

# Acorn customer segmentation

## Insight & Intelligence Team

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# 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:

7 Categories → 22 Groups → 65 Types

- 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.

Source: [Acorn 2024, CACI](#)

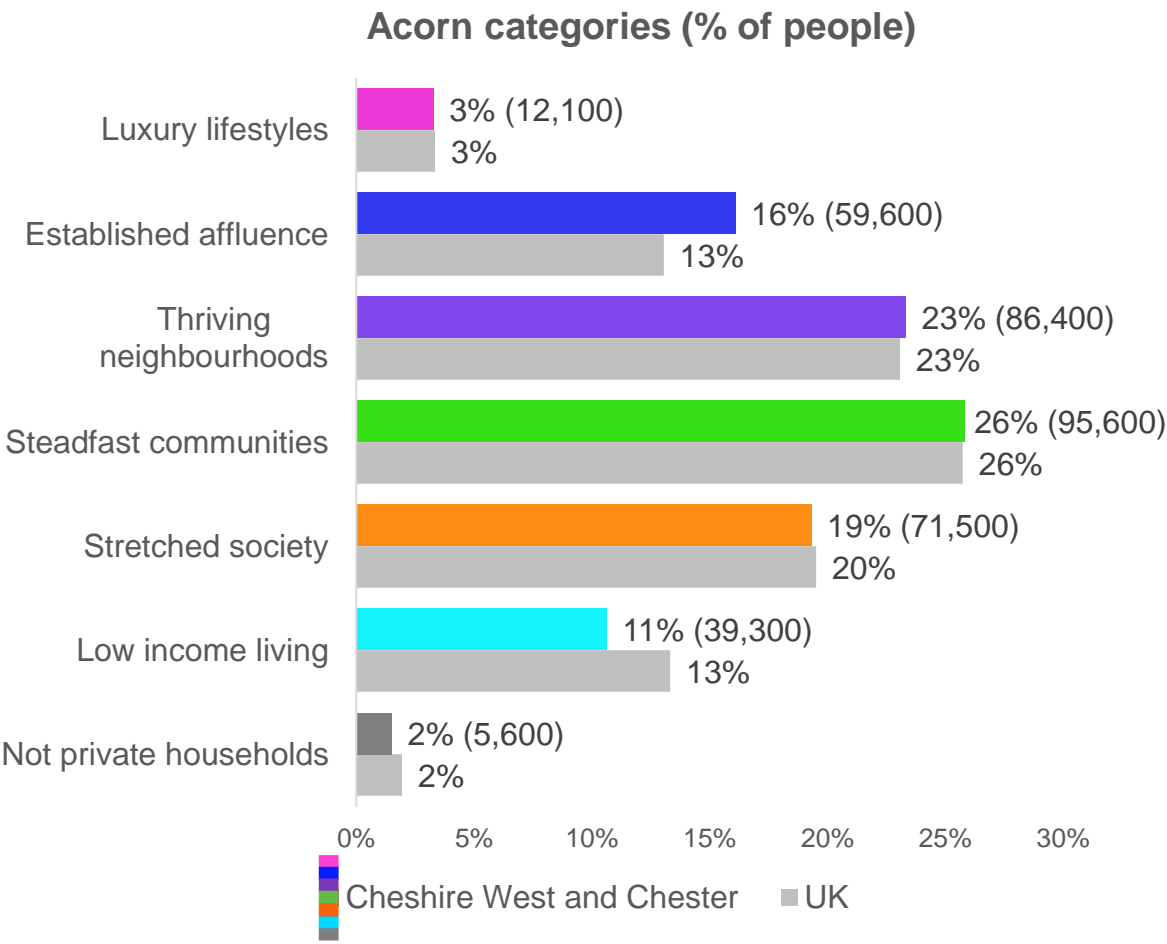
Category	Group		Type
Luxury Lifestyles	A	Exclusive Addresses	1 - 3
	B	Flourishing Capital	4 - 5
	C	Upmarket Families	6 - 7
Established Affluence	D	Commuter-Belt Wealth	8 - 12
	E	Prosperous Professionals	13 - 15
Thriving Neighbourhoods	F	Mature Success	16 - 19
	G	Settled Suburbia	20 - 21
	H	Metropolitan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

# Acorn categories

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

- ‘Steadfast Communities’, 26% (95,600) live in postcodes classed as ‘Steadfast communities’.
- ‘Thriving neighbourhoods’ (23%).

