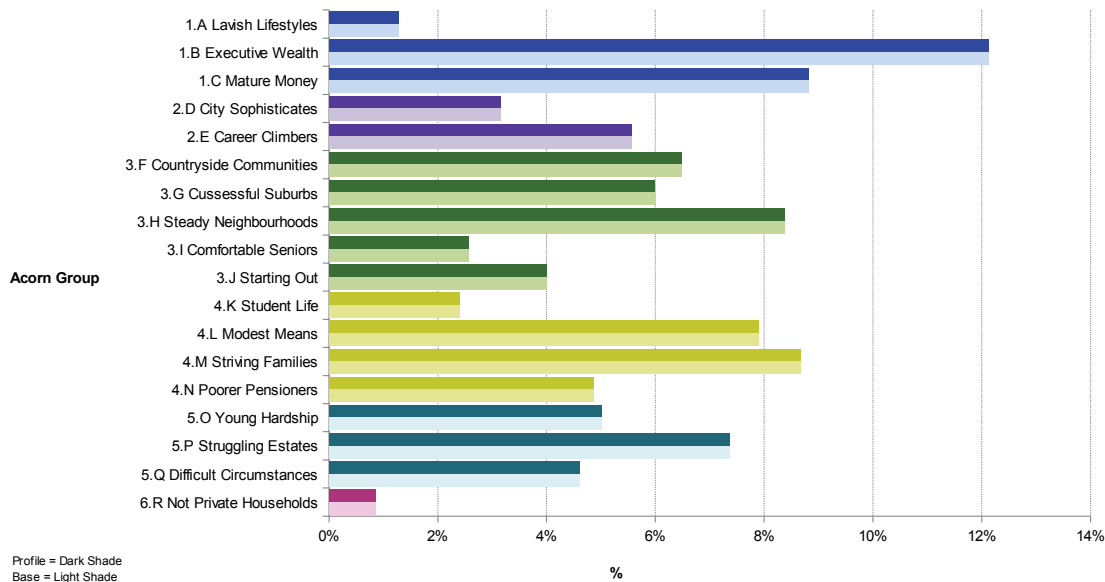
Acorn Category Description	Profile	%	%	Index	0	100	200
1 Affluent Achievers	14,273,858	22.2	22.2	100			
2 Rising Prosperity	5,604,437	8.7	8.7	100			
3 Comfortable Communities	17,597,056	27.4	27.4	100			
4 Financially Stretched	15,321,954	23.8	23.8	100			
5 Urban Adversity	10,916,008	17.0	17.0	100			
6 Not Private Households	550,486	0.9	0.9	100			
Total	64,263,799						



ACORN GROUP PROFILE

Acorn Group Description	Profile	%	%	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	820,947	1.3	1.3	100			
1.B Executive Wealth	7,788,972	12.1	12.1	100			
1.C Mature Money	5,663,939	8.8	8.8	100			
2. Rising Prosperity							
2.D City Sophisticates	2,024,721	3.2	3.2	100			
2.E Career Climbers	3,579,716	5.6	5.6	100			
3. Comfortable Communities							
3.F Countryside Communities	4,160,615	6.5	6.5	100			
3.G Successful Suburbs	3,844,002	6.0	6.0	100			
3.H Steady Neighbourhoods	5,376,958	8.4	8.4	100			
3.I Comfortable Seniors	1,645,668	2.6	2.6	100			
3.J Starting Out	2,569,813	4.0	4.0	100			
4. Financially Stretched							
4.K Student Life	1,550,112	2.4	2.4	100			
4.L Modest Means	5,078,729	7.9	7.9	100			
4.M Striving Families	5,564,601	8.7	8.7	100			
4.N Poorer Pensioners	3,128,512	4.9	4.9	100			
5. Urban Adversity							
5.O Young Hardship	3,222,867	5.0	5.0	100			
5.P Struggling Estates	4,730,766	7.4	7.4	100			
5.Q Difficult Circumstances	2,962,375	4.6	4.6	100			
6. Not Private Households							
6.R Not Private Households	550,486	0.9	0.9	100			
Total	64,263,799						

