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# Transform your customer strategy with Acorn

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A fundamental tool for  
understanding people  
and place

# We know consumers better than anyone

Our innate understanding of consumers and their attitudes has formed the basis of Acorn's foundation.

Launched in 1978, Acorn was the first segmentation tool of its kind in the UK and remains the market leader today. Its fundamental understanding of the UK consumer means that it's used and coded on to all leading market research surveys and is recognised as a common language across the media, agencies, and marketing organisations spanning all industries.

Acorn deftly combines geography with demographics, lifestyle information, and the places where consumers live along with their underlying characteristics and behaviours. By providing a full view of the whole of the UK, it enables you to understand not just your existing customer base, but also who your prospective customers are.



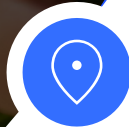
Know more about your audience with Acorn



What motivates them



What brands they prefer



What locations they visit



What communication channels they engage with



How much money they have and what they spend it on



How they like to live, work and play

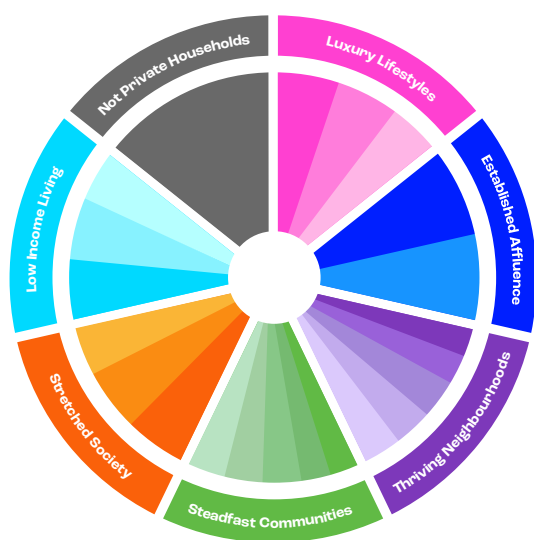
# Classifying the UK to transform your customer strategy

Acorn segments the UK population into one of 65 Acorn types.

Its segmentation capabilities help paint a vivid picture of the people defined by these types at a postcode level.

Acorn harnesses powerful information and has the potential to transform your customer engagement strategies.

Acorn segments the UK population into:



- 7 CATEGORIES
- 22 GROUPS
- 65 TYPES

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
	F	Mature Success 16 - 19
Thriving Neighbourhoods	G	Settled Suburbia 20 - 21
	H	Metropolitan Surroundings 22 - 23
	I	Up-and-Coming Urbanites 24 - 26
	J	Aspiring Communities 27 - 28
	K	Semi-Rural Maturity 29 - 33
Steadfast Communities	L	Traditional Homeowners 34 - 35
	M	Family Renters 36 - 37
	N	Urban Diversity 38 - 40
	O	Stable Seniors 41 - 43
	P	Tenant Living 44 - 47
Stretched Society	Q	Limited Budgets 48 - 49
	R	Hard-Up Households 50 - 52
	S	Cash-Strapped Families 53 - 56
Low Income Living	T	Constrained Pensioners 57 - 58
	U	Challenging Circumstances 59 - 61
	V	Not Private Households 62 - 65



# | Statistically robust and continuously updated

While Census data may provide the common baseline, CACI's proprietary Postcode Spine data, supported by cutting edge machine learning algorithms and years of data expertise, is the foundation of the Acorn classification system.

Once Acorn has been applied to survey data from market research companies such as YouGov, Ipsos FRS and Kantar's TGI, its notably explanatory data emerges through detailed descriptions of each segment. These descriptions outline the demographic composition, financial status, lifestyle interests and attitudes present in each segment.

As consumer attitudes and behaviours change, Acorn is capable of evolving as geographic details and affluence indicators do.

# | The power of Acorn for your business

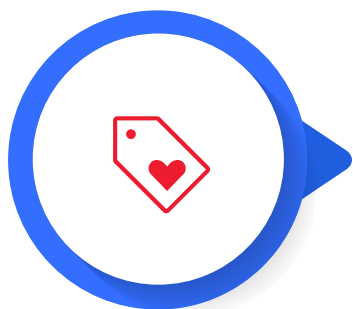
Acorn helps you to connect with both people and place.

By allowing you to identify and engage with the right people, in the right place, at the right time and with the right message, Acorn becomes the foundation of effective engagement strategies. Its power for your business can be exemplified in three crucial ways:



## o Engagement

Understand more about your current and future customers. Build your ideal customer profile and engage with them on a level which you know they will respond to.



## o Loyalty

Build loyalty through a more tailored customer experience, both in a physical and digital environment.



## o Growth

Grow your business with more adaptable and responsive strategies that position your brand ahead of your competitors.

# | Case Studies

## Scottish Water

### Understanding domestic water consumption with Acorn

For Scottish Water, Acorn is the foundation of a sophisticated model that determines expected usage in locations across Scotland. This helps operations and engineering teams prioritise activities and pinpoint key areas for investigation.

Martin Walton, Asset Planner at Scottish Water, explains how the lack of domestic water meters in Scotland led Scottish Water to using Acorn:

“Using Acorn data, we have built and refined models over the years that give us a clear view of how water is being used. We need this information to help us reduce water consumption by monitoring and controlling leakage, testing and maintaining network assets and influencing consumer behaviour.”



## B&Q



## B&Q

### Keeping up with changing consumer spending patterns through Acorn

B&Q has experienced customers' evolving spending patterns and use of their homes for over 50 years. The business has continuously evolved as a result— a challenge heightened by the inability to fully leverage data to plan for and execute store enhancements based on customers' changing needs.

According to Rachael Billson, Site Location Analyst at B&Q, Acorn proved to be a fundamental dataset for the business by providing key customer insights that support strategic decision making, mitigate risks and support location analysis. The profiling capabilities of Acorn have also enhanced B&Q's store expansion and the business' overall growth, especially in trialing new, smaller “B&Q Local” stores.

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# Case Studies

## OneFamily

### A trusted data science partnership generating strategic and tactical customer insight

OneFamily strived to deliver accurate, low-waste customer targeting. Acorn and Fresco generated detailed insights into existing customers to help meet their needs and locate similar target groups.

Julian D'Aguiar, Customer Data Manager at OneFamily, explained the role data plays in enhancing business functions and customer insights. "We're dedicated to developing products that meet the needs of today's generation," he said. "That's why we're strong advocates of data science, using it to determine strategy and product development and to help us predict market trends. Targeting effectively minimises waste and maximises value and relevance to our customers."

He added: "Acorn and Fresco compare well with other segmentation models I've used in my career: we believe they're best of breed products in our sector."



## Knight Frank

### Using data to combat challenges in the real estate & capital investment market

For over 20 years, CACI has been helping Knight Frank become the world's leading independent property advisor. With increased challenges faced in the realty sector and macroeconomic repercussions impacting this industry globally, Knight Frank has had to find ways to navigate global uncertainty and capital investment market volatility.

CACI equipped Knight Frank with a variety of software and data solutions such as Acorn to enhance their overall business functions and remain diligent with buying and selling in the capital market.



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