30% (110,900) of the population live in ‘Stretched society’ or ‘Low income living’ postcodes (33% in UK).



Note: Numbers independently rounded to nearest 100.

# Steadfast communities

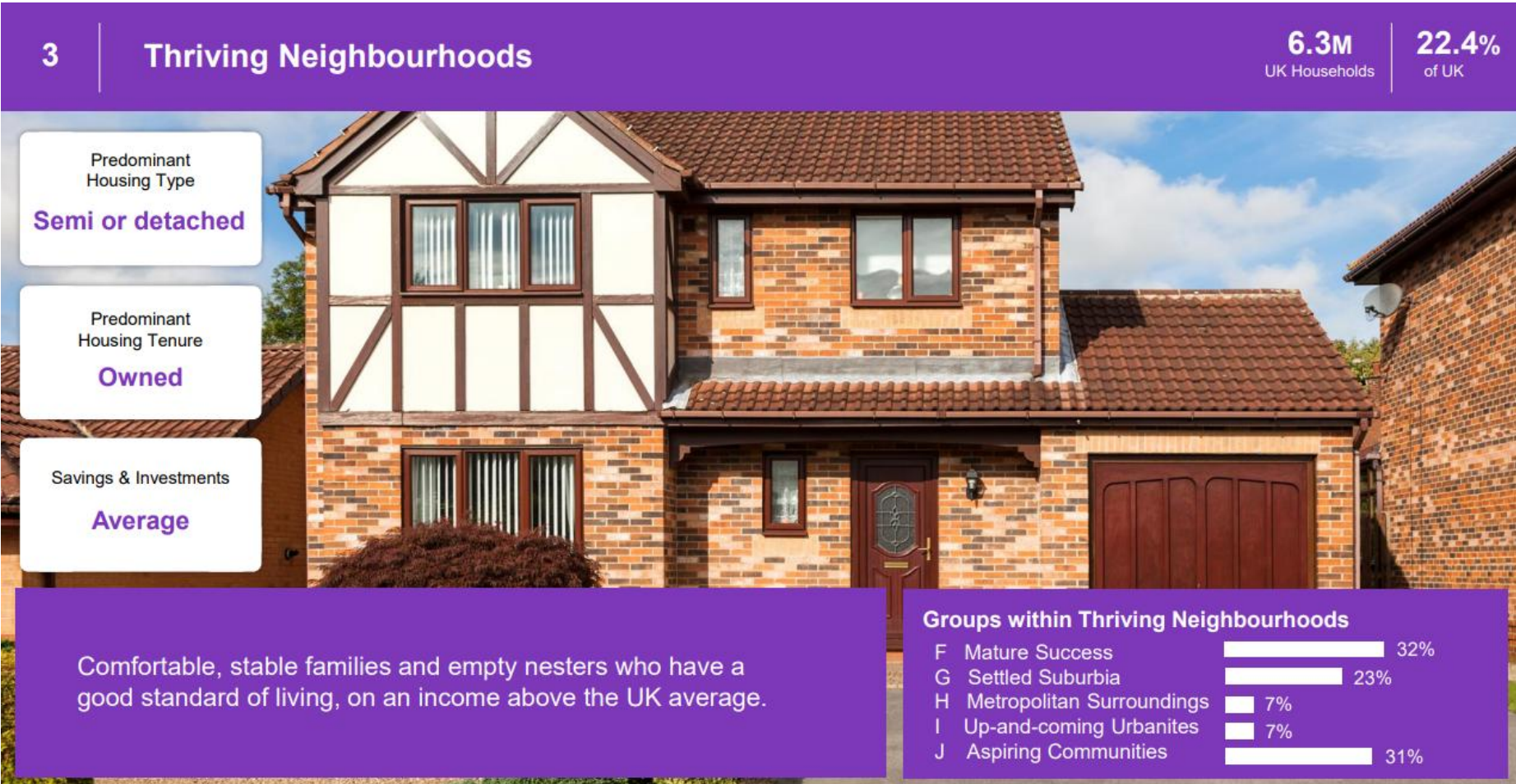


26% of  
population

