

Wellbeing Acorn is a powerful consumer classification tool that segments the UK population by analysing demographics, social, health and wellbeing characteristics. Wellbeing Acorn provides an understanding of different types of people at a postcode level.

## FEATURES

Wellbeing Acorn categorises every postcode in the UK to make it easier to understand demographic, lifestyle and behavioural characteristics which influence the health and wellbeing needs of neighbourhoods.

Wellbeing Acorn segments the population into:

4

Groups

25

Types

## WHY WELLBEING ACORN?

- A one of a kind health and wellbeing segmentation
- Over 1.1 billion data items from newly available sources to enhance standard inputs
- Over 2,500 different subjects are used to optimise Wellbeing Acorn
- Fully rebuilt and updated every year
- Built by a dedicated team of statisticians with over 100 years' experience in developing segmentations
- GDPR Compliant

## APPLICATIONS

- Gain insight into customers and residents
- Deliver intelligence on local populations
- Improve proposition and service delivery
- Target health improvement strategies more effectively
- Access local demand for health products and services
- Provide knowledge to support planning and prioritising resource
- Benchmark residents and customers against the underlying population

## KNOWLEDGE



Health and wellbeing characteristics



Age & gender



Income and affluence



Housing



Social capital



Transport



Financial situation



Channel and marketing preferences



Digital engagement