

WELLBEING ACORN PROFILE REPORT



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.

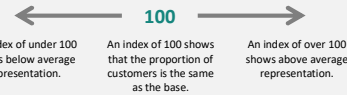
[Click here for more...](#)



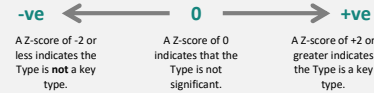
INTERPRETING THE REPORT

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



Z-SCORE



ADDITIONAL INFORMATION

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

User Guide



Online Microsite



WELLBEING ACORN - WHAT IS IT?

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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 | <p><i>Group 1</i></p> <h3>Health Challenges</h3> | <ul style="list-style-type: none"> 1 Limited Living 2 Poorly Pensioners 3 Hardship Heartlands 4 Elderly Ailments 5 Countryside Complacency |
| 2 | <p><i>Group 2</i></p> <h3>At Risk</h3> | <ul style="list-style-type: none"> 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 | <p><i>Group 3</i></p> <h3>Caution</h3> | <ul style="list-style-type: none"> 14 Rooted Routines 15 Borderline Behaviours 16 Countryside Concerns 17 Everthing in Moderation 18 Cultural Concerns |
| 4 | <p><i>Group 4</i></p> <h3>Healthy</h3> | <ul style="list-style-type: none"> 19 Relishing Retirement 20 Perky Pensioners 21 Sensible Seniors 22 Gym & Juices 23 Happy Families 24 Five-A-Day Greys 25 Healthy, Wealthy & Wine |

WELLBEING ACORN PROFILE OVERVIEW



Profile: **Cambourne Profile**
 South Cambridgeshire Profile

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2.0%

Index: 97

Coronary Heart Disease



11.2%

Index: 104

Asthma



1.7%

Index: 94

Chronic Bronchitis



0.7%

Index: 103

Emphysema



14.9%

Index: 92

Cholesterol (taking medication for)

KEY INSIGHTS

- Issues such as asthma are about 4% above the base average.
- Incidents of obesity are 4% more likely in this profile than in the base.
- Approximately 16% consider themselves to have poor general health. This is 0% below the base.
- About 9% more than the base will have felt downhearted and depressed in the past 4 weeks.

OTHER



18.2%

Index: 97

High Blood Pressure



1.7%

Index: 94

Stroke



27.5%

Index: 104

Obese (BMI>30)



