

ACORN Profile - Population

2006-based subnational population projections, National Statistics and 2008-based variant population projections, National Statistics
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Report for: Businessballs.com
Area: United Kingdom
Base: United Kingdom
Year: 2010

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27-Sep-10

ACORN Category Profile

Source: CACI

| | Profile | Data as % for area | Data as % for base | Index | 0 | 100 | 200 |
|---|-----------------------------------|-----------------------|-----------------------|-------|-----|-----|-----|
| 1 | Wealthy Achievers | 15,758,459 | 25.3 | 25.3 | 100 | | |
| 2 | Urban Prosperity | 7,239,997 | 11.6 | 11.6 | 100 | | |
| 3 | Comfortably Off | 16,784,013 | 26.9 | 26.9 | 100 | | |
| 4 | Moderate Means | 8,687,077 | 13.9 | 13.9 | 100 | | |
| 5 | Hard-Pressed | 12,913,729 | 20.7 | 20.7 | 100 | | |
| | Unclassified | 896,442 | | | | | |
| | Total (excl. unclassified) | 61,383,275 | | | | | |

ACORN Group Profile

Source: CACI

| | Profile | Data as % for area | Data as % for base | Index | 0 | 100 | 200 |
|---|-----------------------------------|-----------------------|-----------------------|-------|-----|-----|-----|
| A | Wealthy Executives | 5,601,053 | 9.0 | 9.0 | 100 | | |
| B | Affluent Greys | 4,846,288 | 7.8 | 7.8 | 100 | | |
| C | Flourishing Families | 5,311,118 | 8.5 | 8.5 | 100 | | |
| D | Prosperous Professionals | 1,217,332 | 2.0 | 2.0 | 100 | | |
| E | Educated Urbanites | 3,843,658 | 6.2 | 6.2 | 100 | | |
| F | Aspiring Singles | 2,179,007 | 3.5 | 3.5 | 100 | | |
| G | Starting Out | 2,568,067 | 4.1 | 4.1 | 100 | | |
| H | Secure Families | 9,079,012 | 14.6 | 14.6 | 100 | | |
| I | Settled Suburbia | 3,593,569 | 5.8 | 5.8 | 100 | | |
| J | Prudent Pensioners | 1,543,365 | 2.5 | 2.5 | 100 | | |
| K | Asian Communities | 980,751 | 1.6 | 1.6 | 100 | | |
| L | Post-Industrial Families | 3,019,055 | 4.8 | 4.8 | 100 | | |
| M | Blue-Collar Roots | 4,687,271 | 7.5 | 7.5 | 100 | | |
| N | Struggling Families | 7,965,764 | 12.8 | 12.8 | 100 | | |
| O | Burdened Singles | 2,606,415 | 4.2 | 4.2 | 100 | | |
| P | High-Rise Hardship | 1,073,549 | 1.7 | 1.7 | 100 | | |
| Q | Inner City Adversity | 1,268,001 | 2.0 | 2.0 | 100 | | |
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ACORN Type Profile

