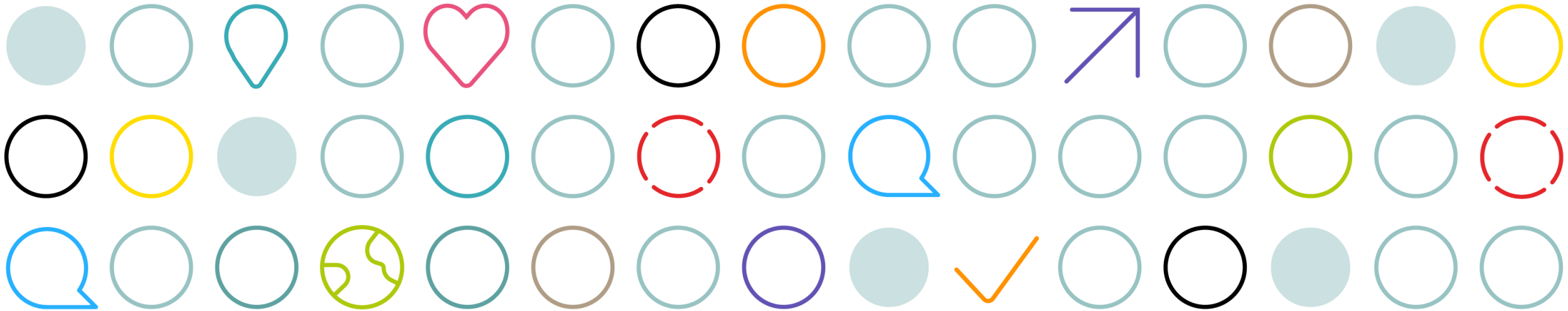


Cheshire West & Chester Council

Acorn customer segmentation

Insight & Intelligence Team

June 2026



 Play **your** part towards a **Stronger Future**

What is Acorn?

- A tool that describes the different postcodes people live in.
- Acorn has three levels, from seven distinct 'Acorn categories' down to the fine detailed 65 'Acorn types'. Every postcode has an Acorn category, group and type:



- Acorn is based on :
 - demographic data
 - social factors
 - consumer behaviour.
- Paints a picture of people living in different geographical areas.
- Helps enable informed decision making for planning, strategies and communication.

Category	Group	Type	
Luxury Lifestyles	A	Exclusive Addresses	1-3
	B	Flourishing Capital	4-5
	C	Upmarket Families	6-7
Established Affluence	D	Commuter Belt Wealth	8-12
	E	Prosperous Professionals	13-15
Thriving Neighbourhoods	F	Mature Success	16-19
	G	Settled Suburbia	20-21
	H	Metropolitan Surroundings	22-23
	I	Up-and-Coming Urbanities	24-26
Steadfast Communities	J	Aspiring Communities	27-28
	K	Semi-Rural Maturity	29-33
	L	Traditional Homeowners	34-35
	M	Family Renters	36-37
	N	Urban Diversity	38-40
Stretched Society	O	Stable Seniors	41-43
	P	Tenant Living	44-47
	Q	Limited Budgets	48-49
Low Income Living	R	Hard-Up Households	50-52
	S	Cash Strapped Families	53-56
	T	Constrained Pensioners	57-58
Not Private Households	U	Challenging Circumstances	59-61
	V	Not Private Households	62-65

Source: [Acorn 2025, CACI](#)

