

ACORN Socio-Economic Classifications Cumbria and Districts, 2019

Introduction to ACORN

ACORN is a socio-economic profiling tool developed by CACI Ltd and subscribed to by the Cumbria Intelligence Observatory. ACORN uses a range of information gathered from a variety of administrative sources to classify each postcode in Great Britain into:

- **6 socio-economic categories**
- **18 socio-economic groups**
- **62 socio-economic types**

By applying these classifications to Cumbrian postcodes, it is possible to make some assumptions about how people in different areas of the county may think or behave. When used in combination with our own data, ACORN can be used to help us understand which groups of residents are likely to be users of existing services. ACORN data also helps us to understand how services can be designed to meet the needs of particular socio-economic groups and how best to keep service users informed.

Although not everyone living in a particular postcode can be expected to behave in a particular way, there is a fairly good probability that a large proportion will share certain characteristics and behaviours.

Example: Robert and Linda live in CA11 9NA. Their postcode has been classified by ACORN as:

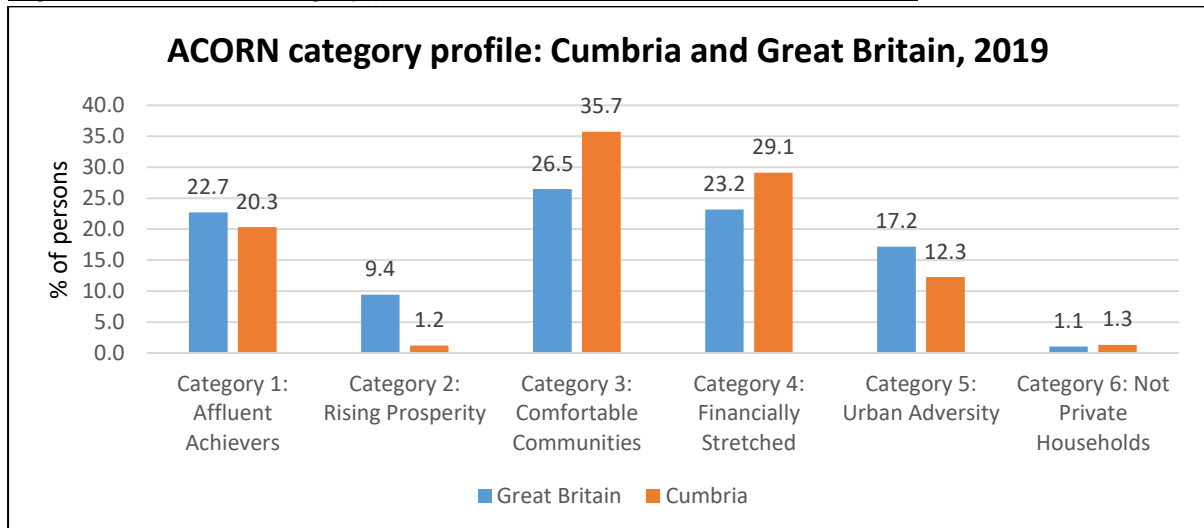
- **Category 3 (Comfortable Communities)**
- **Group F (Countryside Communities)**
- **Type 21 (Farms and cottages)**

Characteristics	
Category 3:	<ul style="list-style-type: none"> ➤ People generally own their own home ➤ Many areas have mostly stable families and empty nesters ➤ Average income, some earn more, younger people may earn a bit less than average ➤ Mix of professional, managerial, clerical and skilled occupations
Group F:	<ul style="list-style-type: none"> ➤ Low population density ➤ One in three homes is likely to a named property rather than a street number ➤ Fair amount of agricultural employment ➤ Overall the mix of people is older than average
Type 21:	<ul style="list-style-type: none"> ➤ Social media usage lower than average ➤ Less likely to have an iPad or other tablet device ➤ Internet used mainly for banking and shopping ➤ May subscribe to cookery, homes and gardening magazines

Cumbria - ACORN Category Profile 2019

Figure 1 compares the percentage of people in Cumbria across the six broad ACORN categories to the national (Great Britain) profile.

