WELLBEING ACORN PROFILE REPORT

▶ wellbeing
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WHAT IS WELLBEING ACORN?

Wellbeing Acorn is a geodemographic segmentation of the UK's population designed specifically for health and wellbeing issues.

Wellbeing Acorn segments the population into 4 groups (Health Challenges; At Risk; Caution; Healthy) and 25 types describing the health and wellbeing attributes of each postcode across the country. By analysing significant social and health related behaviour, it provides precise information and an in depth understanding of upstream issues affected by current lifestyle traits.

It delivers an improved perception of local community needs and delivers an ability to target health and wellbeing strategies.
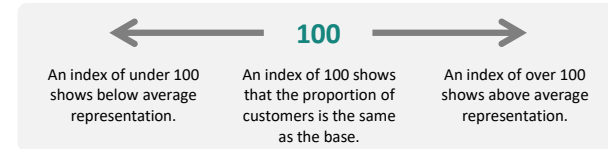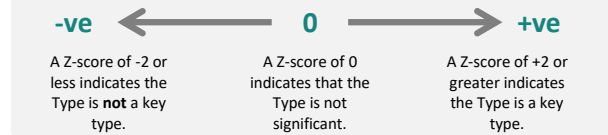
Click here for more...

INTERPRETING THE REPORT

The Wellbeing Acorn profile report helps you understand the underlying demographics, lifestyle and health attributes of your customers and service users by comparing their Wellbeing Acorn profile to a base (e.g. UK population, area or other customer groups).

INDEX

100

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

Z-SCORE

-ve   **0**   **+ve**

A Z-score of -2 or less indicates the Type is **not** a key type.

A Z-score of 0 indicates that the Type is not significant.

A Z-score of +2 or greater indicates the Type is a key type.

ADDITIONAL INFORMATION

Click on the documents below for more information on Wellbeing Acorn.

User Guide

Online Microsite

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WELLBEING ACORN - WHAT IS IT?

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Wellbeing Acorn segments the population into 4 groups (Health Challenges; At Risk; Caution; Healthy) and 25 types describing the health and wellbeing attributes of each postcode across the country. By analysing significant social and health related behaviour, it provides precise information and an in depth understanding of upstream issues affected by current lifestyle traits.

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This Wellbeing Acorn profile provides a detailed understanding of the people who interact with your organisation. It helps you learn about their health and wellbeing needs. This knowledge gives you the opportunity to target resources and strategies to improve service delivery.

The User Guide (available to download from the products section at http://www.caci.co.uk) describes each Wellbeing Acorn type across a wide range of demographic, behavioural, health and lifestyle attributes. The descriptions of each group and type provides an overview of the wider range of topics for which information is available (see Wellbeing Acorn Knowledge for full database).

Wellbeing Acorn draws on a wide range of data source, both commercial and public sector, including the Health Survey for England.

WELLBEING ACORN - STRUCTURE

1	Group 1 Health Challenges	1	Limited Living
		2	Poorly Pensioners
		3	Hardship Heartlands
		4	Elderly Ailments
		5	Countryside Complacency

2	Group 2 At Risk	6	Dangerous Dependencies
		7	Struggling Smokers
		8	Despondent Diversity
		9	Everyday Excesses
		10	Respiratory Risks
		11	Anxious Adversity
		12	Perilous Futures
		13	Regular Revellers

3	Group 3 Caution	14	Rooted Routines
		15	Borderline Behaviours
		16	Countryside Concerns
		17	Everthing in Moderation
		18	Cultural Concerns

4	Group 4 Healthy	19	Relishing Retirement
		20	Perky Pensioners
		21	Sensible Seniors
		22	Gym & Juices
		23	Happy Families
		24	Five-A-Day Greys
		25	Healthy, Wealthy & Wine

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WELLBEING ACORN PROFILE OVERVIEW

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Profile: Oxmoor Project Profile
Huntingdonshire profile

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2.0%
Index: 99
Coronary Heart Disease

12.6%
Index: 114
Asthma

2.5%
Index: 130
Chronic Bronchitis

1.1%
Index: 144
Emphysema

16.3%
Index: 101
Cholesterol (taking medication for)

OTHER

18.5%
Index: 99
High Blood Pressure

2.2%
Index: 114
Stroke

31.4%
Index: 115
Obese (BMI>30)

6.4%
Index: 115
Diabetes

2.0%
Index: 113
Any Liver Condition

KEY INSIGHTS

• Issues such as emphysema are about 44% above the base average.

• Incidents of obesity are 15% more likely in this profile than in the base.