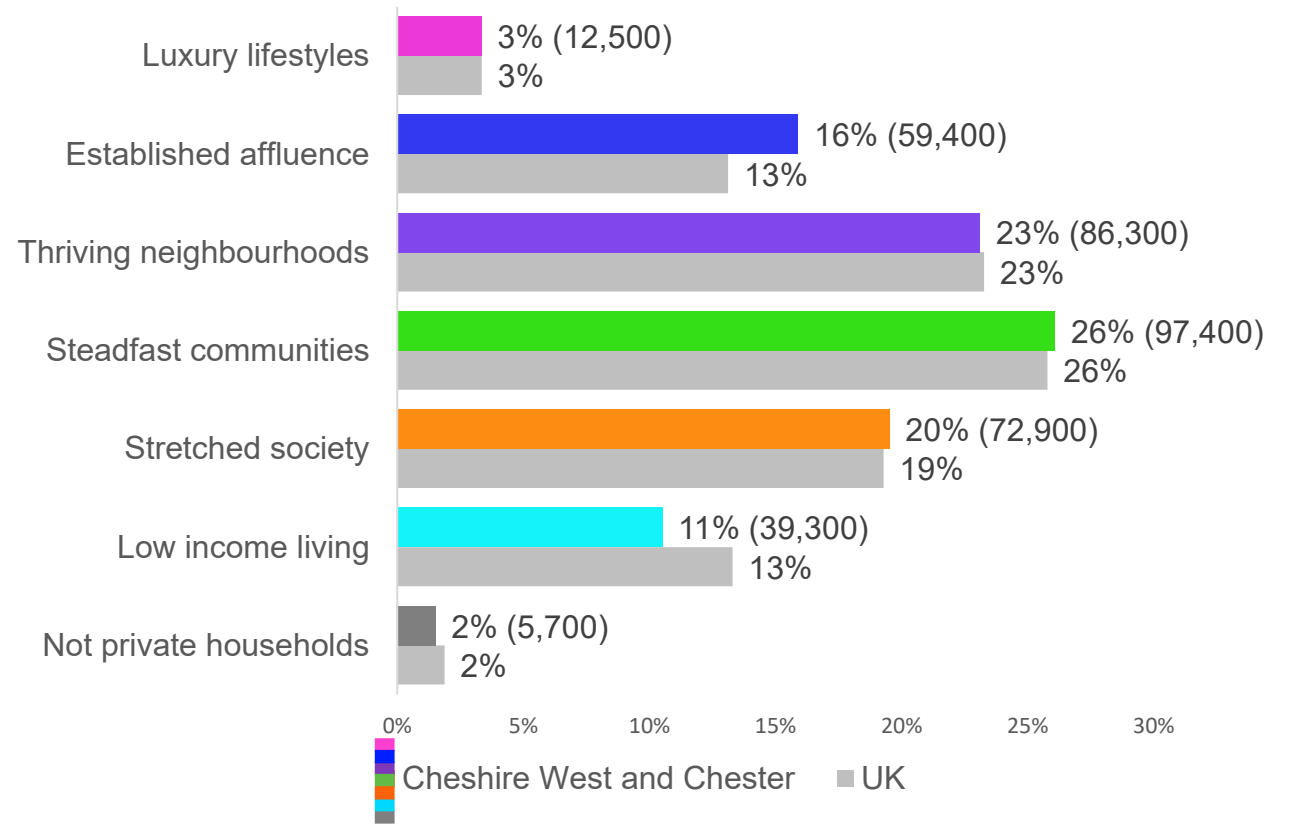
Acorn categories

The most common Acorn categories in Cheshire West and Chester (and the UK) are:

- ‘Steadfast Communities’, 26% (97,400) live in postcodes classed as ‘Steadfast communities’.
- ‘Thriving neighbourhoods’ (23%).

30% (112,200) of the population live in ‘Stretched society’ or ‘Low income living’ postcodes (33% in UK).

Acorn categories (% of people)



Note: Numbers independently rounded to nearest 100.