Figure 1: ACORN Category profile for Cumbria and Great Britain 2019



Source: CACI Ltd (2019)

Figure 1 illustrates that just over one in five of Cumbria's residents (20.3%) live in postcodes classified by CACI Ltd as Category 1 (Affluent Achievers), a proportion that is slightly lower than the national proportion of 22.7%.

It is apparent from the above chart that Cumbria has a much lower proportion of residents within ACORN Category 2 (Rising Prosperity) than nationally. Within Cumbria just over one in every one hundred residents (1.2%) fall within this category compared to almost one in ten nationally (9.4%). As Category 2 postcodes are generally found within major towns and cities it is perhaps not surprising to find low proportions in Cumbria given the county's rurality.

Over one third of Cumbria's residents (35.7%) are classified as living in ACORN Category 3 postcodes (Comfortable Communities), the largest of all the categories, and a proportion that is +9.2 percentage points higher than the national share (26.5%). However, in contrast, over a quarter (29.1%) of Cumbria's residents are classified as living in Category 4 postcodes (Financially Stretched), again higher than the national proportion (23.2%) by +5.9 percentage points.

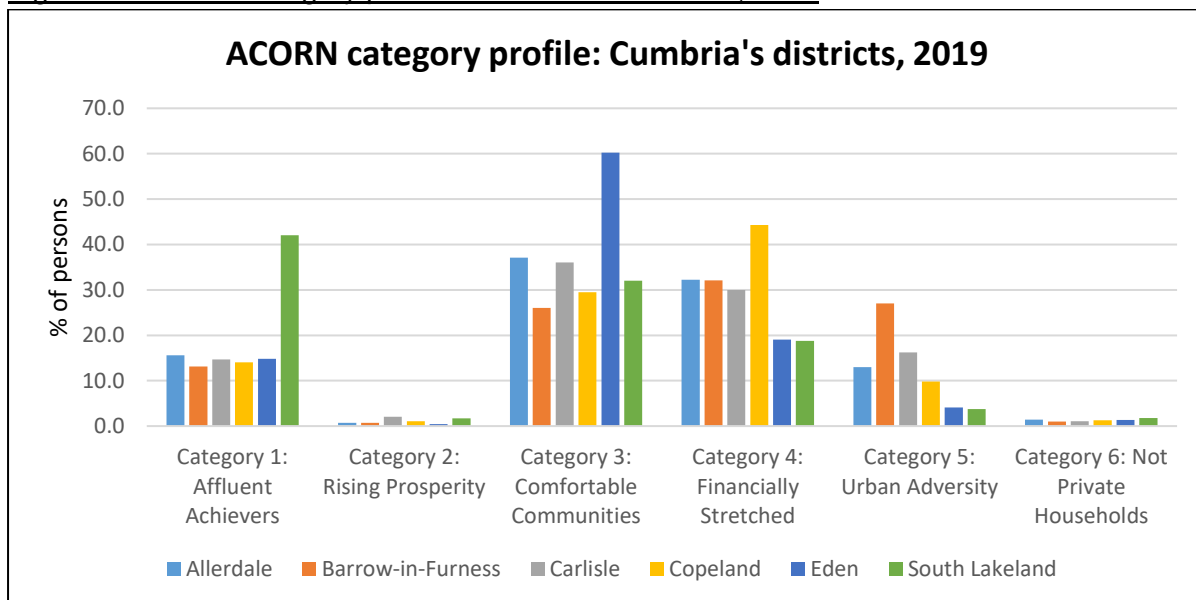
A smaller proportion of residents live within postcodes classified as Category 5 (Urban Adversity) than nationally. In Cumbria, around one in eight (12.3%) residents are classed as Category 5 compared to around one in six (17.6%) nationally.

