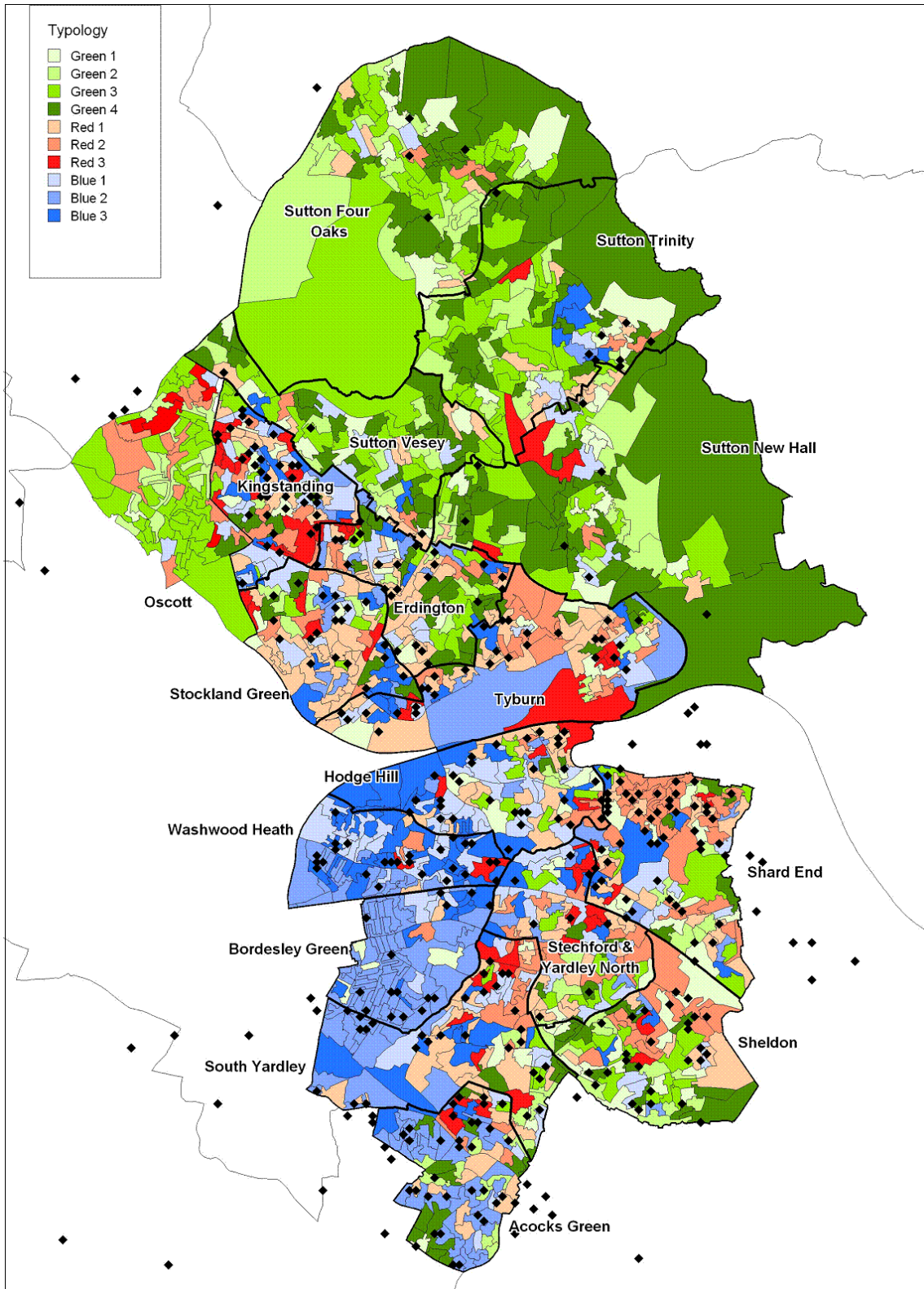


## Typologies map



## Segmentation tool: Typologies

### Blue 1

Young people and families, including white and Pakistani. Some live in old Victorian terraces, others in 60's high rise blocks. Many rely on benefits. Youth crime is significant, with street gangs and drug and alcohol abusers. Although rates of alcohol-related liver disease are currently low, this may disguise future problems. Various other health problems persist, from poor mental health to heart disease. Diabetes is common, though sufferers manage it relatively well. Child obesity is an issue, as is high usage of A&E. There are a disproportionate number of complications in pregnancy.

