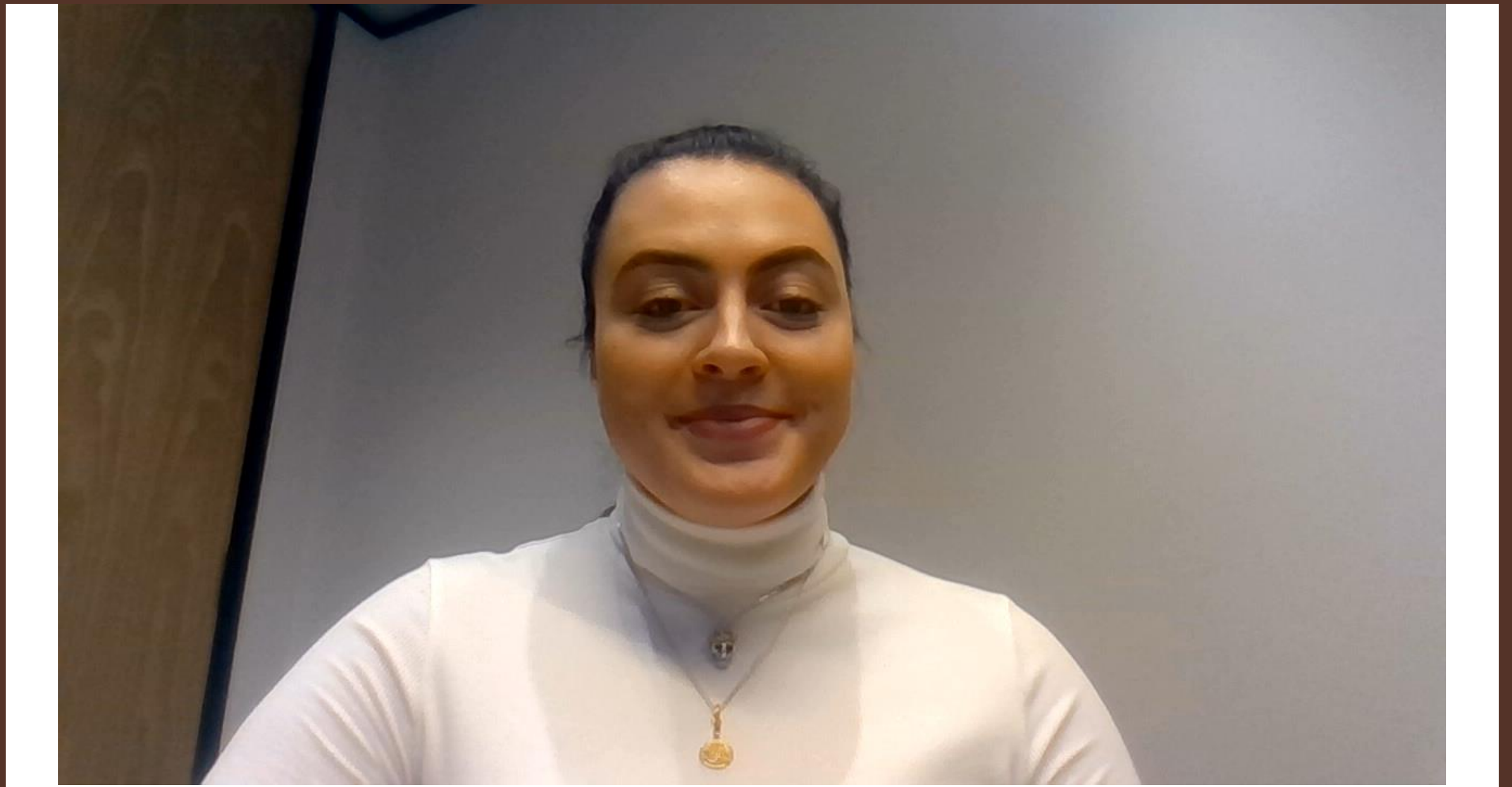




VISAV and Acorn Data Partnership

Rhiannon Blackmore – Emergency Services Lead
Stewart Eldridge – Head of Public Sector





WHAT IS ACORN POSTCODE,
HOUSEHOLD AND HEALTH &
WELLBEING DATA?

ACORN USES OVER 800 VARIABLES TO DESCRIBE YOUR RESIDENTS...