A small proportion of residents (1.3%) live within postcodes classed as ACORN Category 6 (Not Private Households). This category refers to business areas or communal establishments such as care homes or prisons. Cumbria's proportion is similar to the national picture (1.1%).

Cumbria's districts - ACORN category profile 2019

Figure 2 compares the population of Cumbria's six districts across each of the broad ACORN categories.

Figure 2: ACORN category profile for Cumbria's districts, 2019



Source: CACI Ltd (2019)

The ACORN category profiles of Cumbria's districts vary considerably from the county and national averages.

Two in five (42.0%) residents in South Lakeland live within postcodes classified as ACORN Category 1 (Affluent Achievers); this is 1.9 times higher than the national (Great Britain) proportion (22.7%). In contrast, just 13.1% of residents in Barrow-in-Furness live in postcodes classified as ACORN Category 1.

Carlisle and South Lakeland have the greatest proportion of residents living in ACORN Category 2 postcodes (Rising Prosperity), 2.0% and 1.7% respectively. Whilst these proportions are greater than the Cumbria average (1.2%), they remain much lower than the national proportion (9.4%). Eden district has the smallest proportion living in ACORN Category 2 postcodes (0.4%). As stated in the previous section, Category 2 postcodes are generally found within major towns and cities and it is therefore not surprising to find low proportions in Cumbria given the rural nature of the county.

The majority of Eden's residents (60.2%) live within ACORN Category 3 postcodes (Comfortable Communities) compared to 35.7% as an average across Cumbria, and more than double the proportions found in Barrow-in-Furness (26.0%) and Copeland (29.5%).

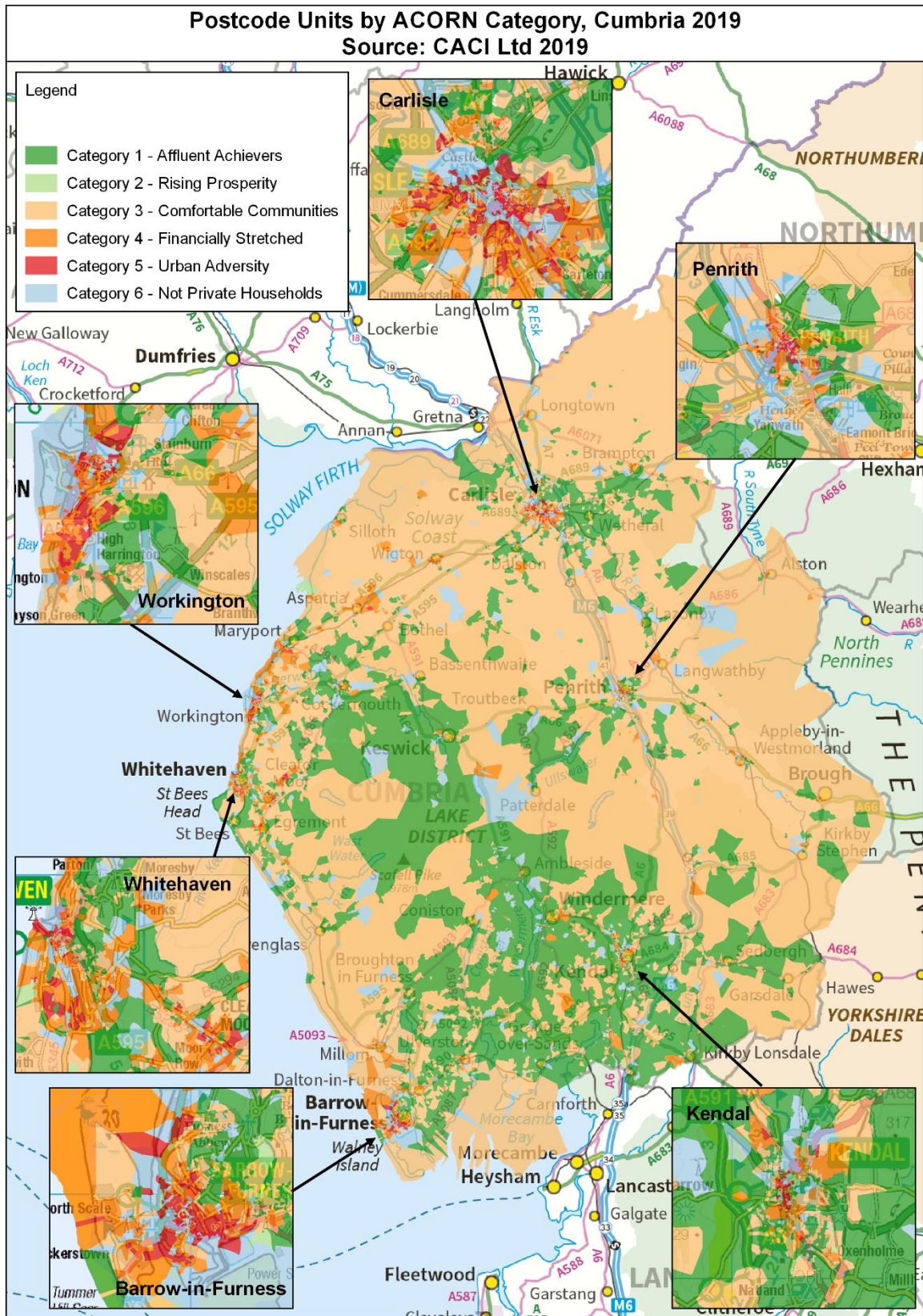
Copeland has the greatest proportion of residents living in ACORN Category 4 postcodes (Financially Stretched) at 44.3%, 1.9 times higher than the national proportion (of 23.2%).