### Blue 2

A mix of races and religions, with Pakistan the most common background. Racial tension has been known in the past. There are many young families but unemployment is high, and those who do have jobs work in the low paid unskilled sector. Overall their current health is relatively good, with few suffering from diabetes, cardiovascular disease, alcohol-related liver disease or cancer, including lung cancer. They are less likely than average to use A&E, but they do miss appointments quite frequently. The rate of infant death is high, despite low levels of admissions for complications in pregnancy and birth. Not many children suffer from obesity.

### Blue 3

Tight family units in Edwardian, Victorian or 30's terraces. Many are Muslims living close to the mosque. There is a strong ethic of education and work, plus a tendency to stay in or near the area as prosperity increases. The rate of infant deaths is high in this group, with above average complications during pregnancy and birth. A relatively high number of children are obese, though they do tend to have the MMR jab. Diabetes is also relatively common, but cancer and alcohol-related liver disease are not, and fewer than average go to A&E.

### Red 1

Highly educated students and care professionals, as well as the socially excluded living on benefits. Many are single parent families. Despite significant deprivation in this mainly young group, their health is about average for the BEN area, though problems may arise later in life. Mental health appears to be an issue for some. Infant deaths are below average but abortions are common. A number in this group are transient and the students may use health services in other parts of the city.

### Red 2

An ageing population, including retirees and factory workers in their 50's, 60's and 70's, some of Irish background. They're set in their ways and like drinking and smoking. Without going out much or straying too far from familiar areas, they socialise mainly in their "care homes" or local pubs and working men's clubs. This is probably the least healthy of all the groups. Admissions are higher than average for cancer (especially lung cancer), obesity, alcohol-related liver disease, heart disease, cardiovascular disease, COPD, stroke and mental health problems. As a result, the death rate is unusually high (especially for cardiovascular disease). Members of this group are more likely to visit A&E, need emergency admissions and have excess bed days. Readmissions are also frequent and many repeatedly go to hospital for conditions that could be dealt with beforehand elsewhere, by a

GP for example. There are a number of teenage mums here, while the MMR jab is less popular than average. However, infant deaths are uncommon and relatively few children are obese.

### **Red 3**

Mainly white, living on benefits or working in low paid unskilled jobs. Unhealthy lifestyles involve cigarettes, takeaways and alcohol. Many in this group suffer from ill health, such as obesity, COPD, diabetes and complications during pregnancy and birth. Death rates are especially high for cancer and cardiovascular disease, while A&E attendance and excess bed days are also above average. Teenage mums and abortions are both common in this group. There aren't many infant deaths.

### **Green 1**

A mix of older, successful professionals, plus others who are less well off. Those with money like to enjoy the fruits of their labour through big houses, golf and exotic holidays. Some are starting to suffer from ill health as time moves on. Many have diabetes and don't always manage it well. Stroke can affect some people, but lung cancer and mental health problems less so. In fact, many in this group live longer than average, with cardiovascular disease an especially low cause of death. Few of their children have emergency admissions.

### **Green 2**

Middle aged, in high or middle management. They're better off than many and enjoy what they can afford. This means socialising quite a lot and enjoying a glass of wine or two. They still have ambitions in life and are conscious of what others have and don't have. This group is healthier than average, though some may face problems in the future. Rates of lung cancer, obesity, alcohol-related liver disease, diabetes, stroke, COPD and mental health problems are all below average. Few die from cancer or cardiovascular disease. They are also less likely to need emergency or repeated visits to hospital or to readmit or have excess bed days. Many of their children have the MMR jab, but some are also obese. Infant deaths, abortions and children's emergency admissions don't often happen.

### **Green 3**

Better off than average and content with their lot. Living in semi-detached "between the wars" housing, they may enjoy an occasional meal out at a local Harvester or curry house. They like nothing in excess, are set in their ways and have healthier lifestyles than average. Mental health problems, obesity, alcohol-related liver disease, diabetes, heart disease and COPD do not affect them widely and death rates are below average, in particular for cardiovascular disease. However, a number suffer from cancer. Most attend their appointments and fewer than average are admitted to hospital for emergencies (both children and adults). Many of the children are obese, unlike their parents, but infant deaths, abortions and teenage mums are all quite rare.

### **Green 4**

Rural or semi-rural communities, though very close to the city. Often in green wellies and wax jackets, they are concerned about the environment and recycle, but won't give up their 4x4s. Overall, they are no more prosperous than average for BEN but are better off in terms of health. Cancer and cardiovascular disease do not cause many deaths. Likewise, rates are low for obesity, mental health problems and alcohol-related liver disease. Few in this group are "high impact users".

Neither do they need emergency visits to hospital, or readmit or fail to show up for appointments. In addition, while parents are less likely to insist on MMR jabs, not many of their children are obese or need emergency admissions. Infant deaths seldom occur and there are few teenage mums.