

Annex 3

Acorn Type	Acorn Group	Group Description	Type Description
1 Thriving	1	Wealthy Achievers, Suburban Areas	Wealthy Suburbs, Large Detached Houses
2 Thriving	1	Wealthy Achievers, Suburban Areas	Villages with Wealthy Commuters
3 Thriving	1	Wealthy Achievers, Suburban Areas	Mature Affluent Home-Owning Areas
4 Thriving	1	Wealthy Achievers, Suburban Areas	Affluent Suburbs, Older Families
5 Thriving	1	Wealthy Achievers, Suburban Areas	Mature Well-Off Suburbs
6 Thriving	2	Affluent Greys, Rural Communities	Agricultural Villages, Home-Based Workers
7 Thriving	2	Affluent Greys, Rural Communities	Holiday Retreats, Older People, Home-Based Workers
8 Thriving	3	Prosperous Pensioners, Retirement Areas	Home-Owning Areas, Well-Off Older Residents
9 Thriving	3	Prosperous Pensioners, Retirement Areas	Private Flats, Elderly People
10 Expanding	4	Affluent Executives, Family Areas	Affluent Working Families with Mortgages
11 Expanding	4	Affluent Executives, Family Areas	Affluent Working Couples with Mortgages, New Homes
12 Expanding	4	Affluent Executives, Family Areas	Transient Workforces, Living at their Places of Work
13 Expanding	5	Well-Off Workers, Family Areas	Home-Owning Family Areas
14 Expanding	5	Well-Off Workers, Family Areas	Home-Owning Family Areas, Older Children
15 Expanding	5	Well-Off Workers, Family Areas	Families with Mortgages, Younger Children
16 Expanding	6	Affluent Urbanites, Town and City Areas	Well-Off Town and City Areas
17 Expanding	6	Affluent Urbanites, Town and City Areas	Flats and Mortgages, Singles and Young Working Couples
18 Expanding	6	Affluent Urbanites, Town and City Areas	Furnished Flats and Bedsits, Younger Single People
19 Rising	7	Prosperous Professionals, Metropolitan Areas	Apartments, Young Professional Singles and Couples
20 Rising	7	Prosperous Professionals, Metropolitan Areas	Gentrified Multiethnic Areas
21 Rising	8	Better-Off Executives, Inner City Areas	Prosperous Enclaves, Highly Qualified Executives
22 Rising	8	Better-Off Executives, Inner City Areas	Academic Centers, Students and Young Professionals
23 Rising	8	Better-Off Executives, Inner City Areas	Affluent City Centre Areas, Tenements and Flats
24 Rising	8	Better-Off Executives, Inner City Areas	Partially Gentrified Multiethnic Areas
25 Rising	8	Better-Off Executives, Inner City Areas	Converted Flats and Bedsits, Single People
26 Settling	9	Comfortable Middleagers, Mature Home-Owning Areas	Mature Established Home-Owning Areas
27 Settling	9	Comfortable Middleagers, Mature Home-Owning Areas	Rural Areas, Mixed Occupations
28 Settling	9	Comfortable Middleagers, Mature Home-Owning Areas	Established Home-Owning Areas
29 Settling	9	Comfortable Middleagers, Mature Home-Owning Areas	Home-Owning Areas, Council Tenants, Retired People

30 Settling	10 Skilled Workers, Home-Owning Areas	Established Home-Owning Areas, Skilled Workers
31 Settling	10 Skilled Workers, Home-Owning Areas	Home Owners in Older Properties, Younger Workers
32 Settling	10 Skilled Workers, Home-Owning Areas	Home-Owning Areas with Skilled Workers
33 Aspiring	11 New Home Owners, Mature Communities	Council Areas, Some New Home Owners
34 Aspiring	11 New Home Owners, Mature Communities	Mature Home Owning Areas, Skilled Workers
35 Aspiring	11 New Home Owners, Mature Communities	Low-Rise Estates, Older Workers, New Home Owners
36 Aspiring	12 White Collar Workers, Better-Off Multiethnic Areas	Home-Owning Multiethnic Areas, Young Families
37 Aspiring	12 White Collar Workers, Better-Off Multiethnic Areas	Multioccupied Town Centres, Mixed Occupations
38 Aspiring	12 White Collar Workers, Better-Off Multiethnic Areas	Multiethnic Areas, White Collar Workers
39 Striving	13 Older People, Less Prosperous Areas	Home Owners, Small Council Flats, Single Pensioners
40 Striving	13 Older People, Less Prosperous Areas	Council Areas, Older People, Health Problems
41 Striving	14 Council Estate Residents, Better-Off Homes	Better-Off Council Areas, New Home Owners
42 Striving	14 Council Estate Residents, Better-Off Homes	Council Areas, Young Families, Some New Home Owners
43 Striving	14 Council Estate Residents, Better-Off Homes	Council Areas, Young Families, Many Lone Parents
44 Striving	14 Council Estate Residents, Better-Off Homes	Multioccupied Terraces, Multiethnic Areas
45 Striving	14 Council Estate Residents, Better-Off Homes	Low-Rise Council Housing, Less Well-Off Families
46 Striving	14 Council Estate Residents, Better-Off Homes	Council Areas, Residents with Health Problems
47 Striving	15 Council Estate Residents, High Unemployment	Estates with High Unemployment
48 Striving	15 Council Estate Residents, High Unemployment	Council Flats, Elderly People, Health Problems
49 Striving	15 Council Estate Residents, High Unemployment	Council Flats, Very High Unemployment, Singles
50 Striving	16 Council Estate Residents, Greatest Hardship	Council Areas, High Unemployment, Lone Parents
51 Striving	16 Council Estate Residents, Greatest Hardship	Council Flats, Greatest Hardship, Many Lone Parents
52 Striving	17 People in Multiethnic, Low-Income Areas	Multiethnic Areas, Large Families, Overcrowding
53 Striving	17 People in Multiethnic, Low-Income Areas	Multiethnic Estates, Severe Unemployment, Lone Parents
54 Striving	17 People in Multiethnic, Low-Income Areas	Multiethnic Areas, High Unemployment, Overcrowding