

The acorn structure

6 categories. 18 groups. 62 types.

1 AFFLUENT ACHIEVERS	Types
A Lavish Lifestyles	1 Exclusive enclaves 2 Metropolitan money 3 Large house luxury
B Executive Wealth	4 Asset rich families 5 Wealthy countryside commuters 6 Financially comfortable families 7 Affluent professionals 8 Prosperous suburban families 9 Well-off edge of towners
C Mature Money	10 Better-off villagers 11 Settled suburbia, older people 12 Retired and empty nesters 13 Upmarket downsizers
2 RISING PROSPERITY	Types
D City Sophisticates	14 Townhouse cosmopolitans 15 Younger professionals in smaller flats 16 Metropolitan professionals 17 Socialising young renters
E Career Climbers	18 Career driven young families 19 First time buyers in small, modern homes 20 Mixed metropolitan areas
3 COMFORTABLE COMMUNITIES	Types
F Countryside Communities	21 Farms and cottages 22 Larger families in rural areas 23 Owner occupiers in small towns and villages
G Successful Suburbs	24 Comfortably-off families in modern housing 25 Larger family homes, multi-ethnic areas 26 Semi-professional families, owner occupied neighbourhoods
H Steady Neighbourhoods	27 Suburban semis, conventional attitudes 28 Owner occupied terraces, average income 29 Established suburbs, older families
I Comfortable Seniors	30 Older people, neat and tidy neighbourhoods 31 Elderly singles in purpose-built accommodation
J Starting Out	32 Educated families in terraces, young children 33 Smaller houses and starter homes
4 FINANCIALLY STRETCHED	Types
K Student Life	34 Student flats and halls of residence 35 Term-time terraces 36 Educated young people in flats and tenements
L Modest Means	37 Low cost flats in suburban areas 38 Semi-skilled workers in traditional neighbourhoods 39 Fading owner occupied terraces 40 High occupancy terraces, many Asian families
M Striving Families	41 Labouring semi-rural estates 42 Struggling young families in post-war terraces 43 Families in right-to-buy estates 44 Post-war estates, limited means
N Poorer Pensioners	45 Pensioners in social housing, semis and terraces 46 Elderly people in social rented flats 47 Low income older people in smaller semis 48 Pensioners and singles in social rented flats
5 URBAN ADVERSITY	Types
O Young Hardship	49 Young families in low cost private flats 50 Struggling younger people in mixed tenure 51 Young people in small, low cost terraces
P Struggling Estates	52 Poorer families, many children, terraced housing 53 Low income terraces 54 Multi-ethnic, purpose-built estates 55 Deprived and ethnically diverse in flats 56 Low income large families in social rented semis
Q Difficult Circumstances	57 Social rented flats, families and single parents 58 Singles and young families, some receiving benefits 59 Deprived areas and high-rise flats
6 NOT PRIVATE HOUSEHOLDS	Types
	60 Active communal population 61 Inactive communal population 62 Without resident population