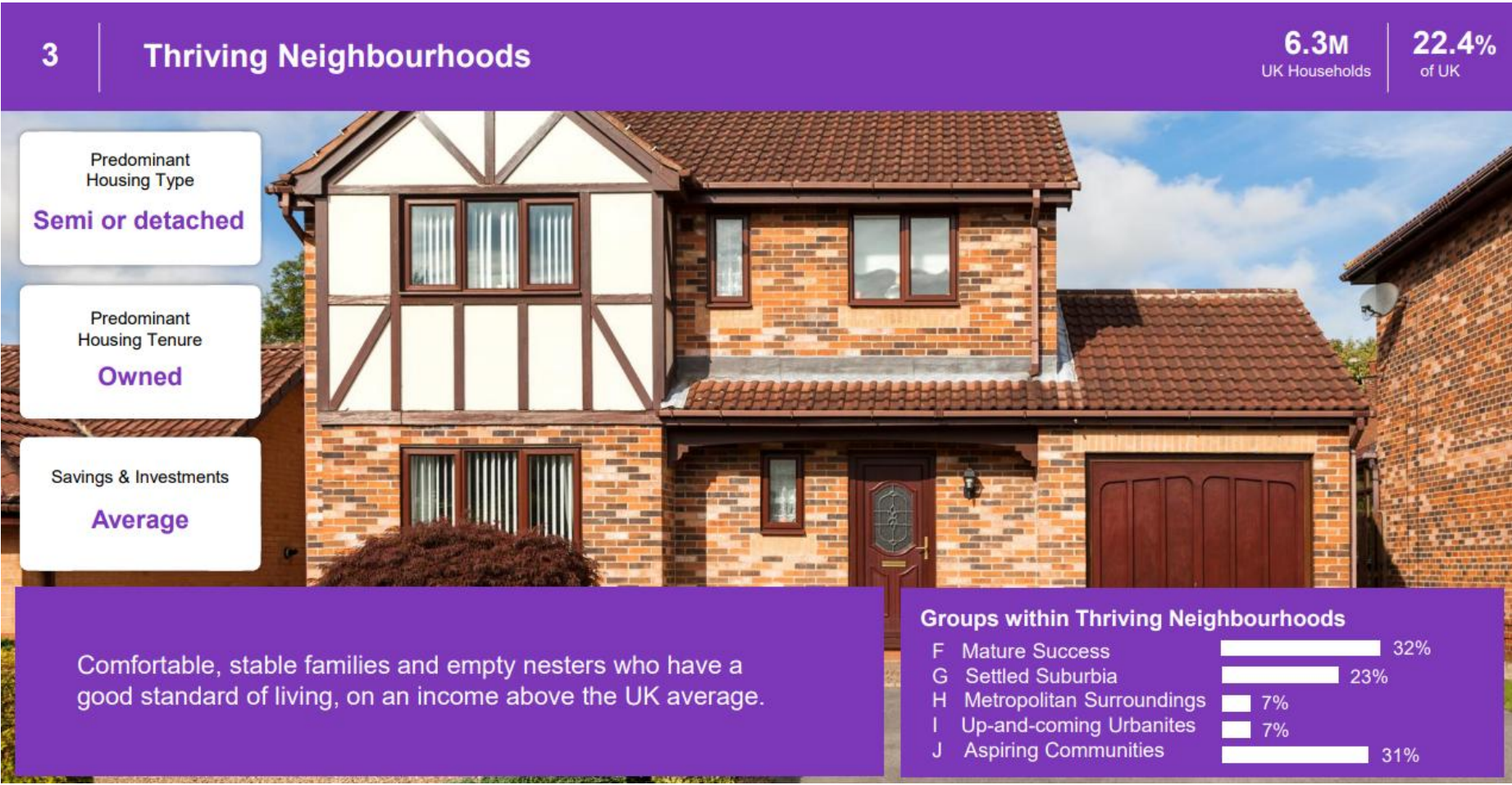
Steadfast communities



26% of population

in the borough live in postcodes classified as 'Steadfast communities'