The greatest proportion of residents living in ACORN Category 5 (Urban Adversity) postcodes are found in Barrow-in-Furness (27.0%), more than double the county average (12.3%). The proportion in Barrow-in-Furness is more than seven times higher than that in South Lakeland (3.8%), six times higher than that in Eden (4.1%) and 1.6 times higher than the national average (17.2%).

The majority of Barrow-in-Furness residents (59.2%) live in postcodes classified as either Category 4 (Financially Stretched) or Category 5 (Urban Adversity). This is much higher than the Cumbrian and national proportions of 41.4% and 40.4% respectively and reflects that Barrow-in-Furness is classified as the most deprived district in Cumbria for overall deprivation, and falls within the 10% most deprived nationally (*Indices of Multiple Deprivation, DCLG, 2019*).

The ACORN category classification of each postcode unit within Cumbria has been mapped and can be viewed in Appendix 1. The proportion of the population within each ACORN Type is listed within Appendix 2. Common characteristics and behaviours of each classification can be explored within the ACORN user guide, available via the CACI Ltd website in the following location: <http://acorn.caci.co.uk/>.

Appendix 1: ACORN Categories by Postcode Unit



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Appendix 2: Proportion of Cumbrian residents by ACORN Type

ACORN Classification 2019 Source: CACI Ltd 2019						% of Population	
Category	Group	Type	Cumbria	GB			
1	Affluent Achievers	A Lavish Lifestyles	1	Exclusive enclaves	0.01%	0.10%	
			2	Metropolitan money	0.00%	0.16%	
			3	Large house luxury	0.08%	1.04%	
		B Executive Wealth	4	Asset rich families	1.97%	2.57%	
			5	Wealthy countryside commuters	3.34%	2.45%	
			6	Financially comfortable families	1.40%	2.60%	
			7	Affluent professionals	0.06%	0.87%	
			8	Prosperous suburban families	0.22%	1.84%	
			9	Well-off edge of towners	0.49%	2.08%	
	C Mature Money	10	Better-off villagers	5.64%	2.83%		
		11	Settled suburbia, older people	2.74%	3.06%		
		12	Retired and empty nesters	2.92%	2.12%		
		13	Upmarket downsizers	1.45%	0.97%		
2	D City Sophisticates	14	Townhouse cosmopolitans	0.01%	0.80%		
		15	Younger professionals in smaller flats	0.00%	1.11%		
		16	Metropolitan professionals	0.00%	0.71%		
		17	Socialising young renters	0.00%	0.89%		
	E Career Climbers	18	Career driven young families	0.75%	2.05%		
		19	First time buyers in small, modern homes	0.47%	2.65%		
3	Comfortable Communities	F Countryside Communities	21	Farms and cottages	8.82%	1.42%	
			22	Larger families in rural areas	1.99%	1.20%	
			23	Owner occupiers in small towns and villages	7.33%	2.90%	