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



# Thriving communities

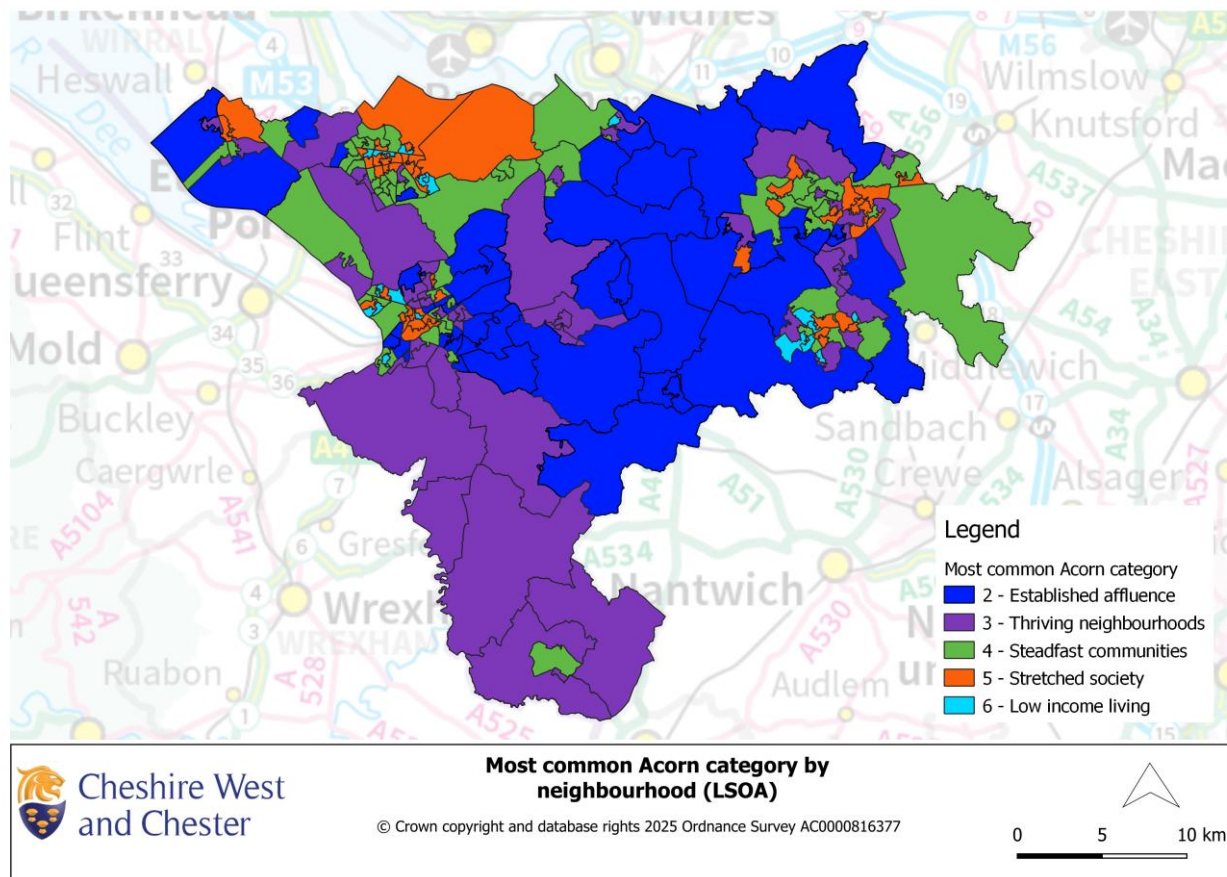


23% of  
population

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



# Acorn categories in neighbourhoods

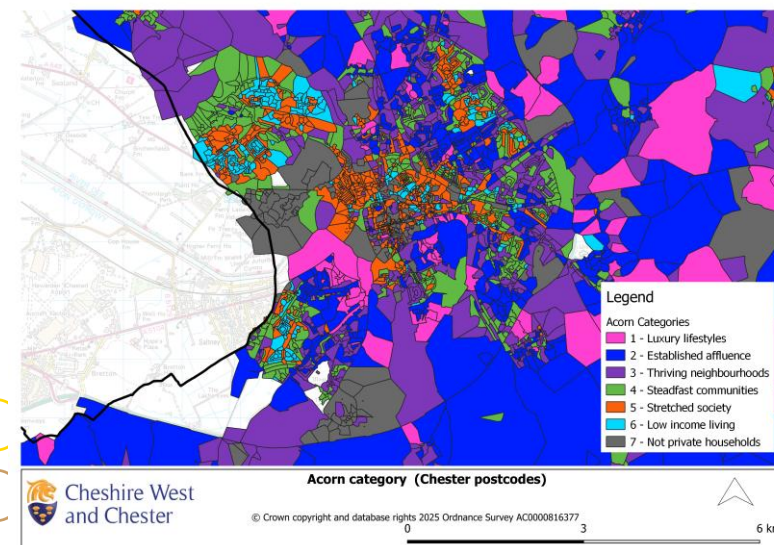