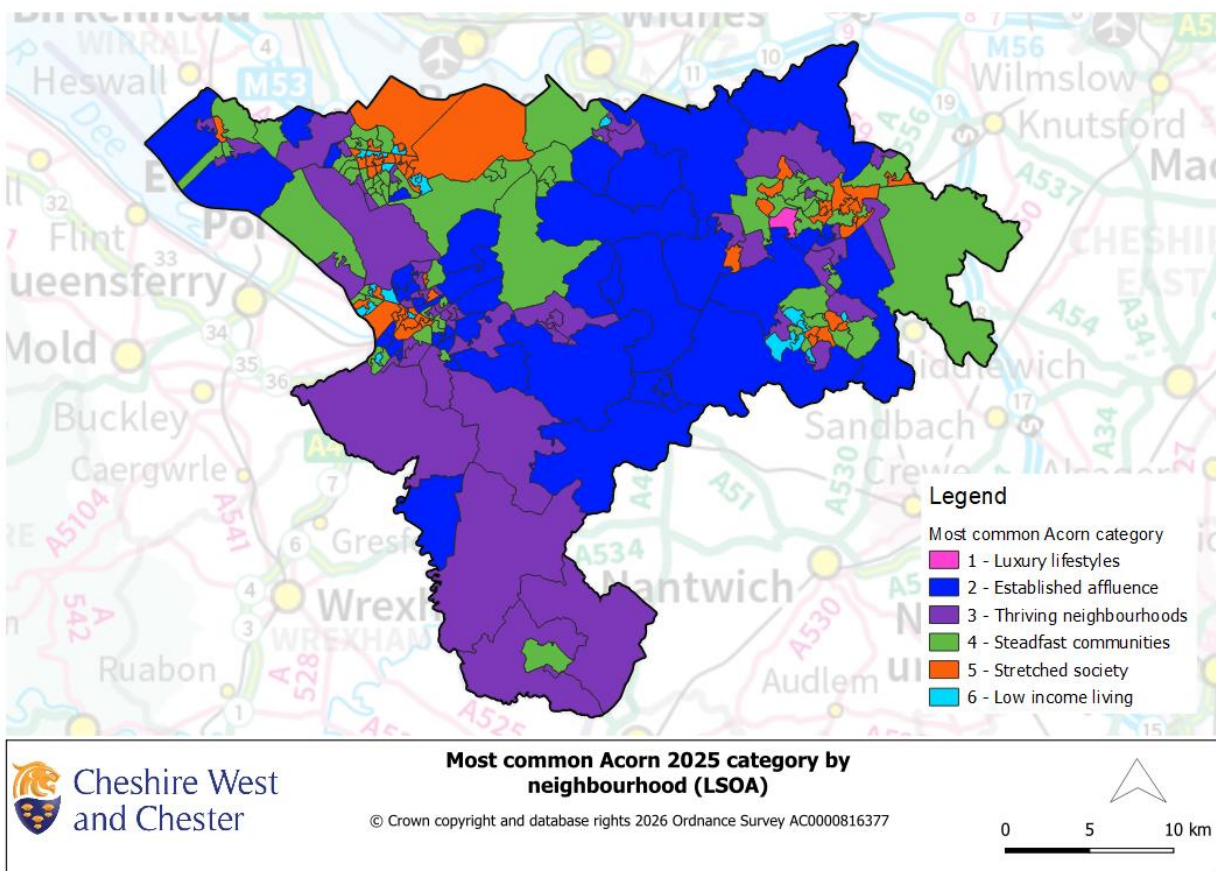
Thriving communities



23% of population

in the borough live in postcodes classified as 'Thriving communities'

