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| **ACORN category** | **ACORN group** |
| **A – Thriving**123 | Wealthy achievers, suburban areasAffluent greys, rural communitiesProsperous pensioners, retirement areas |
| **B – Expanding**45 | Affluent executives, family areasWell-off workers, family areas |
| **C- Rising**678 | Affluent urbanites, town and city areasProsperous professionals, metropolitan areasBetter-off executives, inner-city areas |
| **D – Settling**910 | Comfortable, middle-agers, mature homeowning areasSkilled workers, homeowning areas |
| **E – Aspiring**1112 | New homeowners, mature communitiesWhite-collar workers, better-off multiethnic areas |
| **F – Striving**1314151617 | Older people, less prosperous areasCouncil estate residents, better-off homesCouncil estate residents, high unemploymentCouncil estate residents, greatest hardshipPeople in multiethnic, low income areas |