• Approximately 23% consider themselves to have poor general health. This is 35% above the base.

• About 48% more than the base will have felt downhearted and depressed in the past 4 weeks.

WELLBEING

9.4%
Index: 129
Clinical Depression

9.0%
Index: 148
Felt downhearted/ depressed in past 4 weeks

23.1%
Index: 135
Poor general health

14.8%
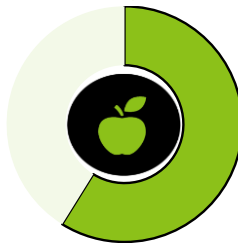Index: 115
Does not enjoy general happiness

10.6%
Index: 131
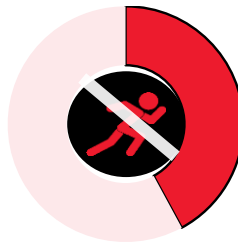**Does not feel a sense of self worth**

BEHAVIOURS

Eats Fruit >3 Days Per Week

58.9%
Index: 86

NEVER Does Moderate Intensity Sports

42.1%
Index: 122

Current Cigarette Smoker
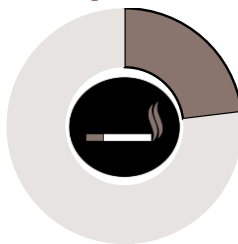
23.1%
Index: 149

> 5 Alcoholic Drinks Per Day
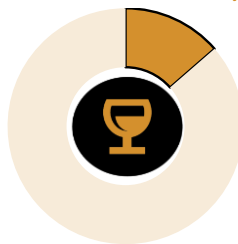
13.6%
Index: 100

KEY INSIGHTS

• About 23% are likely to be current cigarette smokers. This is 49% above the base average.

• Circa 7% smoke 20+ cigarettes per day, which is 94% above the base.

• 10% are likely to say they never eat fruit and 42% never do moderate intensity sports, which are 67% above and 22% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 19%, 36% above the base average, with white bread being eaten by about 36%, which is 26% above.

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WELLBEING ACORN PROFILE OVERVIEW

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Profile:
Oxmoor Project Profile
Huntingdonshire profile

ENGAGEMENT

RESPONSE BY CHANNEL

Leaflet
7.1%
Index: 110

Email
2.9%
Index: 56

Text Message
1.1%
Index: 116

Mail - To "Householder"
1.2%
Index: 90

Mail - To Named Person
2.5%
Index: 59

Telephone
1.2%
Index: 113

KEY INSIGHTS

• Approximately 7% of this profile are likely to respond to leaflets.

• The proportion of people in this profile who regularly use social media is approximately 6% less than the base average.
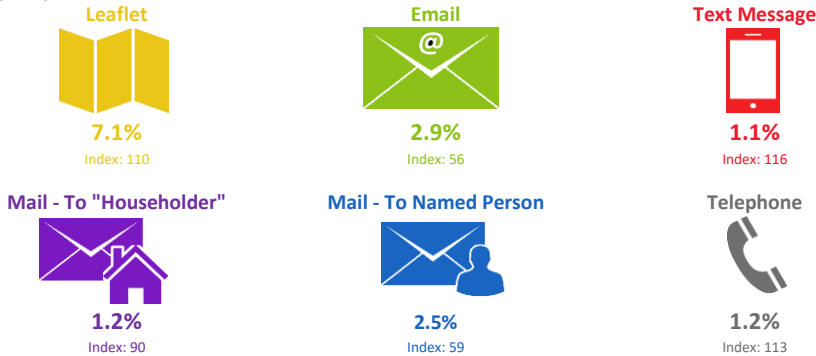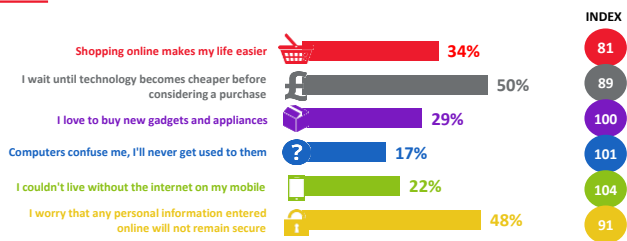
• Those that use the internet less than once a month are around 1% over-represented when compared to the base. Whereas those that use it daily is 13% under the base average
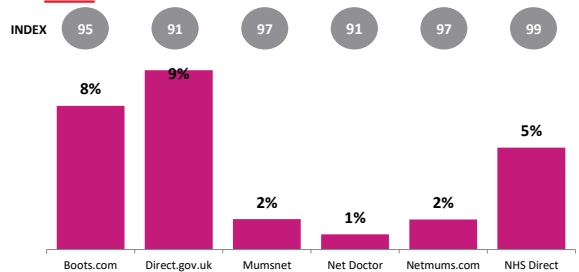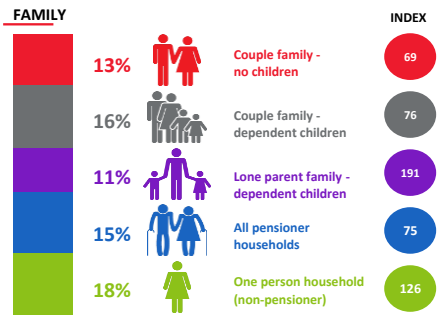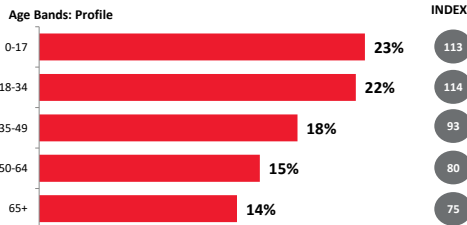
SOCIAL MEDIA BRAND INTERACTION