**INCOME &
AFFLUENCE**



**PREFERRED
SUPERMARKET**



**INTERESTS &
HOBBIES**



**AGE
BRACKETS**



**HOUSE
VALUE**



**DIGITAL ENGAGEMENT
& SOCIAL MEDIA**

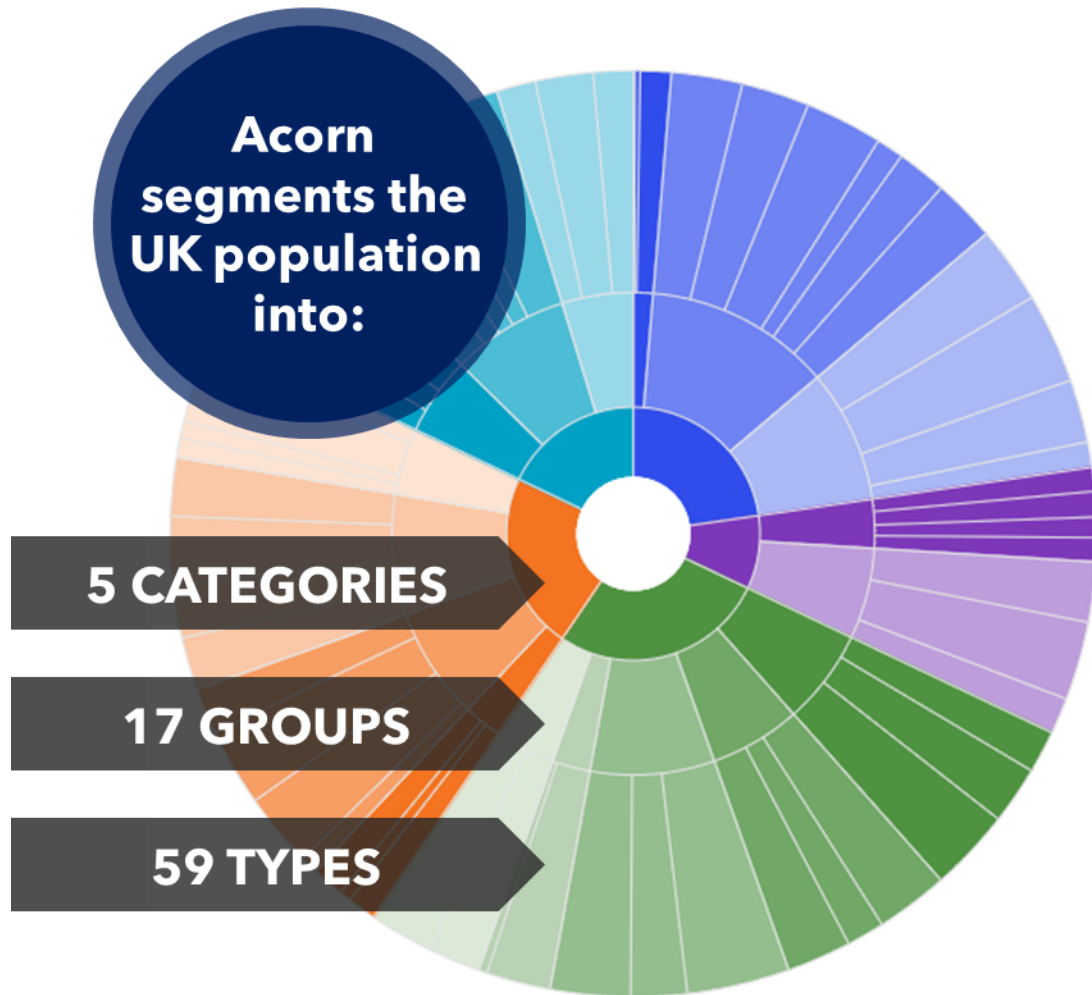


**EDUCATION &
OCCUPATION**



**FINANCIAL
ATTITUDES**

PROVIDING AN UNDERSTANDING OF THE TYPES OF PEOPLE & PLACES



Category	Group		Type
1. Affluent Achievers	A	Lavish Lifestyles	1-3
	B	Executive Wealth	4-9
	C	Mature Money	10-13
2. Rising Prosperity	D	City Sophisticates	14-17
	E	Career Climbers	18-20
3. Comfortable Communities	F	Countryside Communities	21-23
	G	Successful Suburbs	24-26
	H	Steady Neighbourhoods	27-29
	I	Comfortable Seniors	30-31
	J	Starting Out	32-33
4. Financially Stretched	K	Student Life	34-36
	L	Modest Means	37-40
	M	Striving Families	41-44
	N	Poorer Pensioners	45-48
5. Urban Adversity	O	Young Hardship	49-51
	P	Struggling Estates	52-56
	Q	Difficult Circumstances	57-59