Source: CACI

| | Profile | Data as % for area | Data as % for base | Index | 0 | 100 | 200 |
|----|---|-----------------------|-----------------------|-------|-----|-----|-----|
| 1 | Wealthy mature professionals, large houses | 1,377,218 | 2.2 | 2.2 | 100 | | |
| 2 | Wealthy working families with mortgages | 1,552,814 | 2.5 | 2.5 | 100 | | |
| 3 | Villages with wealthy commuters | 1,247,779 | 2.0 | 2.0 | 100 | | |
| 4 | Well-off managers, larger houses | 1,423,242 | 2.3 | 2.3 | 100 | | |
| 5 | Older affluent professionals | 1,221,883 | 2.0 | 2.0 | 100 | | |
| 6 | Farming communities | 1,133,149 | 1.8 | 1.8 | 100 | | |
| 7 | Old people, detached homes | 1,076,074 | 1.7 | 1.7 | 100 | | |
| 8 | Mature couples, smaller detached homes | 1,415,182 | 2.3 | 2.3 | 100 | | |
| 9 | Older families, prosperous suburbs | 1,483,389 | 2.4 | 2.4 | 100 | | |
| 10 | Well-off working families with mortgages | 1,586,554 | 2.5 | 2.5 | 100 | | |
| 11 | Well-off managers, detached houses | 1,761,181 | 2.8 | 2.8 | 100 | | |
| 12 | Large families and houses in rural areas | 479,994 | 0.8 | 0.8 | 100 | | |
| 13 | Well-off professionals, larger houses & converted flats | 562,433 | 0.9 | 0.9 | 100 | | |
| 14 | Older professionals in suburban houses & apartments | 654,899 | 1.1 | 1.1 | 100 | | |
| 15 | Affluent urban professionals, flats | 607,640 | 1.0 | 1.0 | 100 | | |
| 16 | Prosperous young professionals, flats | 660,762 | 1.1 | 1.1 | 100 | | |
| 17 | Young educated workers, flats | 483,675 | 0.8 | 0.8 | 100 | | |
| 18 | Multi-ethnic young, converted flats | 601,992 | 1.0 | 1.0 | 100 | | |
| 19 | Suburban privately renting professionals | 1,489,589 | 2.4 | 2.4 | 100 | | |
| 20 | Student flats and cosmopolitan sharers | 318,309 | 0.5 | 0.5 | 100 | | |
| 21 | Singles and sharers, multi-ethnic areas | 928,825 | 1.5 | 1.5 | 100 | | |
| 22 | Low income singles, small rented flats | 657,528 | 1.1 | 1.1 | 100 | | |
| 23 | Student terraces | 274,345 | 0.4 | 0.4 | 100 | | |
| 24 | Young couples, flats and terraces | 607,961 | 1.0 | 1.0 | 100 | | |
| 25 | White-collar singles/sharers, terraces | 1,960,106 | 3.1 | 3.1 | 100 | | |
| 26 | Younger white-collar couples with mortgages | 1,532,205 | 2.5 | 2.5 | 100 | | |
| 27 | Middle income, home owning areas | 1,237,233 | 2.0 | 2.0 | 100 | | |
| 28 | Working families with mortgages | 1,685,788 | 2.7 | 2.7 | 100 | | |
| 29 | Mature families in suburban semis | 1,806,294 | 2.9 | 2.9 | 100 | | |
| 30 | Established home owning workers | 2,146,710 | 3.4 | 3.4 | 100 | | |
| 31 | Home owning Asian family areas | 670,782 | 1.1 | 1.1 | 100 | | |
| 32 | Retired home owners | 738,486 | 1.2 | 1.2 | 100 | | |
| 33 | Middle income, older couples | 1,664,942 | 2.7 | 2.7 | 100 | | |
| 34 | Lower incomes, older people, semis | 1,190,141 | 1.9 | 1.9 | 100 | | |
| 35 | Elderly singles, purpose built flats | 753,578 | 1.2 | 1.2 | 100 | | |
| 36 | Older people, flats | 789,787 | 1.3 | 1.3 | 100 | | |

