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| **ACORN category** | **ACORN group** |
| **A – Thriving**  1  2  3 | Wealthy achievers, suburban areas  Affluent greys, rural communities  Prosperous pensioners, retirement areas |
| **B – Expanding**  4  5 | Affluent executives, family areas  Well-off workers, family areas |
| **C- Rising**  6  7  8 | Affluent urbanites, town and city areas  Prosperous professionals, metropolitan areas  Better-off executives, inner-city areas |
| **D – Settling**  9  10 | Comfortable, middle-agers, mature homeowning areas  Skilled workers, homeowning areas |
| **E – Aspiring**  11  12 | New homeowners, mature communities  White-collar workers, better-off multiethnic areas |
| **F – Striving**  13  14  15  16  17 | Older people, less prosperous areas  Council estate residents, better-off homes  Council estate residents, high unemployment  Council estate residents, greatest hardship  People in multiethnic, low income areas |