Acorn categories in neighbourhoods



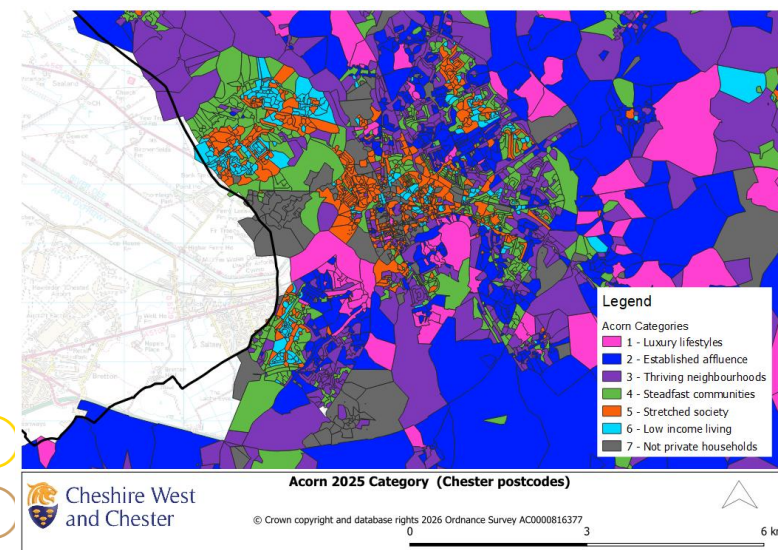
Ward level breakdowns : [Ward profiles](#) | [Cheshire West and Chester Council](#)

The first map shows the most common Acorn categories across neighbourhoods (Lower Super Output Areas) in the borough.

In large (mainly rural) areas of borough 'Established affluence' and 'Thriving neighbourhoods' are the most common Acorn categories.

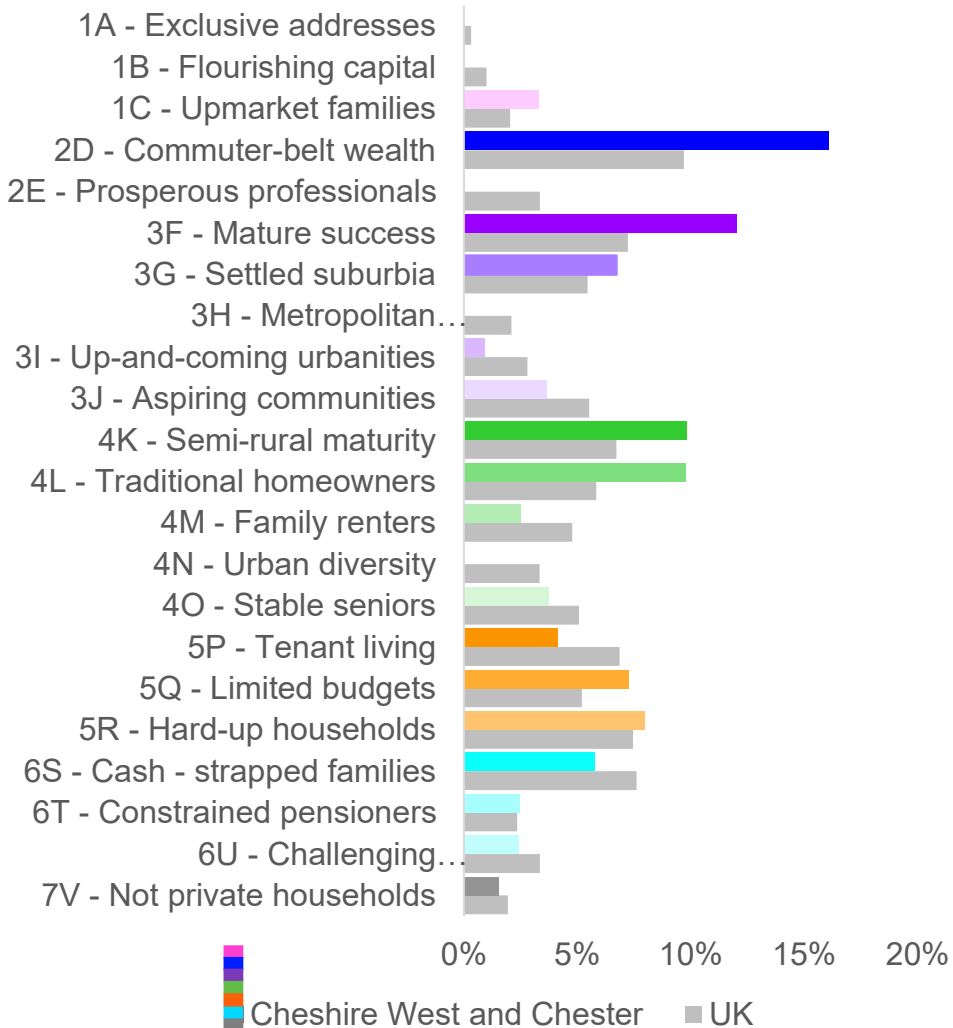
In some urban neighbourhoods 'Stretched society' and 'Low income living' are the most common categories.