13.0%
Index: 103
Press the "Like" button on a product/brand

9.5%
Index: 99
Interact with a brand (e.g. like, comment or tweet)

12.7%
Index: 98
Visit the profile/fan page of a product/brand

9.0%
Index: 101
Follow a link to a brand posted by an advertiser

DIGITAL ATTITUDES

	%	INDEX
Shopping online makes my life easier	34%	81
I wait until technology becomes cheaper before considering a purchase	50%	89
I love to buy new gadgets and appliances	29%	100
Computers confuse me, I'll never get used to them	17%	101
I couldn't live without the internet on my mobile	22%	104
I worry that any personal information entered online will not remain secure	48%	91

WEB SITES REGULARLY VISITED

	Boots.com	Direct.gov.uk	Mumsnet	Net Doctor	Netmums.com	NHS Direct
INDEX	95	91	97	91	97	99
%	8%	9%	2%	1%	2%	5%

DEMOGRAPHICS

AGE

	Profile	Base
Average Age	34.8	40.3

Age Bands: Profile

Band	%	INDEX
0-17	23%	113
18-34	22%	114
35-49	18%	93
50-64	15%	80
65+	14%	75

FAMILY

	%		INDEX
Couple family - no children	13%		69
Couple family - dependent children	16%		76
Lone parent family - dependent children	11%		191
All pensioner households	15%		75
One person household (non-pensioner)	18%		126

KEY INSIGHTS

• The average age of the population in the profiled households is younger when compared to the base.

• 48.4% of the profile are likely to be living in households with an income of less than £20,000.

• Households containing lone parent families with dependent children occur more in this profile than in the base.

CHILDREN AT HOME

8%
14%
16%
62%

- 0 (Index: 86)
- 1 (Index: 114)
- 2 (Index: 103)
- 3+ (Index: 146)

AGES OF CHILDREN AT HOME

21%
23%
26%
30%

- 0-4 (Index: 137)
- 5-10 (Index: 124)
- 10-15 (Index: 113)
- 16+ (Index: 107)

INCOME

4% 2% 1%
13%
32%
48%

- <£20k (Index: 153)
- £20k-£40k (Index: 100)
- £40k-£60k (Index: 64)
- £60k-£80k (Index: 40)
- £80k-£100k (Index: 28)
- £100k+ (Index: 15)

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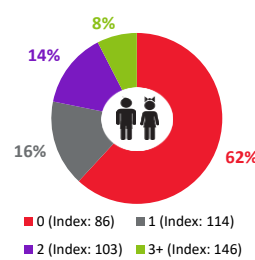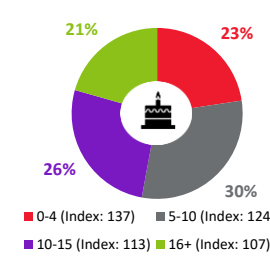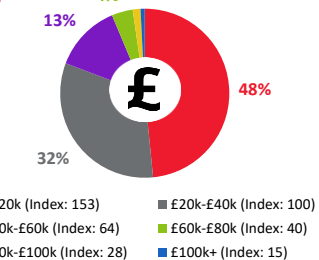
WELLBEING ACORN CUSTOMER VIEW CHART

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acorn

Profile:
| Oxmoor Project Profile |
| Huntingdonshire profile |

The Customer View Chart shows the different levels of engagement each Wellbeing Acorn type has with your organisation.
The chart shows the position of each Wellbeing Acorn type according to the volume of customers 'Market Share' and the index against the base's 'Market Potential'.