5


0

Young Hardship

3.5M
UK Population5.1%
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

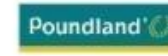
Age range 25-34	Children at home 1	
House tenure Privately renting	Family structure Single parent	
Number of beds 2	House type Terraced	

FINANCIAL PROFILE

Household income UK £30k Average: £40k	London £34k Average: £44k	% Disposable income UK 39% Average: 44%	London 28% Average: 39%	Financial situation  Running into debt	Saving a lot
--	--	---	--------------------------------------	--	--------------

BRANDS

SHOPPING



LEISURE



WEBSITES



DIGITAL

BEHAVIOURS & ATTITUDES

Manage current account online

**55%**

UK average: 55%

Shopping online makes my life easier

**56%**

UK average: 57%

I couldn't live without the internet on my mobile

**42%**

UK average: 38%

KEY INTERNET USAGE

This group are more likely to **research credit cards** onlineThis group are more likely to **take out a credit card** online

TECHNOLOGY USAGE

This group are more likely to **watch TV on demand on a laptop**

1

B

Executive Wealth

8.3M

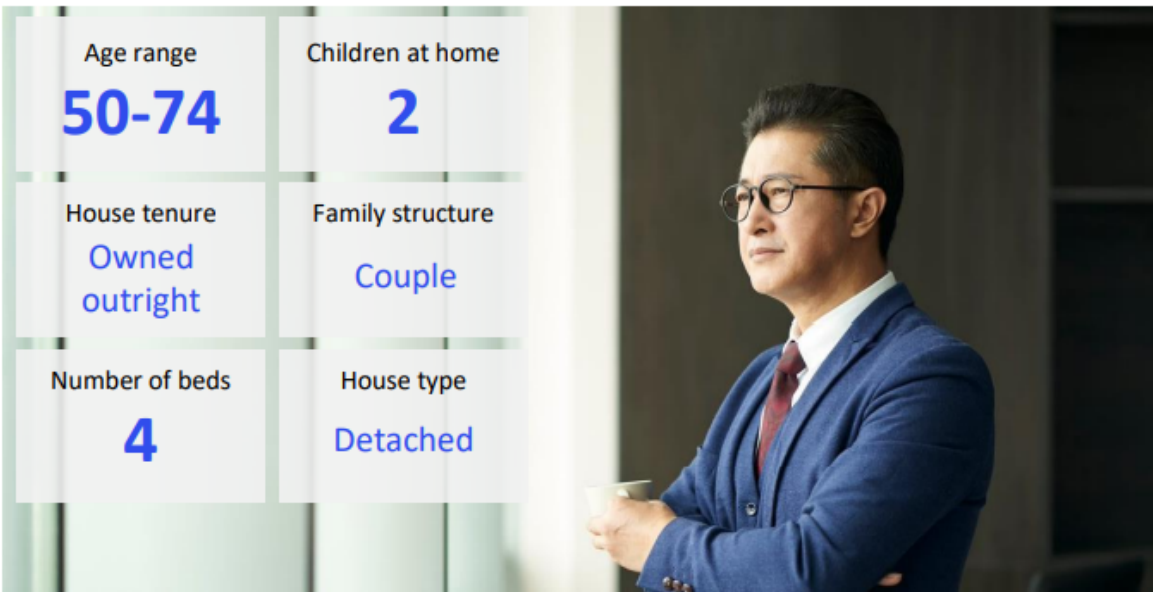
UK Population

12.4%

of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS

SHOPPING

L'OCCITANE
EN PROVENCETHE WHITE COMPANY
LONDONJOHN
LEWIS
PARTNER

NESPRESSO

LEISURE

David Lloyd
CLUBS

★ PRET A MANGER ★

WHOLE
FOODS
MARKET

wahaca

WEBSITES

BBC
SPORT

rightmove

M&S
EST. 1884

MoneySavingExpert.com

DIGITAL

BEHAVIOURS & ATTITUDES

Manage current
account online**67%**

UK average: 55%

Shopping online makes
my life easier**62%**

UK average: 57%

I couldn't live without the
internet on my mobile**35%**

UK average: 38%

KEY INTERNET USAGE

This group are more likely to
browse for hotels
onlineThis group are more
likely to **purchase**
holidays online