5.5%

Index: 101

Diabetes



1.7%

Index: 100

Any Liver Condition

WELLBEING



7.2%

Index: 103

Clinical Depression



6.0%

Index: 109

Felt downhearted/ depressed in past 4 weeks



15.9%

Index: 100

Poor general health



13.2%

Index: 106

Does not enjoy general happiness



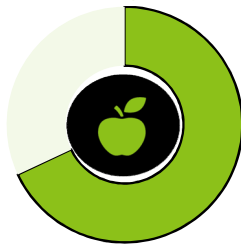
8.1%

Index: 107

Does not feel a sense of self worth

BEHAVIOURS

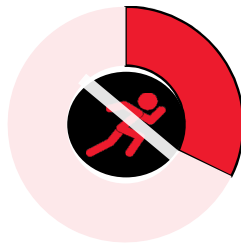
Eats Fruit >3 Days Per Week



68.0%

Index: 96

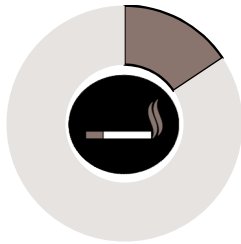
NEVER Does Moderate Intensity Sports



32.2%

Index: 99

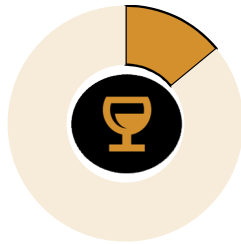
Current Cigarette Smoker



15.6%

Index: 113

> 5 Alcoholic Drinks Per Day



14.0%

Index: 105

KEY INSIGHTS

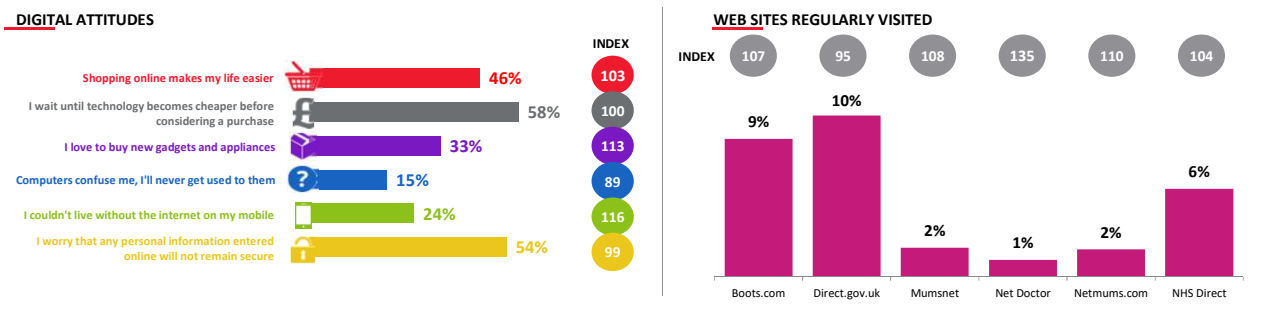
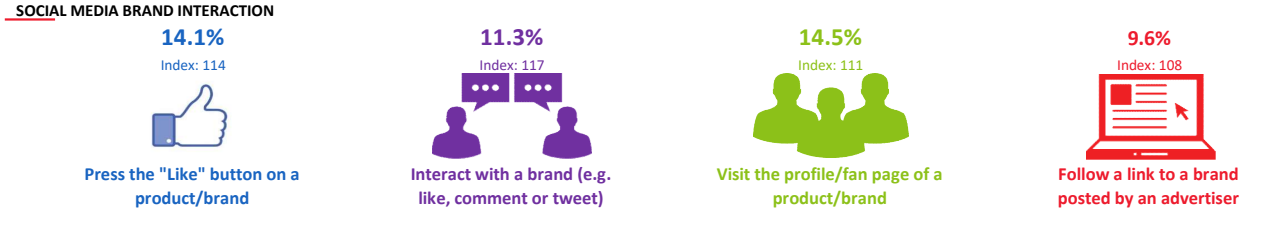
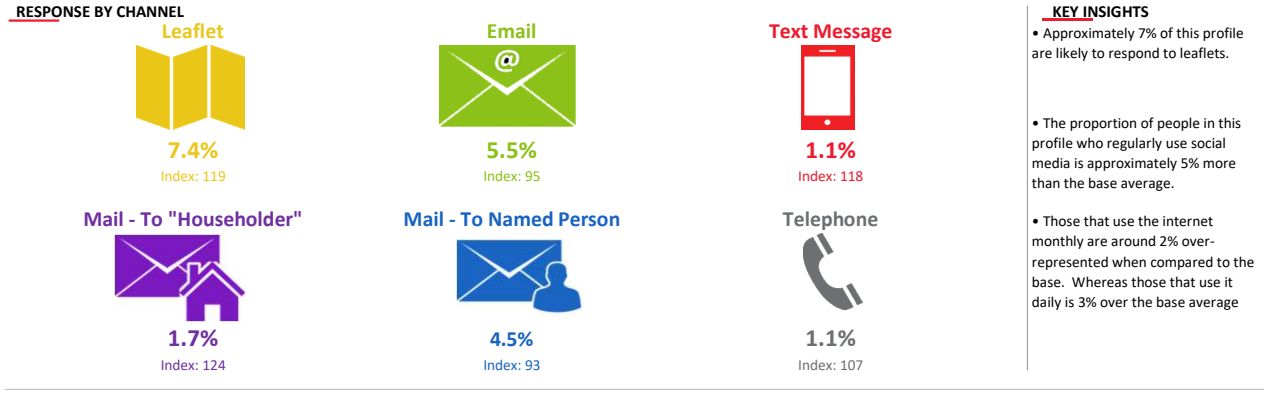
- About 16% are likely to be current cigarette smokers. This is 13% above the base average.
- Circa 3% smoke 20+ cigarettes per day, which is 9% above the base.
- 6% are likely to say they never eat fruit and 32% never do moderate intensity sports, which are 9% above and 1% below the base average respectively.
- Full fat milk is likely to be drunk by approximately 14%, 4% above the base average, with white bread being eaten by about 29%, which is 4% above.