☐ Show Definitions

	Index
1.1 Limited Living	177
1.2 Poorly Pensioners	261
1.3 Hardship Heartlands	617
1.4 Elderly Ailments	23
1.5 Countryside Complacency	19
2.6 Dangerous Dependencies	414
2.7 Struggling Smokers	1727
2.8 Despondent Diversity	0
2.9 Everyday Excesses	137
2.10 Respiratory Risks	674
2.11 Anxious Adversity	725
2.12 Perilous Futures	283
2.13 Regular Revellers	39
3.14 Rooted Routines	176
3.15 Borderline Behaviours	12
3.16 Countryside Concerns	17
3.17 Everything in Moderation	45
3.18 Cultural Concerns	0
4.19 Relishing Retirement	0
4.20 Perky Pensioners	0
4.21 Sensible Seniors	28
4.22 Gym & Juices	0
4.23 Happy Families	12
4.24 Five-a-day Greys	0
4.25 Healthy, Wealthy & Wine	10

Niche — Core — Low Priority — Opportunity

Index (y-axis: 0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200)
Customer Volume (x-axis: 0.0%, 1.0%, 2.0%, 3.0%, 4.0%, 5.0%, 6.0%, 7.0%, 8.0%, 9.0%, 10.0%)

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WELLBEING ACORN PROFILE FEATURES

Profile:
Oxmoor Project Profile
Huntingdonshire profile

1. Click in the top red box and select your **theme**
2. Click in the bottom red box and select your **subject**

1.	Health & Wellbeing		Social Capital		Marketing: Channel
2.	Behaviours		Isolation		Response by Channel

Variable	Index	0	100	200+
Never eats fruit	167			
Eats fruit 3 or less days per we	130			
Eats vegetables 3 or less days	156			
Current cigaratte smoker	149			
Smokes 20+ per day	194			
Usually drinks whole fat milk	136			
Usually eats white bread	126			
Never does moderate intensit	122			
Never does mild intensity spor	121			

Variable	Index	0	100	200+
Belong to neighbourhood: Dis	158			
Can borrow things from neigh	112			
Talk regularly to neighbours: [	112			
I could go to someone in my n	113			

Variable	Index	0	100	200+
Leaflets	110			
Mail - Addressed to 'The Hous	90			
Mail - Addressed to you by na	59			
Newspaper / Magazine Advert	64			
TV/Radio	106			
Posters	92			
Email	56			
Text message	116			
Telephone	113			
Cinema	71			

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WELLBEING ACORN GROUP PROFILE
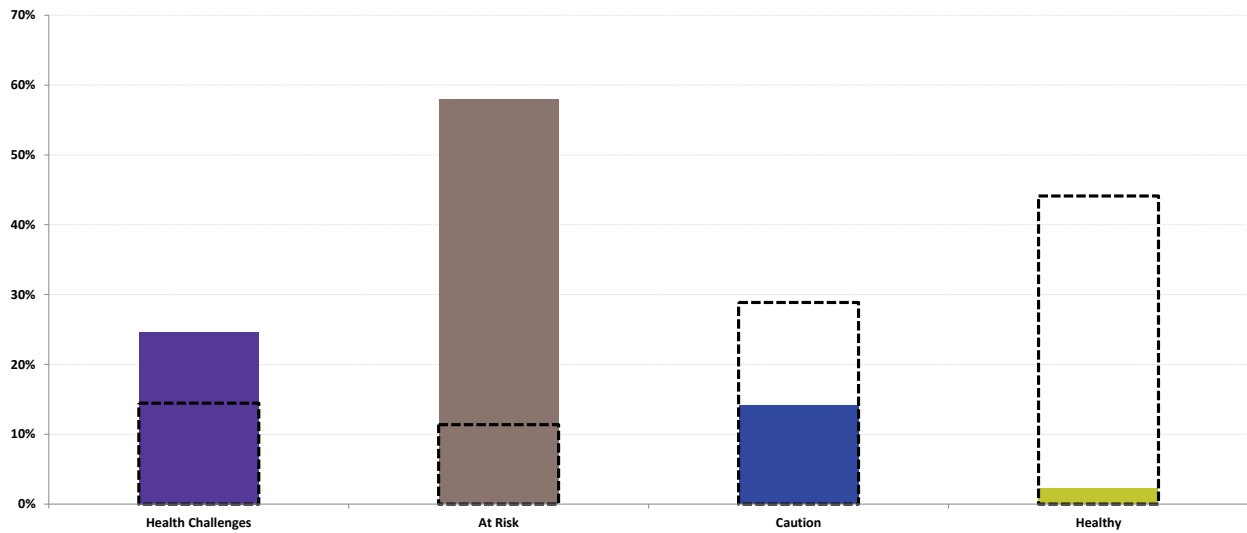
▶wellbeing acorn