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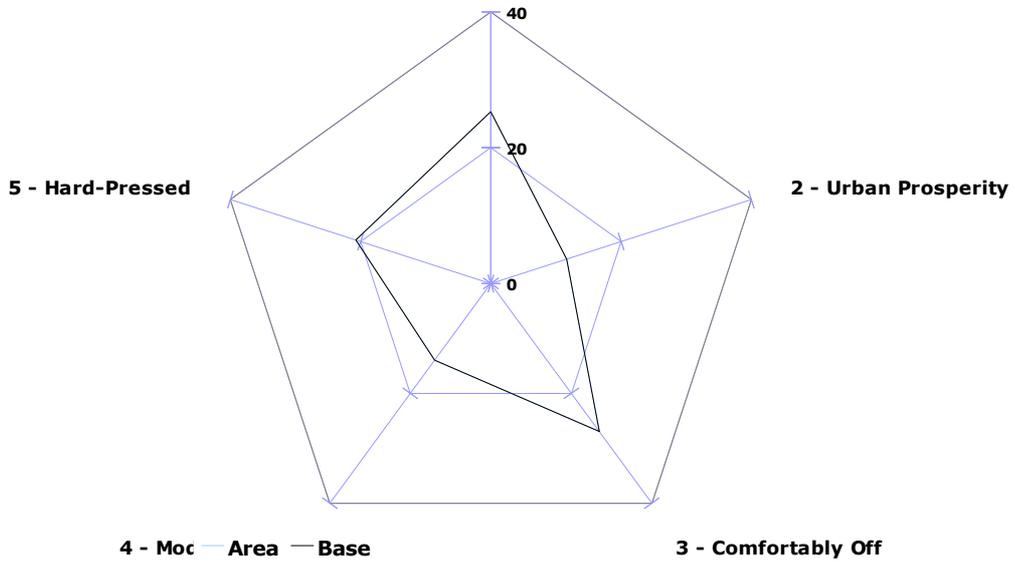
| Profile | Data as % for area | Data as % for base | Index | 0 | 100 | 200 |
|---|-----------------------|-----------------------|-------|-----|-----|-----|
| 37 Crowded Asian terraces | 335,526 | 0.5 | 0.5 | 100 | | |
| 38 Low income Asian families | 645,225 | 1.0 | 1.0 | 100 | | |
| 39 Skilled older families, terraces | 1,779,226 | 2.9 | 2.9 | 100 | | |
| 40 Young working families | 1,239,829 | 2.0 | 2.0 | 100 | | |
| 41 Skilled workers, semis and terraces | 1,556,084 | 2.5 | 2.5 | 100 | | |
| 42 Home owning families, terraces | 1,907,158 | 3.1 | 3.1 | 100 | | |
| 43 Older people, rented terraces | 1,224,029 | 2.0 | 2.0 | 100 | | |
| 44 Low income larger families, semis | 1,851,175 | 3.0 | 3.0 | 100 | | |
| 45 Low income, older people, smaller semis | 1,550,623 | 2.5 | 2.5 | 100 | | |
| 46 Low income, routine jobs, terraces and flats | 691,433 | 1.1 | 1.1 | 100 | | |
| 47 Low income families, terraced estates | 1,567,448 | 2.5 | 2.5 | 100 | | |
| 48 Families and single parents, semis and terraces | 1,213,056 | 1.9 | 1.9 | 100 | | |
| 49 Large families and single parents, many children | 1,092,029 | 1.8 | 1.8 | 100 | | |
| 50 Single elderly people, council flats | 769,737 | 1.2 | 1.2 | 100 | | |
| 51 Single parents and pensioners, council terraces | 1,077,606 | 1.7 | 1.7 | 100 | | |
| 52 Families and single parents, council flats | 759,072 | 1.2 | 1.2 | 100 | | |
| 53 Old people, many high-rise flats | 458,179 | 0.7 | 0.7 | 100 | | |
| 54 Singles and single parents, high-rise estates | 615,370 | 1.0 | 1.0 | 100 | | |
| 55 Multi-ethnic purpose built estates | 649,368 | 1.0 | 1.0 | 100 | | |
| 56 Multi-ethnic crowded flats | 618,633 | 1.0 | 1.0 | 100 | | |
| Unclassified | 896,442 | | | | | |
| Total (excl. unclassified) | 61,383,275 | | | | | |

ACORN groups the entire UK population into 5 categories, 17 groups and 56 types. By analysing significant social factors and consumer behaviour, it provides precise information and an in-depth understanding of the different types of consumer in every part the country. With it, businesses can not only pinpoint exactly the kind of people buying their goods, using their services or shopping in their stores, but also identify the types of people most likely to do so in the future. **ACORN**, quite simply, combines the places where people live with their underlying characteristics and behaviour.