WELLBEING ACORN PROFILE OVERVIEW

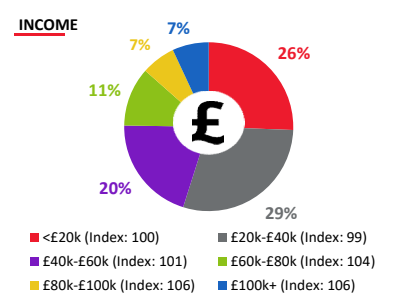
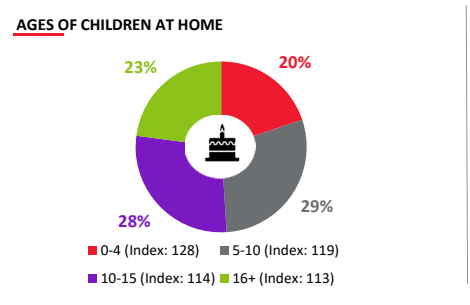
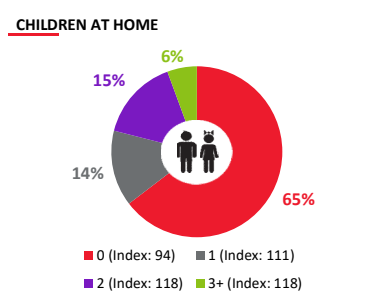
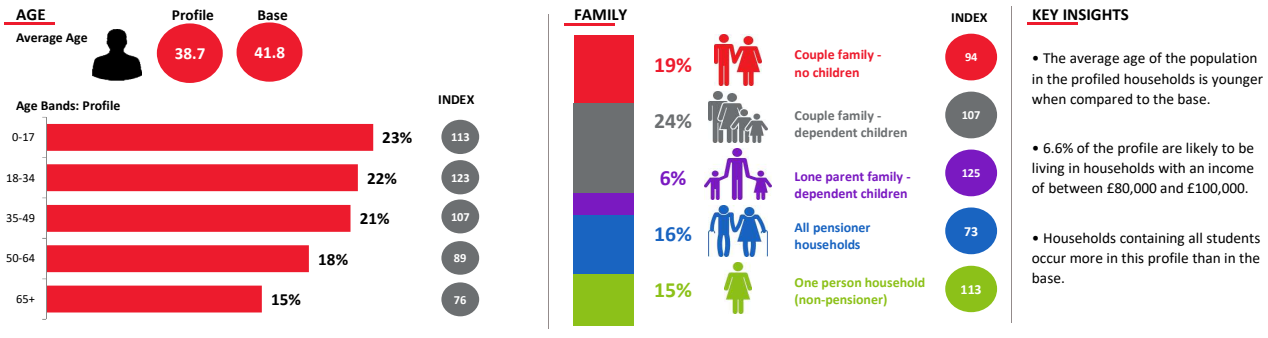