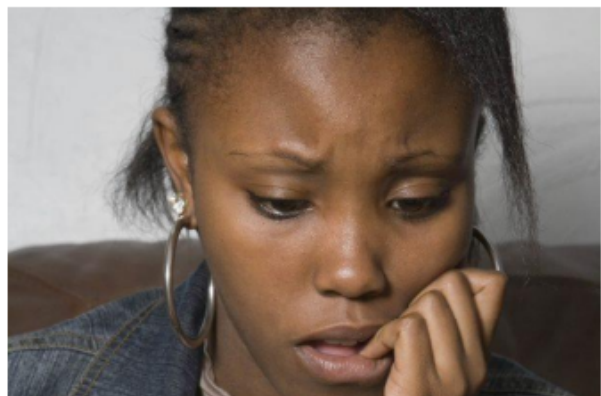
TECHNOLOGY USAGE

This group are more likely
to **own an iPhone**

Despondent Diversity

Multiple unhealthy behaviours, as a result of their lifestyles, could put their health at risk in the future.

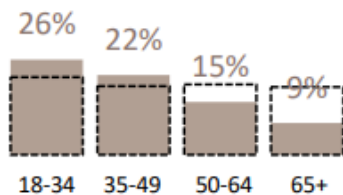
1.7%
of UK



- these are relatively young neighbourhoods with many single parents and children
- this is the most ethnically diverse type across the Wellbeing Acorn segmentation
- there are fewer medical issues within this type but anxiety and depression are more common

Demographics

Age profile



Household income



Children in the home



House tenure



On Income Support, Job Seekers Allowance or Universal Credit



Community and Isolation

Member of a residents' group



Agree that they talk regularly to neighbours



Proportion who are satisfied with their life



Digital Connectivity

Internet usage



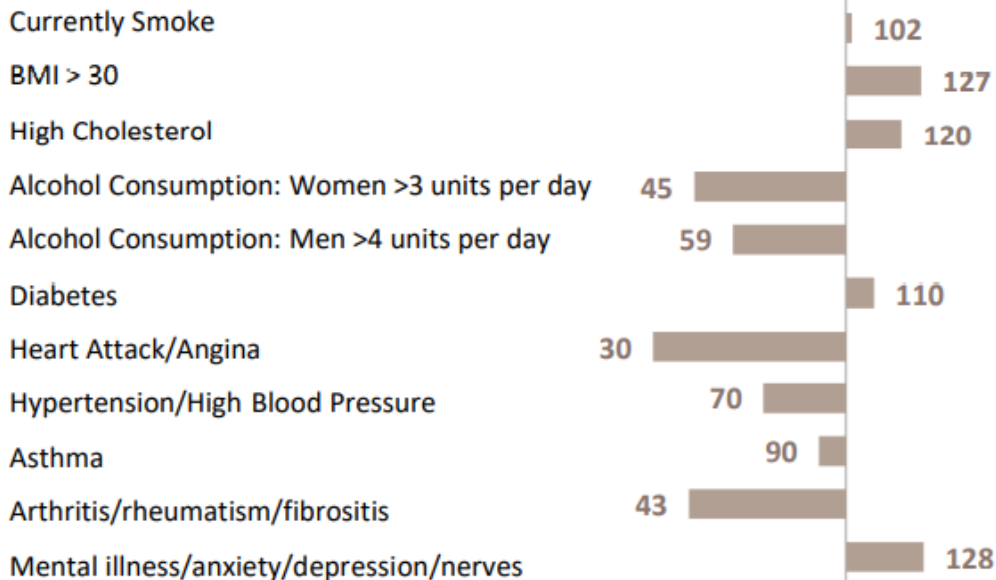
Has a smartphone



Regular social media user



Health Indicators



UK average = index 100

Everything in Moderation

These are areas where the health and wellbeing of residents are generally good, but some behaviours create health risks.