Acorn Group Profile



ACORN TYPE PROFILE

Acorn Type Description	Profile	%	%	Index	0	100	200
1 Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	34,414	0.1	0.1	100			
1.A.2 Metropolitan money	107,346	0.2	0.2	100			
1.A.3 Large house luxury	679,187	1.1	1.1	100			
1.B Executive Wealth							
1.B.4 Asset rich families	1,608,936	2.5	2.5	100			
1.B.5 Wealthy countryside commuters	1,498,610	2.3	2.3	100			
1.B.6 Financially comfortable families	1,651,644	2.6	2.6	100			
1.B.7 Affluent professionals	579,442	0.9	0.9	100			
1.B.8 Prosperous suburban families	1,106,987	1.7	1.7	100			
1.B.9 Well-off edge of towners	1,343,353	2.1	2.1	100			
1.C Mature Money							
1.C.10 Better-off villagers	1,703,287	2.7	2.7	100			
1.C.11 Settled suburbia, older people	2,044,575	3.2	3.2	100			
1.C.12 Retired and empty nesters	1,400,317	2.2	2.2	100			
1.C.13 Upmarket downsizers	515,760	0.8	0.8	100			
2 Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	527,928	0.8	0.8	100			
2.D.15 Younger professionals in smaller flats	531,262	0.8	0.8	100			
2.D.16 Metropolitan professionals	444,585	0.7	0.7	100			
2.D.17 Socialising young renters	520,946	0.8	0.8	100			
2.E Career Climbers							
2.E.18 Career driven young families	1,207,369	1.9	1.9	100			
2.E.19 First time buyers in small, modern homes	1,636,406	2.5	2.5	100			
2.E.20 Mixed metropolitan areas	735,941	1.1	1.1	100			
3 Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	1,008,834	1.6	1.6	100			
3.F.22 Larger families in rural areas	1,376,047	2.1	2.1	100			
3.F.23 Owner occupiers in small towns and villages	1,775,734	2.8	2.8	100			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,578,181	2.5	2.5	100			
3.G.25 Larger family homes, multi-ethnic areas	858,348	1.3	1.3	100			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,407,473	2.2	2.2	100			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,157,252	3.4	3.4	100			
3.H.28 Owner occupied terraces, average income	1,261,138	2.0	2.0	100			
3.H.29 Established suburbs, older families	1,958,568	3.0	3.0	100			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,426,410	2.2	2.2	100			
3.I.31 Elderly singles in purpose-built accommodation	219,258	0.3	0.3	100			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,186,530	1.8	1.8	100			
3.J.33 Smaller houses and starter homes	1,383,283	2.2	2.2	100			
4 Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	610,600	1.0	1.0	100			
4.K.35 Term-time terraces	263,087	0.4	0.4	100			
4.K.36 Educated young people in flats and tenements	676,425	1.1	1.1	100			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	927,746	1.4	1.4	100			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,516,153	2.4	2.4	100			
4.L.39 Fading owner occupied terraces	1,593,990	2.5	2.5	100			
4.L.40 High occupancy terraces, many Asian families	1,040,840	1.6	1.6	100			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	1,198,799	1.9	1.9	100			
4.M.42 Struggling young families in post-war terraces	1,268,393	2.0	2.0	100			
4.M.43 Families in right-to-buy estates	1,575,527	2.5	2.5	100			
4.M.44 Post-war estates, limited means	1,521,882	2.4	2.4	100			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	327,712	0.5	0.5	100			
4.N.46 Elderly people in social rented flats	385,469	0.6	0.6	100			
4.N.47 Low income older people in smaller semis	1,558,460	2.4	2.4	100			
4.N.48 Pensioners and singles in social rented flats	856,871	1.3	1.3	100			
5 Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	858,863	1.3	1.3	100			
5.O.50 Struggling younger people in mixed tenure	928,175	1.4	1.4	100			
5.O.51 Young people in small, low cost terraces	1,435,829	2.2	2.2	100			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,313,901	2.0	2.0	100			
5.P.53 Low income terraces	763,069	1.2	1.2	100			
5.P.54 Multi-ethnic, purpose-built estates	653,109	1.0	1.0	100			
5.P.55 Deprived and ethnically diverse in flats	654,526	1.0	1.0	100			
5.P.56 Low income large families in social rented semis	1,346,161	2.1	2.1	100			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	968,356	1.5	1.5	100			
5.Q.58 Singles and young families, some receiving benefits	1,112,051	1.7	1.7	100			
5.Q.59 Deprived areas and high-rise flats	881,968	1.4	1.4	100			
6 Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	120,602	0.2	0.2	100			
6.R.61 Inactive communal population	429,884	0.7	0.7	100			
6.R.62 Business areas without resident population	0	0.0	0.0	0			
Total	64,263,799						