Profile: **Cambourne Profile**
 South Cambridgeshire Profile

ENGAGEMENT



DEMOGRAPHICS

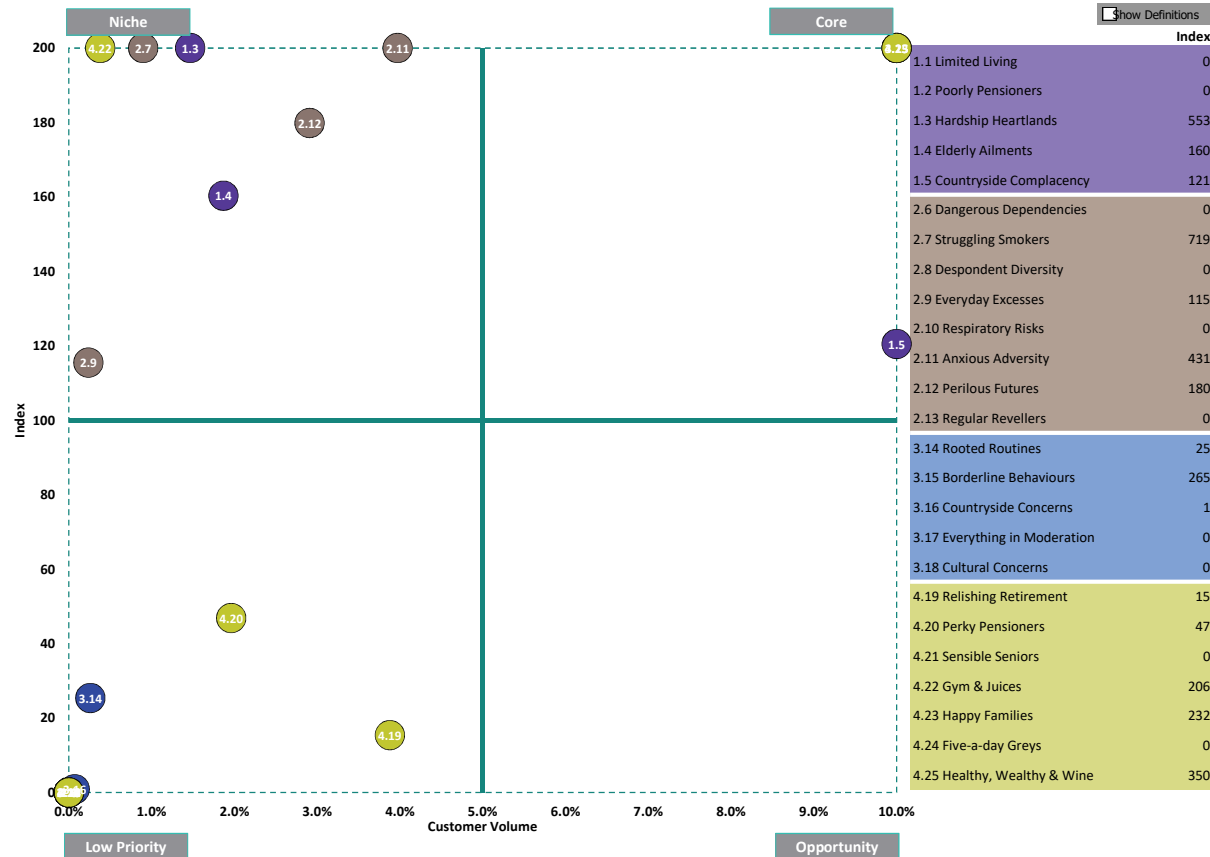


WELLBEING ACORN CUSTOMER VIEW CHART



Profile: **Cambourne Profile**
South Cambridgeshire 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'.



WELLBEING ACORN PROFILE FEATURES

Profile:

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

1. 2.

| Variable | Index | 0 | 100 | 200+ |
|----------------------------------|-------|---|-----|------|
| Never eats fruit | 109 | | █ | |
| Eats fruit 3 or less days per we | 109 | | █ | |
| Eats vegetables 3 or less days | 117 | | █ | |
| Current cigarette smoker | 113 | | █ | |
| Smokes 20+ per day | 109 | | █ | |
| Usually drinks whole fat milk | 104 | | █ | |
| Usually eats white bread | 104 | | █ | |
| Never does moderate intensit | 99 | | █ | |
| Never does mild intensity spor | 105 | | █ | |

| Variable | Index | 0 | 100 | 200+ |
|---------------------------------|-------|---|-----|------|
| Belong to neighbourhood: Dis | 112 | | █ | |
| Can borrow things from neigh | 107 | | █ | |
| Talk regularly to neighbours: C | 112 | | █ | |
| I could go to someone in my n | 109 | | █ | |

| Variable | Index | 0 | 100 | 200+ |
|-------------------------------|-------|---|-----|------|
| Leaflets | 119 | | █ | |
| Mail - Addressed to 'The Hous | 124 | | █ | |
| Mail - Addressed to you by na | 93 | | █ | |
| Newspaper / Magazine Advert | 93 | | █ | |
| TV/Radio | 127 | | █ | |
| Posters | 105 | | █ | |
| Email | 95 | | █ | |
| Text message | 118 | | █ | |
| Telephone | 107 | | █ | |
| Cinema | 109 | | █ | |