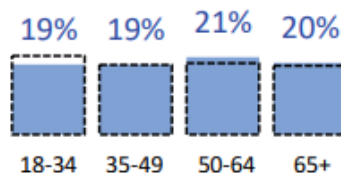
7.0%
of UK



- family oriented areas with low rates of isolation and loneliness
- their health is generally good with very few medical problems requiring treatment
- levels of obesity are average even though their diet could be improved

Demographics

Age profile



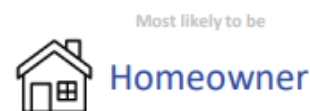
Household income



Children in the home



House tenure



On Income Support, Job Seekers Allowance or Universal Credit



Community and Isolation

Member of a residents' group



Agree that they talk regularly to neighbours



Proportion who are satisfied with their life



Digital Connectivity

Internet usage



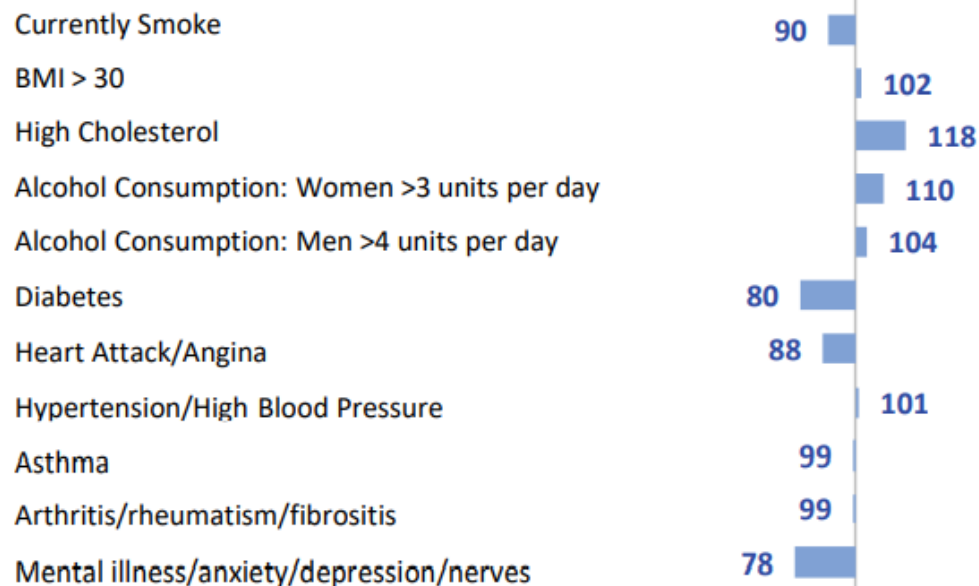
Has a smartphone



Regular social media user




Health Indicators





WHAT IS OUR
AFFILIATION WITH VISAV
AND HOW DOES THE
PARTNERSHIP WORK?





HOW DOES
ACORN AND VISAV
HELP MODERN
DAY POLICING?



CACI segmentation provides an evidence-led approach, supporting:

1

**Communication
and engagement
with residents**

2

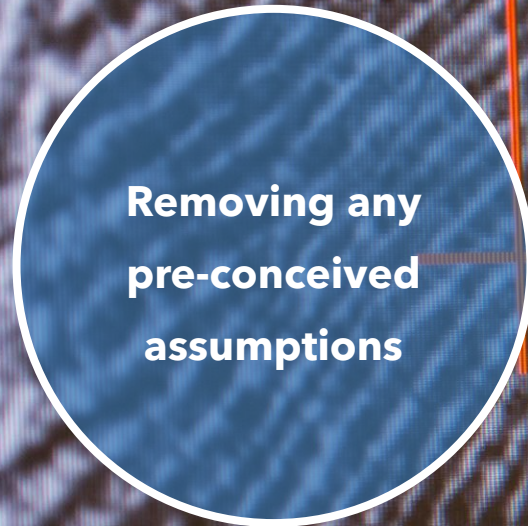
**Allocating
resources to
the right
areas**

3

**Encouraging
behaviour
change
within
communities**



Building on what you know about your communities





Acorn Datasets Resources:
<https://www.linkedin.com/smart-links/AQGkSePzoVFCKw>

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