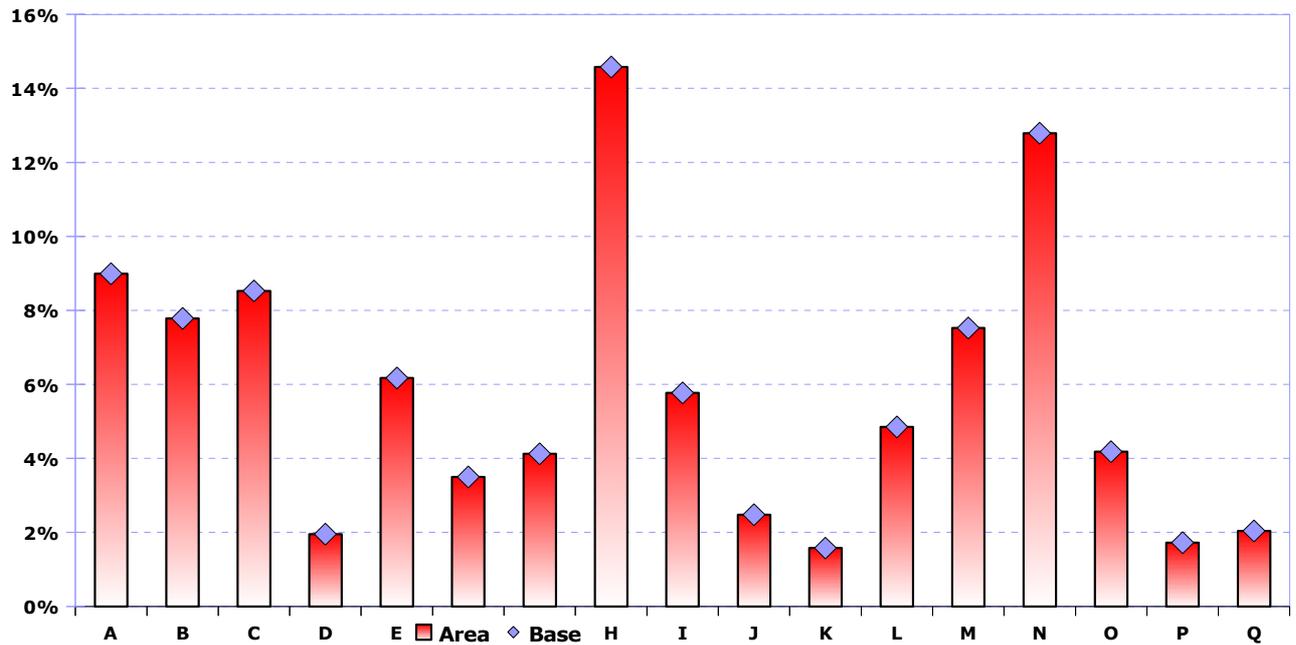
ACORN Profile - Population

ACORN Category (%)

1 - Wealthy Achievers



ACORN Group (%)



ACORN Profile - Population

Top 5 ACORN Groups

A - Wealthy Executives

Index = 100 (9%)



These are some of the most affluent people in the UK. They live in wealthy, high status suburban, rural and semi-rural areas of the country. Houses tend to be large and detached with four or more bedrooms. Many are owned outright. Households are a mix of middle-aged families, empty nesters and wealthy retired. They are very well-educated individuals with high levels of academic qualifications. Most are employed in senior managerial and professional occupations or are running their own businesses. Car ownership is very high with most households having two or more cars, one of which is likely to be a high value company car. Unsurprisingly, given their education and occupations, incomes are high as are levels of savings and investments. These consumers are financially sophisticated and purchase a wide range of financial products. They read the quality broadsheets and are likely to take two or more holidays a year. In short, these are consumers with the money and the space to enjoy very comfortable lifestyles.

B - Affluent Greys

Index = 100 (8%)



These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, often in areas where tourism is important. Others live in the countryside where the economy is underpinned by agriculture. The Affluent Greys are prosperous, live in detached homes and many have two cars. Employment is typically in managerial and professional roles. Given the rural locations, there is also a significant number of farmers. These are high income households and even those that have retired have good incomes. The majority own their homes outright, and with no mortgage to pay are able to invest their money in a wide range of financial products. In their leisure time they enjoy gardening and golf. They appreciate good food and wine, and will go on regular holidays. These older, affluent people have the money and the time to enjoy life.

