acorn

Acorn is a powerful consumer classification tool that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, Acorn provides an understanding of different types of people at both a postcode and household level.

FEATURES

Acorn categorises every postcode and household in the UK to make it easier to understand consumers' demographic and lifestyle characteristics as well as understanding the needs of neighbourhoods.

Acorn segments the population into:

6	**18**	**62**
Categories	Groups	Types

WHY ACORN?

- Redeveloped statistical approach to improve accuracy and usability
- Over 1.1 billion data items from newly available sources to enhance standard inputs
- Over 2,500 different subjects are used to optimise Acorn
- Fully rebuilt and updated every year with the latest and newly available data
- Built by a dedicated team of statisticians with over 100 years' experience in developing Acorn
- A common currency across brands, agencies and services
- "The new Acorn has revolutionised geodemographics" Chair, Association of Census Distributors

APPLICATIONS

- Gain insight into customers and prospects
- Deliver intelligence on local populations
- Improve proposition development
- Target campaigns more effectively
- Optimise branch or retail networks
- Assess local demand for products and services
- Provide knowledge and mitigate risk for expansion planning
- Benchmark your customers against the underlying population
- Target online display and social media advertising using Acorn

KNOWLEDGE

Age and gender

Income and affluence

Household characteristics

Shopping habits

Lifestyle and lifestage characteristics

Digital engagement

Financial sophistication

Health

Channels

CALL 020 7602 6000   **EMAIL** INFO@CACI.CO.UK   **WEB** CACI.CO.UK   **TWITTER** @CACI_ICX

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