



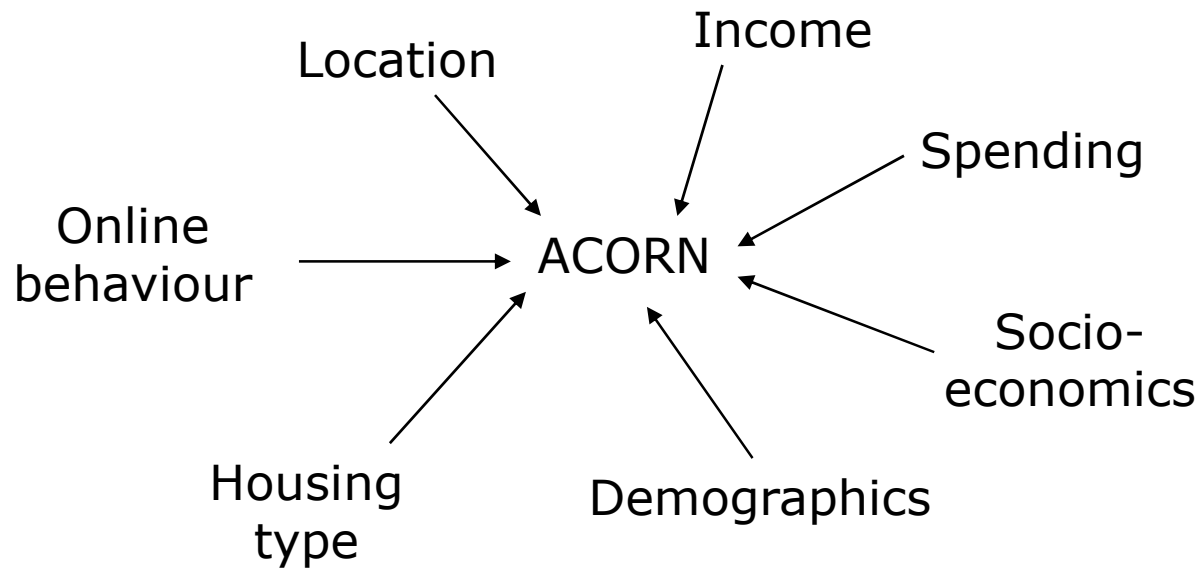
ACORN Profiling

A simple guide to ACORN and
how you can use it to your
advantage



What is ACORN?

ACORN is a geo-demographic classification based on a wide range of measures and consumer characteristics.



What is ACORN?

Every postcode in the UK is classed as an ACORN type:

- 5 ACORN categories
- 17 ACORN groups
- 56 ACORN types

ACORN works off the assumption that like people live together.



ACORN Types

ACORN types say a lot just by their name. For example:

- Type 5: Older affluent professionals
- Type 31: Home owning Asian family areas
- Type 50: Single elderly people, council flats

But the profiles for each type can tell you so much more:

- Demographic breakdown
- Leisure interests
- Financial situation
- Media options
- Holidaying habits



How can ACORN help me?

- Provide insight into your key customer groups
- Assess how representative your customers are of the local population
- Identify customer groups that offer potential for increased sales
- Demonstrate to funders and governing bodies the varied mix of your audience
- Compare the make-up of your customer base to the wider Greater Manchester arts audience (using AAM's Vital Statistics package)



Things to look out for

- Which are the largest Acorn categories, groups and types amongst your customer base?
- What are they like? What are their interests? What are their media options?
- Are they typical arts goers? Compare with Vital Statistics profiling.
- How does this compare to the largest Acorn categories, groups and types amongst the local population?



Case Study: Venue Cymru

Profile = Venue Cymru current attenders

Base = population living within 90 min drive time from Venue Cymru

ACORN 2001 Groups	Profile	%	Base	%	Index	0	100	200
1 1.A Wealthy Executives	5008	10.1	146366	10.9	92			
2 1.B Affluent Greys	11586	23.3	160081	11.9	195			
3 1.C Flourishing Families	6157	12.4	137564	10.3	121			
4 2.D Prosperous Professionals	631	1.3	20271	1.5	84			
5 2.E Educated Urbanites	274	0.6	5609	0.4	132			
6 2.F Aspiring Singles	904	1.8	14171	1.1	172			
7 3.G Starting Out	605	1.2	20052	1.5	81			
8 3.H Secure Families	8675	17.4	251107	18.7	93			
9 3.I Settled Suburbia	5086	10.2	106980	8.0	128			
10 3.J Prudent Pensioners	1943	3.9	42135	3.1	124			
11 4.K Asian Communities	10	0.0	0	0.0	0			
12 4.L Post Industrial Families	672	1.3	26650	2.0	68			
13 4.M Blue Collar Roots	3402	6.8	127229	9.5	72			
14 5.N Struggling Families	3787	7.6	207481	15.5	49			
15 5.O Burdened Singles	752	1.5	59242	4.4	34			
16 5.P High Rise Hardship	170	0.3	11491	0.9	40			
17 5.Q Inner City Adversity	13	0.0	0	0.0	0			
18 Unclassified	105	0.2	4529	0.3	62			
Total	49780		1340958					



Venue Cymru profiling: Summary

	High penetration	Expected penetration	Low penetration
High share of population	Affluent Greys Settled Suburbia	Secure Families Wealthy Executives Flourishing Families	Struggling Families Blue Collar Roots
Average share of population	Prudent Pensioners	Prosperous Professionals Starting Out	Burdened Singles Post Industrial Families
Low share of population	Aspiring Singles Educated Urbanites		High Rise Hardship Asian Communities Inner City Adversity



Venue Cymru profiling: Key findings

The most important groups are those that make up a large share of the population:

- Affluent Greys and Settled Suburbia are being penetrated very successfully. The aim should be to retain this high level of penetration.
- Struggling Families and Blue Collar Roots are well under-represented amongst the venue's audience. However, arts attendance amongst these groups is generally fairly low.
- The three groups in the middle column - Secure Families, Wealthy Executives and Flourishing Families – offer the strongest potential for growth. They all have disposable income, and arts attendance is fairly high amongst them.



