

Appendix 1: ACORN Category Classification

1	Affluent Achievers
1.A	Lavish Lifestyles
1.A.1	Exclusive enclaves
1.A.2	Metropolitan money
1.A.3	Large house luxury
1.B	Executive Wealth
1.B.4	Asset rich families
1.B.5	Wealthy countryside commuters
1.B.6	Financially comfortable families
1.B.7	Affluent professionals
1.B.8	Prosperous suburban families
1.B.9	Well-off edge of towners
1.C	Mature Money
1.C.10	Better-off villagers
1.C.11	Settled suburbia, older people
1.C.12	Retired and empty nesters
1.C.13	Upmarket downsizers
2	Rising Prosperity
2.D	City Sophisticates
2.D.14	Townhouse cosmopolitans
2.D.15	Younger professionals in smaller flats
2.D.16	Metropolitan professionals
2.D.17	Socialising young renters
2.E	Career Climbers
2.E.18	Career driven young families
2.E.19	First time buyers in small, modern homes
2.E.20	Mixed metropolitan areas
3	Comfortable Communities
3.F	Countryside Communities
3.F.21	Farms and cottages
3.F.22	Larger families in rural areas
3.F.23	Owner occupiers in small towns and villages
3.G	Successful Suburbs
3.G.24	Comfortably-off families in modern housing
3.G.25	Larger family homes, multi-ethnic areas
3.G.26	Semi-professional families, owner occupied neighbourhoods
3.H	Steady Neighbourhoods
3.H.27	Suburban semis, conventional attitudes
3.H.28	Owner occupied terraces, average income
3.H.29	Established suburbs, older families
3.I	Comfortable Seniors
3.I.30	Older people, neat and tidy neighbourhoods
3.I.31	Elderly singles in purpose-built accommodation
3.J	Starting Out
3.J.32	Educated families in terraces, young children
3.J.33	Smaller houses and starter homes
4	Financially Stretched
4.K	Student Life
4.K.34	Student flats and halls of residence
4.K.35	Term-time terraces
4.K.36	Educated young people in flats and tenements
4.L	Modest Means
4.L.37	Low cost flats in suburban areas
4.L.38	Semi-skilled workers in traditional neighbourhoods
4.L.39	Fading owner occupied terraces
4.L.40	High occupancy terraces, many Asian families
4.M	Striving Families
4.M.41	Labouring semi-rural estates
4.M.42	Struggling young families in post-war terraces
4.M.43	Families in right-to-buy estates
4.M.44	Post-war estates, limited means
4.N	Poorer Pensioners
4.N.45	Pensioners in social housing, semis and terraces
4.N.46	Elderly people in social rented flats
4.N.47	Low income older people in smaller semis
4.N.48	Pensioners and singles in social rented flats
5	Urban Adversity
5.O	Young Hardship
5.O.49	Young families in low cost private flats
5.O.50	Struggling younger people in mixed tenure
5.O.51	Young people in small, low cost terraces
5.P	Struggling Estates
5.P.52	Poorer families, many children, terraced housing
5.P.53	Low income terraces
5.P.54	Multi-ethnic, purpose-built estates
5.P.55	Deprived and ethnically diverse in flats
5.P.56	Low income large families in social rented semis
5.Q	Difficult Circumstances
5.Q.57	Social rented flats, families and single parents
5.Q.58	Singles and young families, some receiving benefits
5.Q.59	Deprived areas and high-rise flats