Profile: Oxmoor Project Profile
Huntingdonshire profile

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	54	24.7%	11,789	14.4%	0.5%	4.3	171			
2. At Risk	127	58.0%	9,284	11.4%	1.4%	21.7	510			
3. Caution	31	14.2%	23,547	28.9%	0.1%	-4.8	49			
4. Healthy	5	2.3%	36,005	44.1%	0.0%	-12.5	5			
Not Private Households	2	0.9%	976	1.2%	0.2%	-0.4	76			
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3%**					

WELLBEING ACORN GROUP PROFILE

☑Show Base

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WELLBEING ACORN TYPE PROFILE

Profile: **Oxmoor Project Profile**
Huntingdonshire profile

Sort by: ● Type ○ Index ○ Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges										
1.1 Limited Living	4	1.8%	840	1.0%	0.5%	1.2	177			
1.2 Poorly Pensioners	14	6.4%	1,997	2.4%	0.7%	3.8	261			
1.3 Hardship Heartlands	32	14.6%	1,932	2.4%	1.7%	11.9	617			
1.4 Elderly Ailments	2	0.9%	3,176	3.9%	0.1%	-2.3	23			
1.5 Countryside Complacency	2	0.9%	3,844	4.7%	0.1%	-2.7	19			
2. At Risk										
2.6 Dangerous Dependencies	2	0.9%	180	0.2%	1.1%	2.2	414			
2.7 Struggling Smokers	38	17.4%	820	1.0%	4.6%	24.3	1727			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	10	4.6%	2,720	3.3%	0.4%	1.0	137			
2.10 Respiratory Risks	16	7.3%	884	1.1%	1.8%	8.9	674			
2.11 Anxious Adversity	52	23.7%	2,673	3.3%	1.9%	17.0	725			
2.12 Perilous Futures	8	3.7%	1,055	1.3%	0.8%	3.1	283			
2.13 Regular Revellers	1	0.5%	952	1.2%	0.1%	-1.0	39			
3. Caution										
3.14 Rooted Routines	17	7.8%	3,593	4.4%	0.5%	2.4	176			
3.15 Borderline Behaviours	2	0.9%	5,978	7.3%	0.0%	-3.6	12			
3.16 Countryside Concerns	3	1.4%	6,479	7.9%	0.0%	-3.6	17			
3.17 Everthing in Moderation	9	4.1%	7,494	9.2%	0.1%	-2.6	45			
3.18 Cultural Concerns	0	0.0%	3	0.0%	0.0%	-0.1	0			
4. Healthy										
4.19 Relishing Retirement	0	0.0%	10,686	13.1%	0.0%	-5.7	0			
4.20 Perky Pensioners	0	0.0%	5,436	6.7%	0.0%	-4.0	0			
4.21 Sensible Seniors	1	0.5%	1,325	1.6%	0.1%	-1.4	28			
4.22 Gym & Juices	0	0.0%	73	0.1%	0.0%	-0.4	0			
4.23 Happy Families	2	0.9%	6,284	7.7%	0.0%	-3.8	12			
4.24 Five-A-Day Greys	0	0.0%	4,383	5.4%	0.0%	-3.5	0			
4.25 Healthy, Wealthy & Wine	2	0.9%	7,818	9.6%	0.0%	-4.4	10			
Not Private Households										
60 Active Communal Population	0	0.0%	210	0.3%	0.0%	-0.8	0			
61 Inactive Communal Population	2	0.9%	766	0.9%	0.3%	0.0	97			
62 Business addresses without residential population	17		1,996							
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3%**					

WELLBEING ACORN TYPE PROFILE

Profile: Oxmoor Project Profile
Huntingdonshire profile

Sort by: ○ Type ● Index ○ Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
2.7 Struggling Smokers	38	17.4%	820	1.0%	4.6%	24.3	1727			
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4.20 Perky Pensioners	0	0.0%	5,436	6.7%	0.0%	-4.0	0			
4.22 Gym & Juices	0	0.0%	73	0.1%	0.0%	-0.4	0			
3.18 Cultural Concerns	0	0.0%	3	0.0%	0.0%	-0.1	0			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
4.24 Five-A-Day Greys	0	0.0%	4,383	5.4%	0.0%	-3.5	0			
Total (Excluding Business addresses without residential pop.)	**219**		**81,601**		**0.3%**					

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