C - Flourishing Families

Index = 100 (9%)



These are wealthy families with mortgages. They live in established suburbs, new housing developments around commuter towns and villages and rural areas. Houses tend to be detached or larger semi-detached properties, often with four bedrooms. While these are generally family areas, there are also some empty nesters and better-off retired couples. Flourishing Families are younger than other affluent groups, so most households are still likely to be making mortgage repayments. Incomes are good since many have managerial and professional occupations. Many will have cars, pensions and health cover provided by their employer. Car ownership is high and most of these families will have two or more cars. These families are usually financially secure with a variety of savings and investments. They take regular holidays, including long haul, skiing and summer sun. Some people are quite active, enjoying sports, playing golf or going to the gym. A number enjoy the countryside through activities such as walking or birdwatching. Taking the family to the cinema is also a favourite pastime. PC ownership is common and they are comfortable with new technology. These are high income achievers, successfully juggling both jobs and families.

ACORN Profile - Population

Top 5 ACORN Groups - Continued

Index = 100 (2%)

D - Prosperous Professionals



These are the most prosperous people living in our main cities. They are very well educated and tend to be employed in senior managerial and professional occupations. Households are a mix of families, couples, singles and some retired. Given the urban nature of these areas, property is a mix of terraced and detached houses, and converted and purpose built flats. The houses tend to be large, with four or more bedrooms. Some of the flats are occupied by young professionals sharing. Over 80% of the housing is owner occupied. These are affluent neighbourhoods so car ownership is high, even if travel to work is often by public transport. Incomes are high and these individuals have high levels of savings and investments. Technologically sophisticated, they regularly use the Internet for financial services, as well as buying other products and services. They read the major broadsheets and have a cosmopolitan outlook, being interested in theatre, the arts, classical music and eating out in good restaurants. Having chosen an urban lifestyle, these consumers have the money and education to make the most of what our big cities have to offer.

Index = 100 (6%)

E - Educated Urbanites



These young people are highly qualified. The majority live in flats in our major cities. Most are in professional and managerial roles and many are working hard to further their careers. They have high incomes, and those that have been working for some time will be buying their flats and making other financial investments. The others are renting and have high disposable incomes. The one significant purchase they may make is an expensive car. However, many prefer to use public transport, particularly for travelling to work. Educated Urbanites take full advantage of living in the city and go out regularly. They enjoy restaurants and bars and are interested in the theatre and the arts. They are well informed about current affairs and are keen readers of The Guardian, Financial Times and Independent. This group will spend significant amounts on travel and take frequent holidays. They are very likely to go on long haul trips and will either ski or seek the sun in the winter. These young people have the world at their feet and plenty of money to enjoy it.

Note: Top 5 ACORN Groups selected on the index

Hotline: 0800 181 851 | Email: datadepot@caci.co.uk | www.caci.co.uk/datadepot

Interpreting Your Report

The report describes the relationship between the area of study and the base area by comparing the proportion of each data element.

Each element is reviewed by looking at three areas:

Percentage of Area

Counts of the number of people within each data element in the study area and are shown as raw counts and as percentages of the total area. These percentages are used to calculate an index.

Percentage of Base

Counts of the number of people within each data element in the base area (usually UK or GB) and are shown as percentages of the total base. These percentages are used to calculate an index.

Index

The index shows how the percentage of an element within the study area compares with the percentage of that element in the base. Differences between these two percentages are measured by the index in the following way.

- An index of 100 indicates that the representation of that element is the same within the study area as in the base area.
- An index of over 100 shows above-average representation (e.g. 140 shows that this element is 40% over-represented in the area compared with the base).
- An index of under 100 shows below-average representation.

Charts

Radar Chart (aka Spider's Web) - A useful way to display 2-dimensional data. Each observation is represented as a star-shaped figure with one ray for each variable/category. For a given observation, the length of each ray is made proportional to the size of that variable.