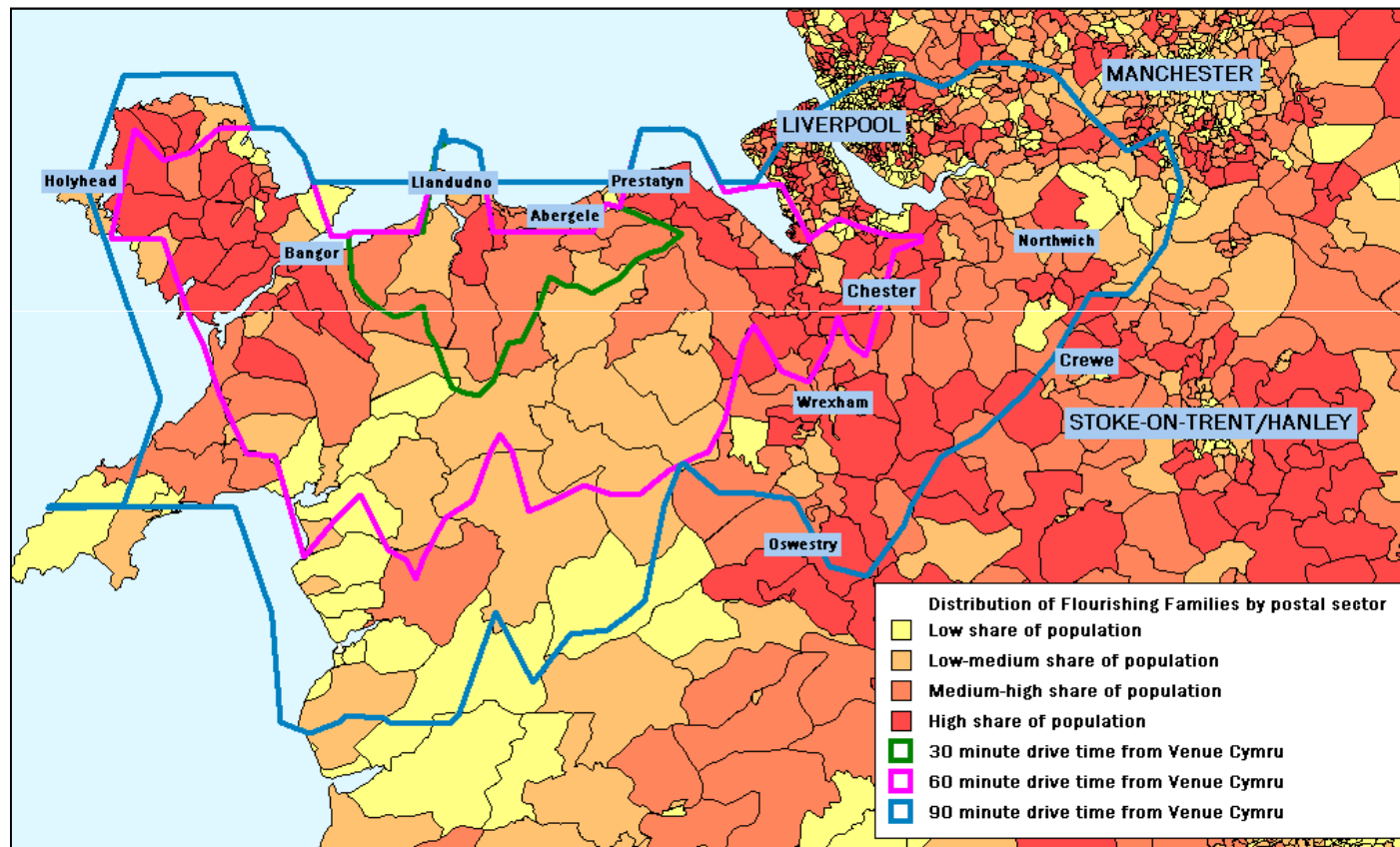
Venue Cymru profiling: Targeting Flourishing Families

Flourishing Families display the following characteristics:

- Wealthy families with mortgages.
- Younger than other affluent groups.
- Incomes are good, many have managerial and professional occupations.
- Car ownership is high, most families will have two or more cars.
- Take regular holidays, including long haul, skiing and summer sun.
- Enjoy country walking and birdwatching.
- Often take family to the cinema.
- PC ownership is common and they are comfortable with new technology.



Venue Cymru profiling: Targeting Flourishing Families



Venue Cymru profiling: Targeting Flourishing Families

From this profiling exercise we now know that:

- Flourishing Families should be one of Venue Cymru's key targets: they account for 10% of their catchment area and are traditional arts attenders.
- Key areas to target would be around Anglessey and Bangor, Prestatyn, Chester, Northwich and Wrexham.
- Car parking will be an important issue as they will likely travel this way.
- Need to develop links with local hotels and restaurants to encourage families to make a holiday out of their visit. Links with local countryside attractions will also be important.
- Communication through new media (Internet, mobile technology, digital television) should be effective.



ACORN Profiling: More Info??

The following PDF download gives a lot more information about ACORN and how it works, as well as detailed profiles of each ACORN category, group and type:

<http://www.caci.co.uk/pdfs/Acorn%20Guide.pdf>

For more information, or to discuss profiling needs, please contact Bethany Humphreys at All About Audiences

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