The first map shows the most common Acorn categories across neighbourhoods (Lower Super Output Areas) in the borough.

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.

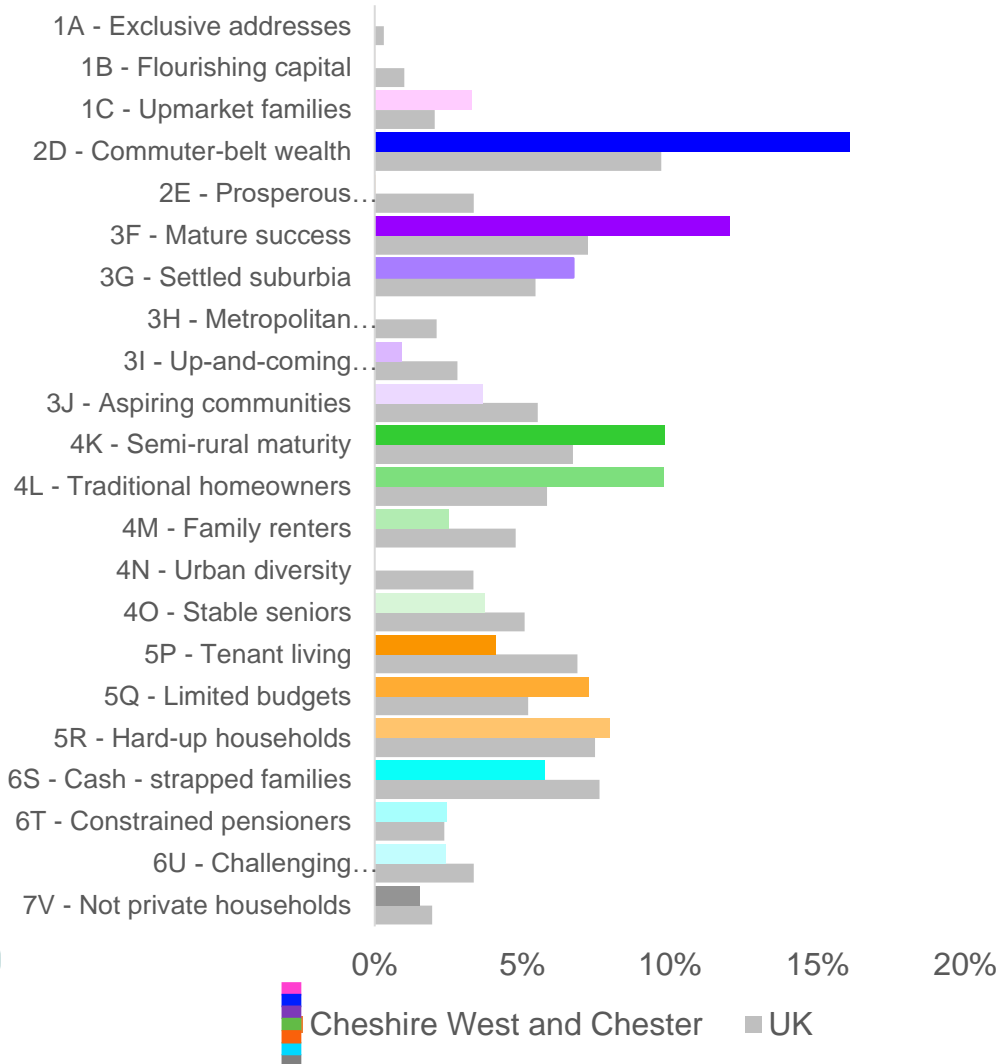
Postcode level (Chester city example) = detailed patchwork.