		G Successful Suburbs	24	Comfortably-off families in modern housing	2.41%	2.66%	
			25	Larger family homes, multi-ethnic areas	0.00%	1.26%	
			26	Semi-professional families, owner occupied neighbourhoods	4.35%	2.34%	
		H Steady Neighbourhoods	27	Suburban semis, conventional attitudes	3.66%	3.54%	
			28	Owner occupied terraces, average income	0.24%	1.96%	
			29	Established suburbs, older families	2.03%	2.70%	
	I Comfortable Seniors	30	Older people, neat and tidy neighbourhoods	3.16%	2.01%		
		31	Elderly singles in purpose-built accommodation	0.20%	0.33%		
	J Starting Out	32	Educated families in terraces, young children	0.67%	1.99%		
		33	Smaller houses and starter homes	0.87%	2.17%		

ACORN Classification 2019					% of Population	
Category	Group	Type			Cumbria	GB
4	Financially Stretched	K Student Life	34	Student flats and halls of residence	0.23%	1.04%
			35	Term-time terraces	0.00%	0.37%
			36	Educated young people in flats and tenements	0.02%	1.31%
		L Modest Means	37	Low cost flats in suburban areas	0.61%	1.14%
			38	Semi-skilled workers in traditional neighbourhoods	4.17%	2.44%
			39	Fading owner occupied terraces	7.14%	2.79%
			40	High occupancy terraces, many Asian families	0.00%	1.57%
		M Striving Families	41	Labouring semi-rural estates	2.34%	1.69%
			42	Struggling young families in post-war terraces	0.66%	1.98%
			43	Families in right-to-buy estates	2.67%	2.40%
			44	Post-war estates, limited means	4.00%	2.02%
		N Poorer Pensioners	45	Pensioners in social housing, semis and terraces	0.76%	0.55%
			46	Elderly people in social rented flats	0.45%	0.62%
			47	Low income older people in smaller semis	4.72%	2.11%
			48	Pensioners and singles in social rented flats	1.38%	1.17%
		5	Urban Adversity	O Young Hardship	49	Young families in low cost private flats
50	Struggling younger people in mixed tenure				0.90%	1.49%
51	Young people in small, low cost terraces				4.29%	2.11%
P Struggling Estates	52			Poorer families, many children, terraced housing	1.76%	1.92%
	53			Low income terraces	0.00%	1.17%
	54			Multi-ethnic, purpose-built estates	0.00%	1.12%
	55			Deprived and ethnically diverse in flats	0.00%	1.06%
	56			Low income large families in social rented semis	1.68%	2.13%
Q Difficult Circumstances	57			Social rented flats, families and single parents	0.21%	1.48%
	58			Singles and young families, some receiving benefits	1.89%	1.71%
	59			Deprived areas and high-rise flats	0.51%	1.40%
6	Not Private Households			R Not Private Households	60	Active communal population
		61	Inactive communal population		0.98%	0.84%
		62	Business areas without resident population		0.00%	0.00%

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