WELLBEING ACORN GROUP PROFILE

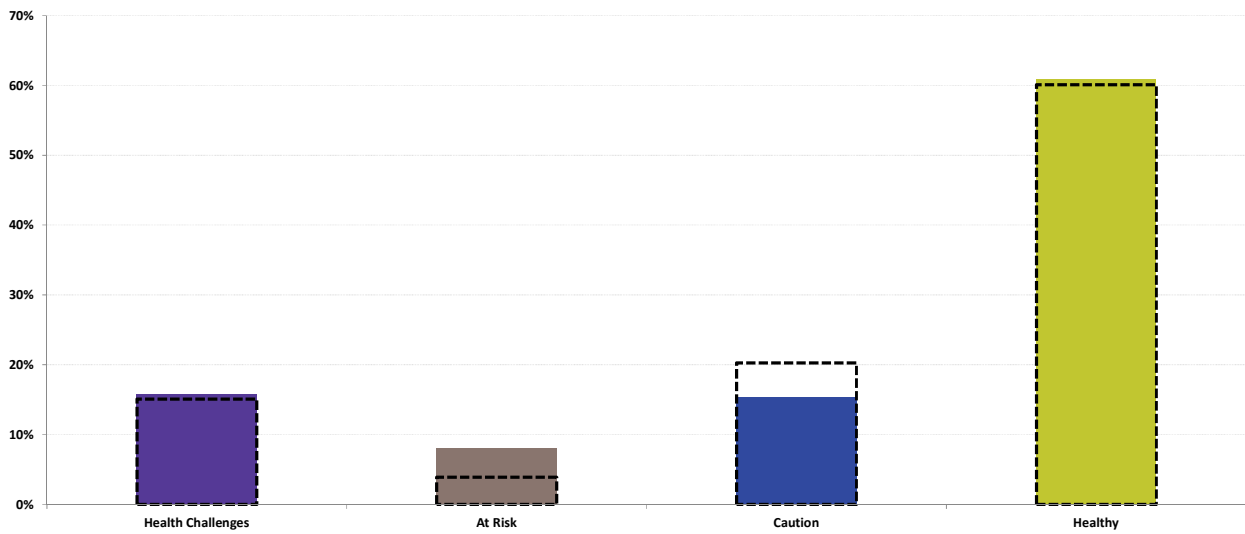


Profile: **Cambourne Profile**
 South Cambridgeshire Profile

| Wellbeing Acorn Group Description | Profile | % | Base | % | Penetration % | Z-Score | Index | 0 | 100 | 200 |
|--|--------------|-------|---------------|-------|---------------|---------|-------|---|-----|-----|
| 1. Health Challenges | 667 | 15.8% | 10,019 | 15.1% | 6.7% | 1.3 | 105 | | | |
| 2. At Risk | 339 | 8.0% | 2,585 | 3.9% | 13.1% | 13.9 | 206 | | | |
| 3. Caution | 647 | 15.3% | 13,467 | 20.3% | 4.8% | -8.0 | 75 | | | |
| 4. Healthy | 2,576 | 60.9% | 39,923 | 60.1% | 6.5% | 1.1 | 101 | | | |
| Not Private Households | 0 | 0.0% | 432 | 0.7% | 0.0% | -5.3 | 0 | | | |
| Total (Excluding Business addresses without residential pop.) | 4,229 | | 66,426 | | 6.4% | | | | | |

