Wellbeing acorn

Wellbeing Acorn is a powerful geodemographic classification that segments the UK population by analysing demographics, social, health and wellbeing characteristics at postcode level.

Wellbeing Acorn describes consumers' attributes across medical conditions, physical wellbeing, mental wellbeing and health participation. It enables the identification of the needs of local communities and the ability to target and deliver health improvement activities and resources for at-risk and vulnerable community groups.

With its wide range of public and private data sources, Wellbeing Acorn is a comprehensive segmentation for an increased understanding of consumers' requirements in public health, private health, pharmaceuticals and financial services sectors.

Wellbeing Acorn segments the population into:

5	25
Groups	Types

Note: In addition to these 5 Groups and 25 Types, Wellbeing Acorn has an ancillary Group, which is compatible with Acorn and contains 4 Types to classify non-private households.

Applications

- Deliver insights on the wellbeing and behaviours of the local population

- Review and improve service provision and delivery

- Prevention and early intervention on potential health issues

- Find effective ways to address health inequalities

- Benchmark your audience against the underlying population

Why use Wellbeing Acorn?

- Unique segmentation proposition focused on health & wellbeing

- Improved understanding of the health needs of local communities

- Ability to target health and wellbeing improvement strategies

- Updated annually with the most up-to-date data sources

Knowledge

Health & wellbeing characteristics

Lifestyle risk behaviours

Exercise, activity and diet

Demographics

Social capital

Transport

Financial situation

Digital engagement

Channel & marketing preferences

CACI