Postcode level (Chester city example) = detailed patchwork.



Acorn groups

Acorn groups (% of people)



Commuter-belt wealth (2D) is the **most common Acorn group**.

16% (59,300) live in 'Commuter-belt wealth (2D)' postcodes in the borough. (10% in UK).

Commuter-belt wealth:

Affluent, homeowners, detached homes, mortgaged, multiple car ownership.

Higher proportion in the borough (than UK) in Acorn groups with more **older people**:

- Mature success (3F)
- Semi-rural maturity (4K)
- Traditional homeowners (4L)

15% (57,800) live in postcodes classified as '**Limited budgets (5Q)**' or '**Hard-up households (5R)**'.

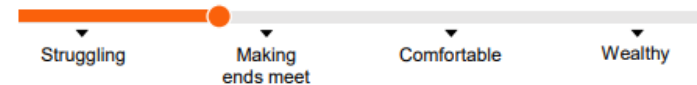
Limited budgets:

Semi-detached housing, social renting, 2+ children, single parent, high unemployment.

Hard-up households:

Private and social renting, terraced house, single parent, income support.

FINANCIAL SITUATION



Acorn – communication preferences

Acorn can help identify communication and technology preferences. For example:

	'Commuter-belt wealth (2D)'	'Limited budgets (5Q)'	CW&C
Has a tablet at home	61%	49%	53%
Not used the internet in the last week	3%	5%	4%
Favour website for submitting info to Local Authority	51%	34%	39%

Cheshire West and Chester (top 3 preferred methods):

Researching info about local services:

 Website (inc. chatbot) – 54%


 Email – 20%

 Mail – 7%

Making an enquiry (or complaint) about local services:

 Phone call – 37%

 Email – 32%

 Website (inc. chatbot) – 14%



Acorn Wellbeing groups

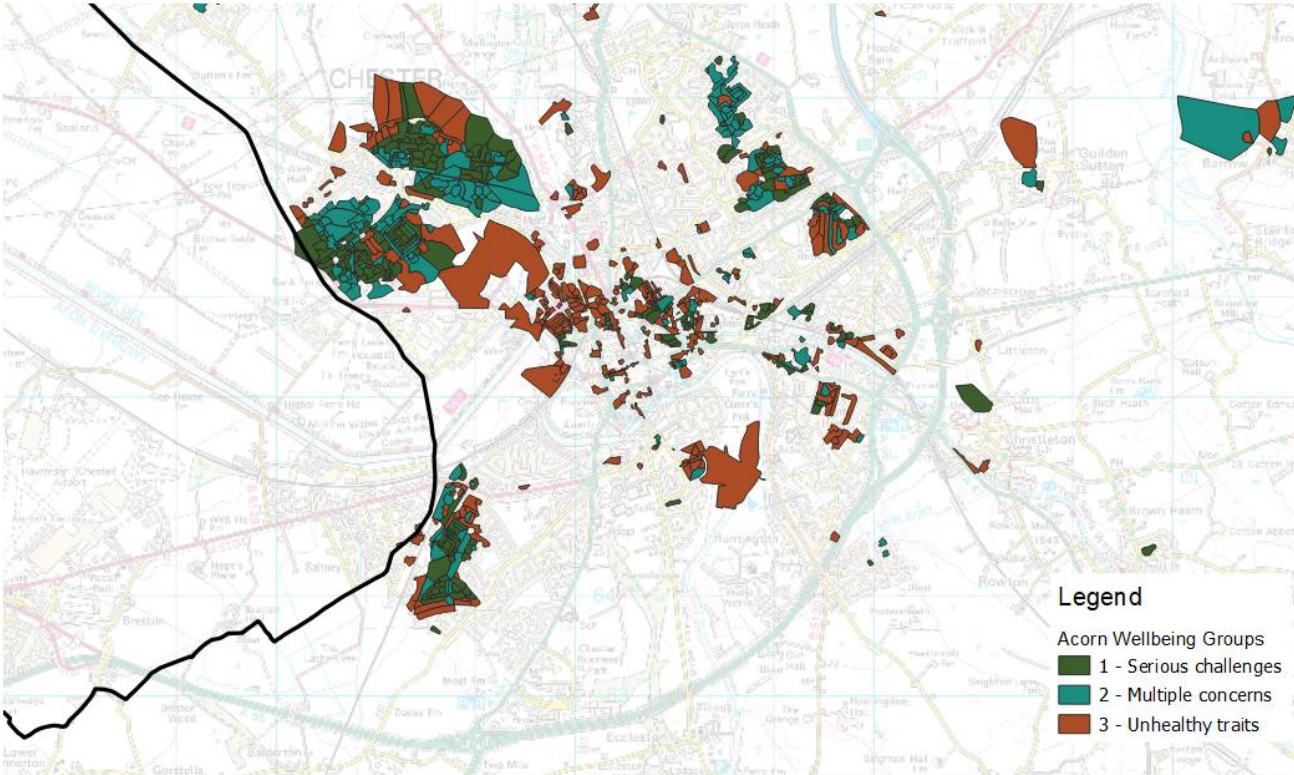
Acorn Wellbeing helps paint a picture of health and wellbeing across postcodes.

Acorn Wellbeing classification = 5 groups, 25 types

Group 1 – Serious Challenges

9% of CW&C population

Areas with greatest levels of illness and health challenges. Contains some of the oldest people in the most deprived neighbourhoods and some of the highest levels of smoking and vaping, increased alcohol use, and the lowest levels of fruit and vegetable consumption. Issues around isolation, and mental wellbeing are most prevalent here with many lacking a support network.



