

Acorn Classifications

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