



Household Acorn is a powerful geodemographic segmentation that classifies and describes every UK household by factors such as demographic data, affluence, life stage, and property characteristics.

Individual households do not always match the dominant or average life stage and family structure of a street or postcode. Household Acorn unlocks detailed characteristics at a household level that might be overlooked when only considering the broader postcode data, such as a retired homeowner with a modest pension, living in an area that is predominantly occupied by professional families.

Household Acorn segments the UK households into one of:

<div style="background-color: #d3d3d3; border-radius: 10px; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> 12 </div> <p style="text-align: center; margin-top: 5px;">Groups</p>	<div style="background-color: #d3d3d3; border-radius: 10px; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> 59 </div> <p style="text-align: center; margin-top: 5px;">Types</p>
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Applications

Identify the differences between households within a postcode in order to:

- Deliver better understanding of the dynamics of vulnerability
- Improve service delivery and allocation of services based on need
- Target initiatives and campaigns more effectively
- Benchmark customers or residents against the underlying population or households

Why Household Acorn?

- Differentiates between households on the same street
- Built using a wealth of granular data from commercial, administrative and open data sources
- Supports real-time coding of your data and customer records
- Updated every year with the latest available data
- Delivers a consistent measure for both public and private sectors
- Provided with supporting collateral of Pen Portraits, Profiler and Knowledge Sheet

Knowledge

 Income and affluence	 Lifestage	 Household characteristics
 Lifestyle characteristics	 Shopping habits	 Digital engagement
 Media habits	 Financial sophistication	 Channel preference