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

# Acorn groups

Acorn groups (% of people)



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

16% (59,500) 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% (56,300)** live in postcodes classified as '**Limited budgets (5Q)**' or '**Hard-up households (5R)**'.

## Limited budgets:

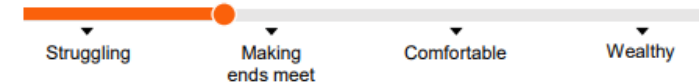
Semi-detached housing, social renting, 2+ children, single parent, high unemployment.

## Hard- up households:

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



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# 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%	50%	55%
Not used internet in last week	4%	8%	8%
Favour website for submitting info to Local Authority	51%	34%	36%

## Cheshire West and Chester (top 3 preferred methods):

### Researching info about local services:

-  Website (inc. chatbot) – 48%
-  Email – 23%
-  Phone call – 9%

### Making an enquiry (or complaint) about local services:

-  Phone call – 41%
-  Email – 27%
-  Website (inc. chatbot) – 17%

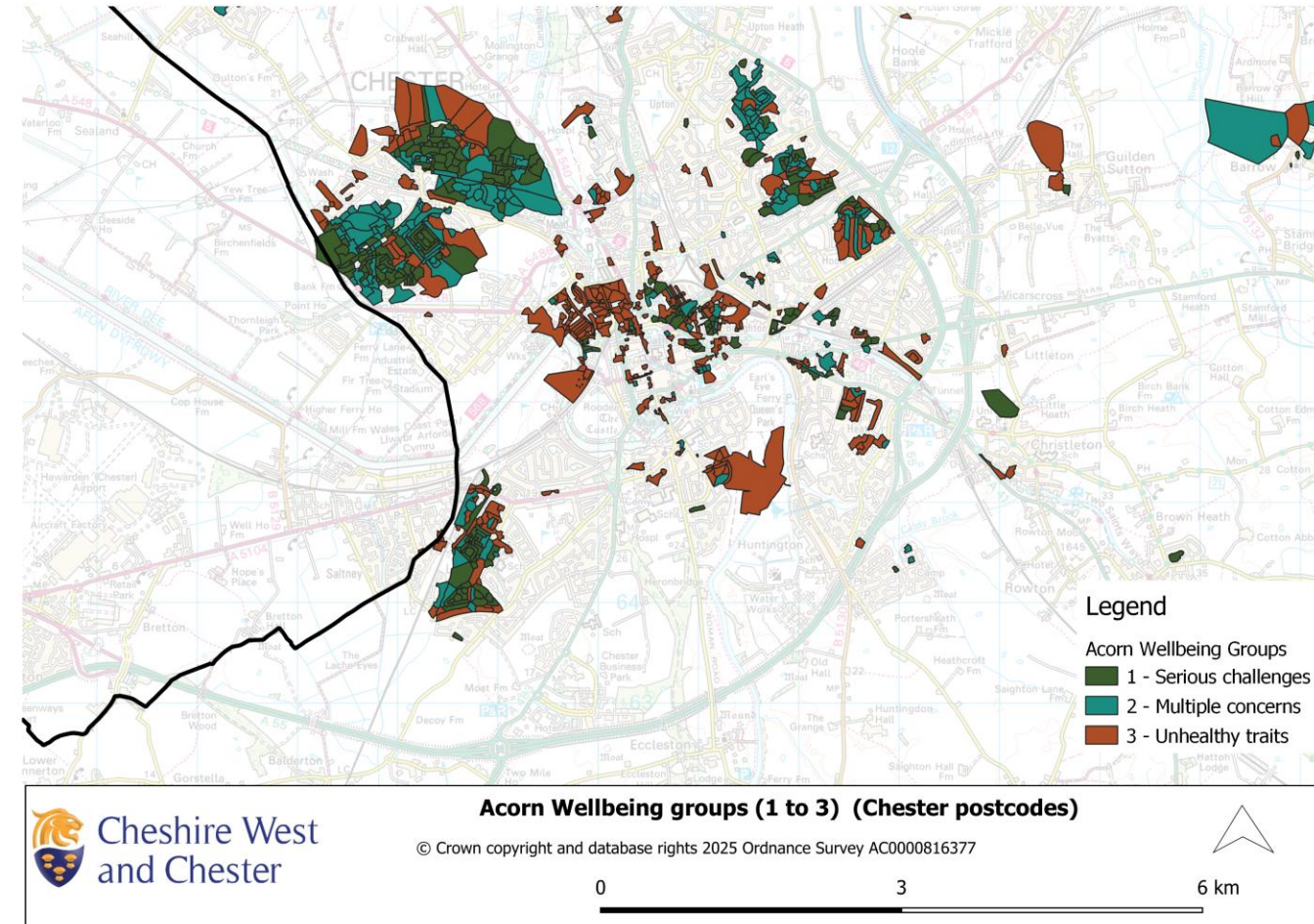




# Acorn Wellbeing groups

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

Acorn Wellbeing classification = 5 groups, 25 types

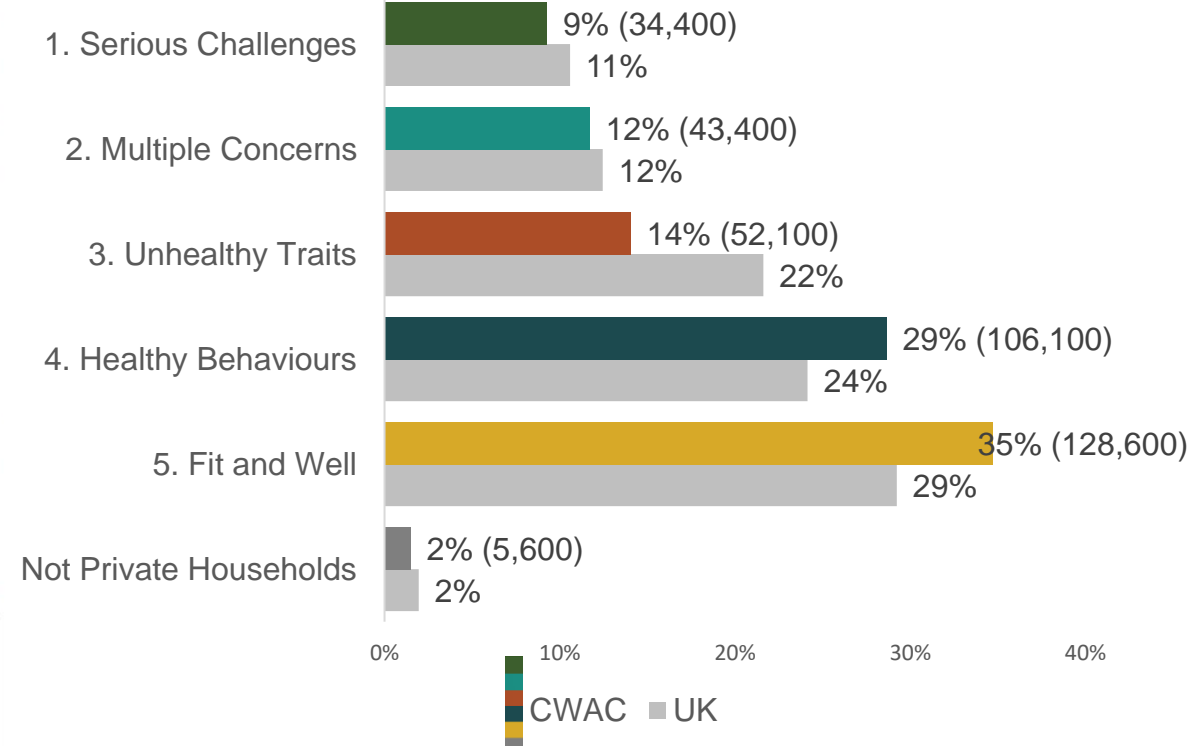


## Group 1 – Serious Challenges

**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. Isolation, and mental wellbeing are most prevalent here with many lacking a support network.

