

Household Acorn is a powerful consumer classification that segments UK households and describes the types of household in each street. By analysing demographic data, social factors and lifestage, Household Acorn provides an understanding of the different types of household across the country.

FEATURES

Household Acorn categories every household in the UK to make it easier to understand the demographic and life-style characteristics particularly of households that do not conform to the average characteristics of a street or postcodes.

Household Acorn segments households into:

60

Types

WHY HOUSEHOLD ACORN?

- Redeveloped statistical approach to improve accuracy and usability
- Over 1.1 billion data items from newly available sources to enhance standard inputs
- Provided with supporting profiling tool and knowledge sheet
- 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 segmentation
- A consistent measure public and private sectors
- GDPR compliant

APPLICATIONS

- Identify the difference between households within a postcode
- Deliver intelligence at household level
- Improve service delivery
- Target campaigns and interventions more effectively
- Assess local demand for products and services in order to prioritise resources
- Benchmark customers or residents by the underlying population or households

KNOWLEDGE



Lifestage



Lifestyle characteristics



Age & gender



Income and affluence



Household characteristics



Shopping habits



Digital engagement



Financial sophistication



Channels