WELLBEING ACORN GROUP PROFILE

Show Base



WELLBEING ACORN TYPE PROFILE

Profile: **Cambourne Profile**
South Cambridgeshire Profile

wellbeing
acorn

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 | 0 | 0.0% | 667 | 1.0% | 0.0% | -6.5 | 0 | | | |
| 1.2 Poorly Pensioners | 0 | 0.0% | 1,547 | 2.3% | 0.0% | -10.0 | 0 | | | |
| 1.3 Hardship Heartlands | 62 | 1.5% | 176 | 0.3% | 35.2% | 15.2 | 553 | | | |
| 1.4 Elderly Ailments | 79 | 1.9% | 774 | 1.2% | 10.2% | 4.3 | 160 | | | |
| 1.5 Countryside Complacency | 526 | 12.4% | 6,855 | 10.3% | 7.7% | 4.5 | 121 | | | |
| 2. At Risk | | | | | | | | | | |
| 2.6 Dangerous Dependencies | 0 | 0.0% | 0 | 0.0% | 0.0% | 0.0 | 0 | | | |
| 2.7 Struggling Smokers | 38 | 0.9% | 83 | 0.1% | 45.8% | 14.2 | 719 | | | |
| 2.8 Despondent Diversity | 0 | 0.0% | 0 | 0.0% | 0.0% | 0.0 | 0 | | | |
| 2.9 Everyday Excesses | 10 | 0.2% | 136 | 0.2% | 7.4% | 0.5 | 115 | | | |
| 2.10 Respiratory Risks | 0 | 0.0% | 9 | 0.0% | 0.0% | -0.8 | 0 | | | |
| 2.11 Anxious Adversity | 168 | 4.0% | 612 | 0.9% | 27.5% | 20.8 | 431 | | | |
| 2.12 Perilous Futures | 123 | 2.9% | 1,074 | 1.6% | 11.5% | 6.7 | 180 | | | |
| 2.13 Regular Revellers | 0 | 0.0% | 671 | 1.0% | 0.0% | -6.6 | 0 | | | |
| 3. Caution | | | | | | | | | | |
| 3.14 Rooted Routines | 11 | 0.3% | 680 | 1.0% | 1.6% | -4.9 | 25 | | | |
| 3.15 Borderline Behaviours | 633 | 15.0% | 3,747 | 5.6% | 16.9% | 26.3 | 265 | | | |
| 3.16 Countryside Concerns | 3 | 0.1% | 5,144 | 7.7% | 0.1% | -18.7 | 1 | | | |
| 3.17 Everthing in Moderation | 0 | 0.0% | 3,877 | 5.8% | 0.0% | -16.2 | 0 | | | |
| 3.18 Cultural Concerns | 0 | 0.0% | 19 | 0.0% | 0.0% | -1.1 | 0 | | | |
| 4. Healthy | | | | | | | | | | |
| 4.19 Relishing Retirement | 164 | 3.9% | 16,706 | 25.1% | 1.0% | -31.9 | 15 | | | |
| 4.20 Perky Pensioners | 83 | 2.0% | 2,782 | 4.2% | 3.0% | -7.2 | 47 | | | |
| 4.21 Sensible Seniors | 0 | 0.0% | 471 | 0.7% | 0.0% | -5.5 | 0 | | | |
| 4.22 Gym & Juices | 16 | 0.4% | 122 | 0.2% | 13.1% | 3.0 | 206 | | | |
| 4.23 Happy Families | 845 | 20.0% | 5,710 | 8.6% | 14.8% | 26.4 | 232 | | | |
| 4.24 Five-A-Day Greys | 0 | 0.0% | 7,547 | 11.4% | 0.0% | -23.3 | 0 | | | |
| 4.25 Healthy, Wealthy & Wine | 1,468 | 34.7% | 6,585 | 9.9% | 22.3% | 54.0 | 350 | | | |
| Not Private Households | | | | | | | | | | |
| 60 Active Communal Population | 0 | 0.0% | 182 | 0.3% | 0.0% | -3.4 | 0 | | | |
| 61 Inactive Communal Population | 0 | 0.0% | 250 | 0.4% | 0.0% | -4.0 | 0 | | | |
| 62 Business addresses without residential population | 38 | | 932 | | | | | | | |
| Total (Excluding Business addresses without residential pop.) | 4,229 | | 66,426 | | 6.4% | | | | | |

HOME

OVERVIEW

CUSTOMER

PROFILE

GROUP

TYPE

WELLBEING ACORN TYPE PROFILE

Profile:

wellbeing
acorn

Sort by: Type
 Index
 Profile %

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| 2.8 Despondent Diversity | 0 | 0.0% | 0 | 0.0% | 0.0% | 0.0 | 0 | | | |
| 2.6 Dangerous Dependencies | 0 | 0.0% | 0 | 0.0% | 0.0% | 0.0 | 0 | | | |
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