

Wealthy Achievers - Category 1		
Wealthy Executives	A	type 1 Affluent mature professionals, large houses
		type 2 Affluent working families with mortgages
		type 3 Villages with wealthy commuters
		type 4 Well-off managers, larger houses
Affluent Greys	B	type 5 Older affluent professionals
		type 6 Farming communities
		type 7 Old people, detached homes
		type 8 Mature couples, smaller detached homes
Flourishing Families	C	type 9 Larger families, prosperous suburbs,
		type 10 Well-off working families with mortgages
		type 11 Well-off managers, detached houses
		type 12 Large families & houses in rural areas
Urban Prosperity - Category 2		
Prosperous Professionals	D	type 13 Well-off professionals, larger houses and converted flats
		type 14 Older professionals in detached houses and apartments
Educated Urbanites	E	type 15 Affluent urban professionals, flats
		type 16 Prosperous young professionals, flats
		type 17 Young educated workers, flats
		type 18 Multi-ethnic young, converted flats
		type 19 Suburban privately renting professionals
Aspiring Singles	F	type 20 Student flats and cosmopolitan sharers
		type 21 Singles & sharers, multi-ethnic areas
		type 22 Low income singles, small rented flats
		type 23 Student Terraces
Comfortably Off - Category 3		
Starting Out	G	type 24 Young couples, flats and terraces
		type 25 White collar singles/sharers, terraces
Secure Families	H	type 26 Younger white-collar couples with mortgages
		type 27 Middle income, home owning areas
		type 28 Working families with mortgages
		type 29 Mature families in suburban semis
		type 30 Established home owning workers
		type 31 Home owning Asian family areas
Settled Suburbia	I	type 32 Retired home owners
		type 33 Middle income, older couples
		type 34 Lower income people, semis
Prudent Pensioners	J	type 35 Elderly singles, purpose built flats
		type 36 Older people, flats
Moderate Means - Category 4		
Asian Communities	K	type 37 Crowded Asian terraces
		type 38 Low income Asian families
Post Industrial Families	L	type 39 Skilled older family terraces
		type 40 Young family workers
Blue Collar Roots	M	type 41 Skilled workers, semis and terraces
		type 42 Home owning, terraces
		type 43 Older rented terraces
Hard Pressed - Category 5		
Struggling Families	N	type 44 Low income larger families, semis
		type 45 Older people, low income, small semis
		type 46 Low income, routine jobs, unemployment
		type 47 Low rise terraced estates of poorly-off workers
		type 48 Low incomes, high unemployment, single parents
Burdened Singles	O	type 49 Large families, many children, poorly educated
		type 50 Council flats, single elderly people
High Rise Hardship	P	type 51 Council terraces, unemployment, many singles
		type 52 Council flats, single parents, unemployment
		type 53 Old people in high rise flats
Inner City Adversity	Q	type 54 Singles & single parents, high rise estates
		type 55 Multi-ethnic purpose built estates
		type 56 Multi-ethnic, crowded flats
		type 57 Unclassified



CACI is the UK's leading consumer and market analysis company. With unrivalled industry knowledge and experience in data driven and strategic marketing, CACI has the right people, skills, alliances and technologies to help its clients drive their businesses.

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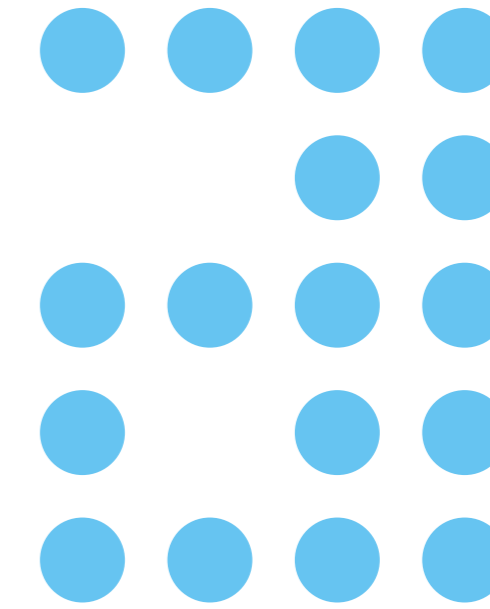
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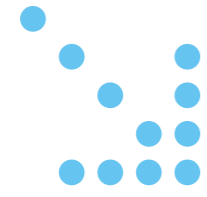
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acorn
the smarter consumer classification™



The new smarter ACORN



The Census is the most comprehensive survey of the UK, but on its own it does not tell us what we need to know about the population and its behaviour. ACORN's Flourishing Families, Aspiring Singles, Settled Suburbia and Inner City Adversity, all show that the population has different characteristics and purchasing patterns. To get the true and detailed picture of your customers and prospects, use ACORN, the smarter consumer classification.

ACORN is the leading geodemographic tool used to identify and understand the UK population and the demand for products and services. Businesses use this information to improve their understanding of customers, target markets and determine where to locate operations. Informed decisions can be made on where direct marketing and advertising campaigns will be most effective; where branches should be opened or closed; or where sites are located, including retail outlets, leisure facilities and public services.

As the behaviour of the UK customer becomes more complex, and at a time when targeting resources are vital, the need for precise information grows. ACORN groups and analyses significant economic and cultural factors such as age, family structure, ethnicity, likely spending, ownership of goods, readership, and reactions to offers, enabling you to understand the different types of people, in all areas around the UK.

ACORN categorises all 1.9 million UK postcodes, which have been described using over 125 demographic statistics within England, Scotland, Wales and Northern Ireland, and 287 lifestyle variables, making it the most powerful discriminator, giving a clearer understanding of clients and prospects.

“ACORN tells the whole story”

Unparalleled expertise puts CACI at the forefront of customer targeting. The development team is made up of the most experienced classification experts in the country. Our team of specialists have been developing and using geodemographic classification tools for over 20 years. Through the new techniques that CACI has introduced, ACORN is even better and smarter than ever before.

This new ACORN takes account of key shifts in UK consumers over the past decade. As the wealth of the nation increases and borrowing gets easier, car ownership has risen, more people commute by car, new building has increased with more detached and semi-detached properties, and more consumers are asset rich, with a growth of 20% of homeowners having paid off their mortgages.

The workplace is now more flexible, illustrated by an increase in people working from home. The population is becoming more educated and the number of students has nearly doubled. Family structure is changing, with significant growth in single parents. Despite an increase of grown-up children remaining in the family home, there are more “empty nester” consumers than ever before. All this means that consumers now live in different ways and in different places.

ACORN underpins the world of customer communication, location, product and service planning, and when used in conjunction with innovative and experienced consultancy, it makes the difference between organisations just competing or winning in their marketplace. Used stand alone or in conjunction with client's own data, ACORN can help drive customer communication to deliver undisputed results.

You get ACORN as...

- A directory – every postcode in the country with its ACORN type
- A database – the number and mix of ACORN types by geographic area for the whole country
- Area reports – ACORN breakdown of defined geographic areas
- Customer data profiles – analysis of customer data
- List selection variables - based on CACI's Consumer Register Database of 40 million UK consumers
- Links to leading market research surveys
- Part of InSite – CACI's GIS system
- Information over the web