Acorn Types and gambling

Acorn

Acorn is a type of geo-demographic segmentation of residential neighbourhoods in the UK, which combines geography with demographics and lifestyle information. It uses a wide range of data sources, both commercial and public sector Open Data and administrative data, in order to analyse significant social factors and population behaviour. Acorn segments households and postcodes into 6 categories, 18 groups and 62 types. Each postcode in the country has been categorised as one of 62 types that give a distinctive picture of the kinds of people who live in an area, their attitudes and how they behave. The segmentation gives a detailed understanding of how people choose to interact with organisations, their relationships with service providers and their preferred communication channels. [1], [2]. Acorn shows what percentage of the UK population make up each type, group and category.

Acorn provides information on how each of the 6 categories, 18 groups and 62 types relate to various indicators. These are organised under the 16 themes listed below.
•   Community safety
•   Contact
•   Digital
•   Economy
•   Education
•   Environment
•   Family
•   Finance
•   Health
•   Housing
•   Leisure time
•   Marketing channels
•   Marketing sectors
•   Population
•   Shopping
•   Transport

Each theme is divided into between 1 and 20 subjects, and each subject may contain between 1 and 14 indicators. The majority of indicators are found in 'Digital' theme which covers the use of mobile phones, the internet and social networking, and the next largest themes are 'Financial' and 'Leisure time'. Each type, group and category is scored with an

[1] CACI Product Development Team. 2014. Acorn technical document
[2] CACI. The Acorn Household user guide. The consumer classification

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Index (where 100 is average for UK) showing how strongly the type are associated with the indicator.

<u>Gambling in Acorn</u>

An indicator of Gambling is found in the 'leisure time' theme in the subject 'interest or hobby' section. The top 3 types (those with the highest index score) for gambling are
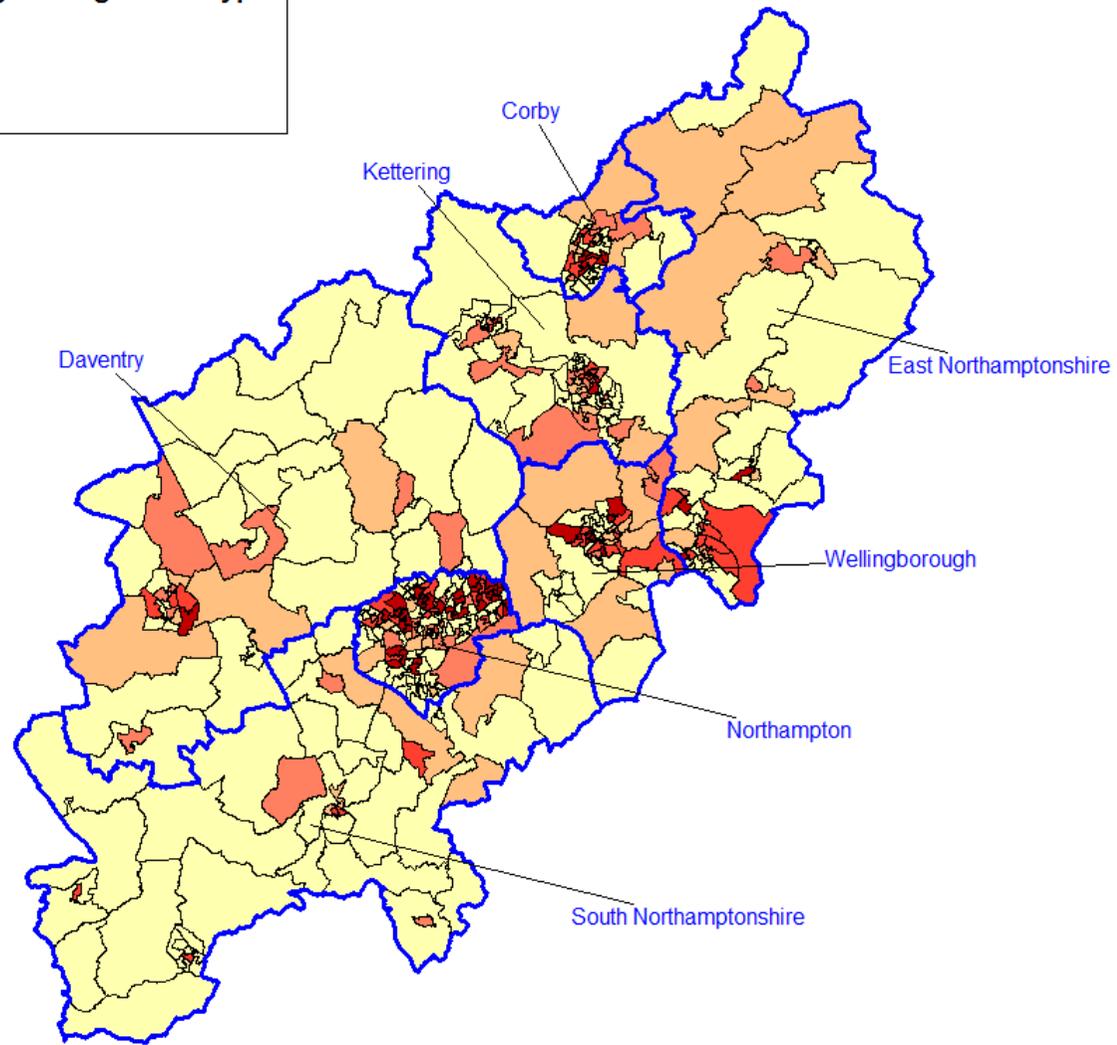
- Pensioners in social housing, semis and terraces
- Poorer families, many children, terraced housing
- Singles and young families, some receiving benefits

All three Acorn types have an Index score above 400. These types are all from the 'Financially Stretched' and 'Urban Adversity' categories. The percentage of postcodes per Lower Super Output Area (LSOA) designated as belonging to these 3 types, are mapped for Northamptonshire in figure 1.

Figure 1: Showing Lower Super Output Areas in Northamptonshire where people are most likely to gamble

Percentage of postcodes in LSOA that are in the 3 top gambling Acorn Types

- 21.0 to 91.0
- 8.0 to 20.9
- 3.1 to 7.9
- 0.2 to 3.0
- 0.0

Corby

Kettering

Daventry

East Northamptonshire

Wellingborough

Northampton

South Northamptonshire

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