## Acorn Wellbeing groups (% of people)



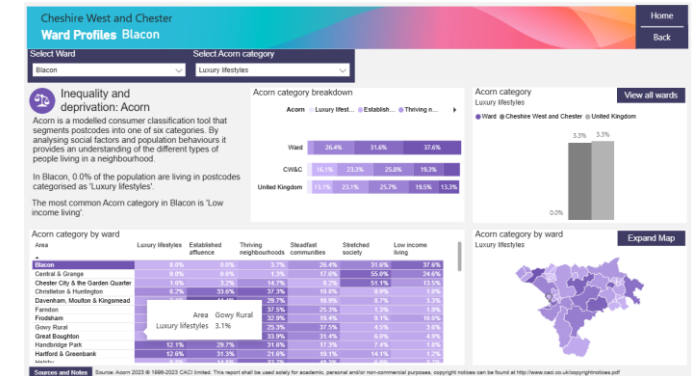
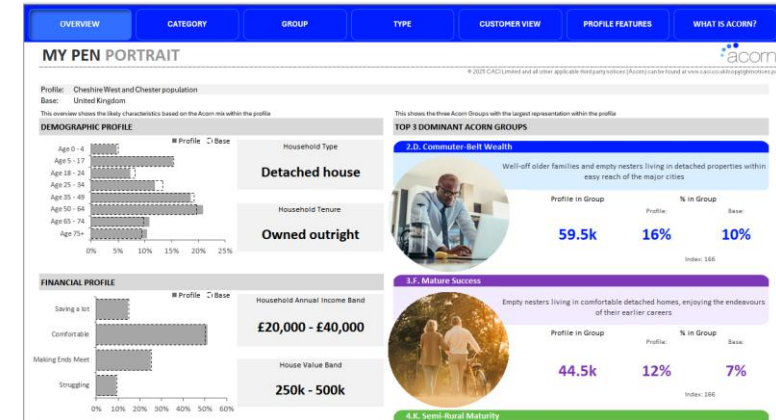
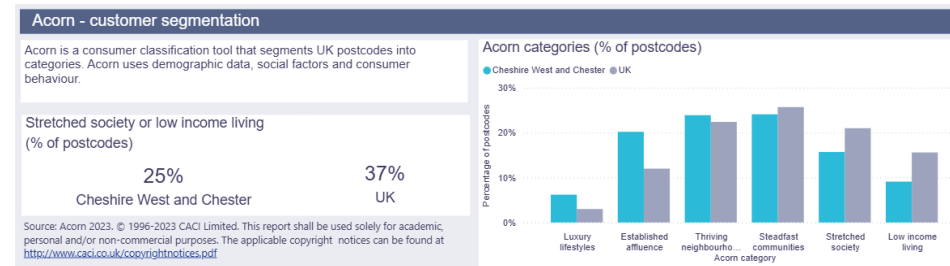
A 2x40 grid of 80 icons. The icons are arranged in two rows of 40 icons each. The icons are: Row 1: 1. Solid grey circle, 2. Green globe, 3. Yellow circle, 4. Light blue circle, 5. Teal circle, 6. Light blue circle, 7. Solid grey circle, 8. Purple circle, 9. Light blue circle, 10. Yellow circle, 11. Light blue circle, 12. Pink heart, 13. Light blue circle, 14. Blue speech bubble, 15. Black circle, 16. Light blue circle, 17. Light blue circle, 18. Light blue circle, 19. Red dashed circle, 20. Light blue circle, 21. Brown circle, 22. Light blue circle, 23. Light blue circle, 24. Yellow-green circle, 25. Light blue circle, 26. Blue arrow pointing up-right, 27. Light blue circle, 28. Yellow circle, 29. Light blue circle, 30. Yellow checkmark, 31. Solid grey circle, 32. Brown circle, 33. Light blue circle. Row 2: 1. Light blue circle, 2. Teal circle, 3. Light blue circle, 4. Black circle, 5. Solid grey circle, 6. Yellow-green circle, 7. Yellow checkmark, 8. Light blue circle, 9. Brown circle, 10. Black circle, 11. Light blue circle, 12. Light blue circle, 13. Light blue circle, 14. Solid grey circle, 15. Light blue circle, 16. Yellow circle, 17. Light blue circle, 18. Brown circle, 19. Blue arrow pointing up-right, 20. Light blue circle, 21. Black circle, 22. Light blue circle, 23. Solid grey circle, 24. Pink heart, 25. Light blue circle, 26. Light blue circle, 27. Black circle, 28. Light blue circle, 29. Solid grey circle, 30. Pink circle, 31. Light blue circle, 32. Black circle, 33. Blue speech bubble, 34. Purple circle.

## 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



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

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