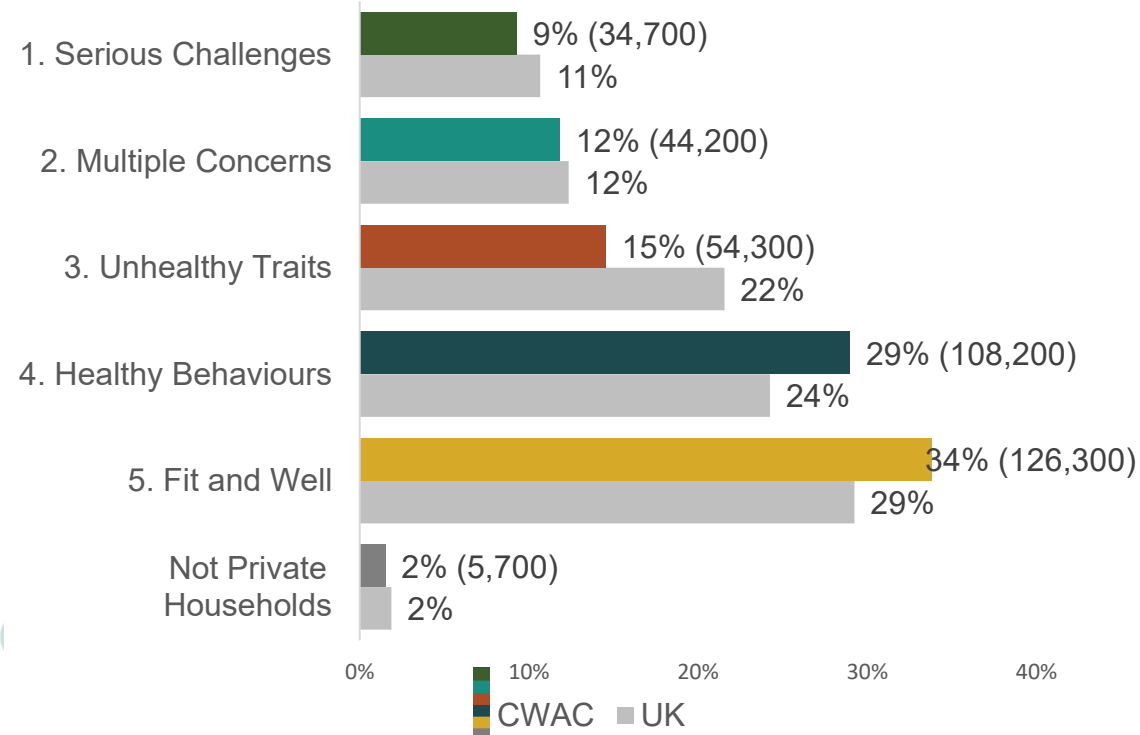
Cheshire West and Chester

Acorn Wellbeing 2025 Groups (1 to 3) (Chester postcodes)

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Acorn Wellbeing groups (% of people)



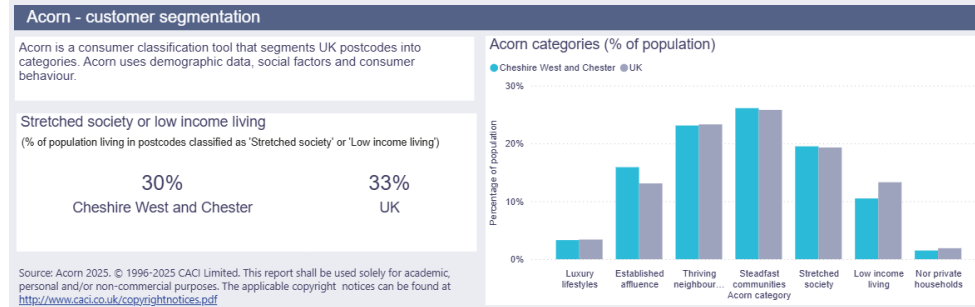
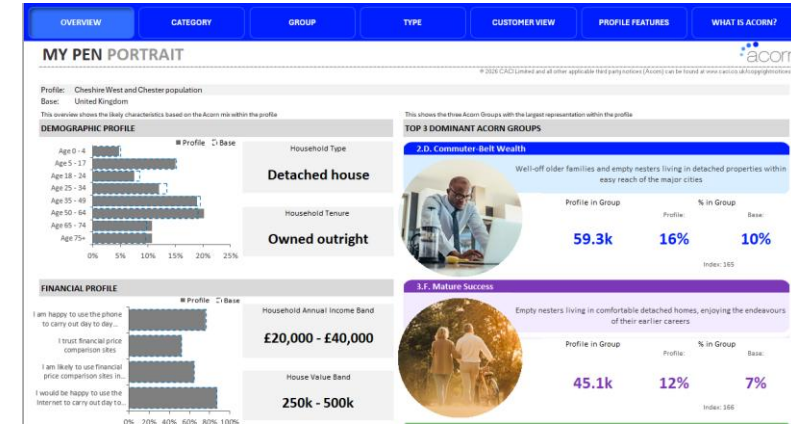
Acorn – further information

[Council products that include Acorn](#) Acorn profiles and key findings:

- [Acorn profiles](#) - Available for borough, Ward and Community Partnerships

Other products which include Acorn:

- [State of the borough](#)
- [Ward profiles](#)



Contact: insight@cheshirewestandchester.gov.uk

Further information on Acorn : [CACI Acorn website](#)

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