

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.

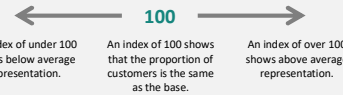
[Click here for more...](#)



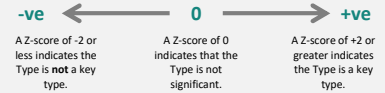
INTERPRETING THE REPORT

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> Health Challenges</p>	<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> At Risk</p>	<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> Caution</p>	<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> Healthy</p>	<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:

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



1.9%

Index: 103

Coronary Heart Disease



11.4%

Index: 111

Asthma



1.9%

Index: 100

Chronic Bronchitis



0.8%

Index: 104

Emphysema



15.0%

Index: 102

Cholesterol (taking medication for)

OTHER



17.4%

Index: 103

High Blood Pressure



1.8%

Index: 99

Stroke



26.8%

Index: 108

Obese (BMI>30)



5.3%

Index: 102

Diabetes



1.8%

Index: 110

Any Liver Condition

KEY INSIGHTS

- Issues such as asthma are about 11% above the base average.
- Incidents of liver conditions are 10% more likely in this profile than in the base.
- Approximately 17% consider themselves to have poor general health. This is 3% above the base.
- About 14% more than the base do not enjoy general happiness.

WELLBEING



7.7%

Index: 110

Clinical Depression



6.4%

Index: 108

Felt downhearted/ depressed in past 4 weeks



17.0%

Index: 103

Poor general health



13.7%

Index: 114

Does not enjoy general happiness



8.5%

Index: 111

Does not feel a sense of self worth

BEHAVIOURS

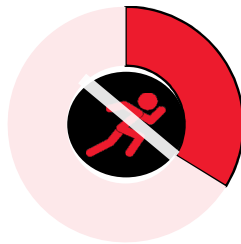
Eats Fruit >3 Days Per Week



67.9%

Index: 96

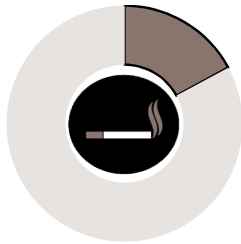
NEVER Does Moderate Intensity Sports



33.8%

Index: 104

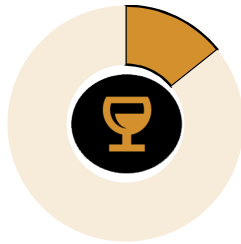
Current Cigarette Smoker



17.1%

Index: 114

> 5 Alcoholic Drinks Per Day



14.2%

Index: 116

KEY INSIGHTS

- About 17% are likely to be current cigarette smokers. This is 14% above the base average.
- Circa 4% smoke 20+ cigarettes per day, which is 4% above the base.
- 6% are likely to say they never eat fruit and 34% never do moderate intensity sports, which are 3% above and 4% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 15%, 13% above the base average, with white bread being eaten by about 29%, which is 6% above.

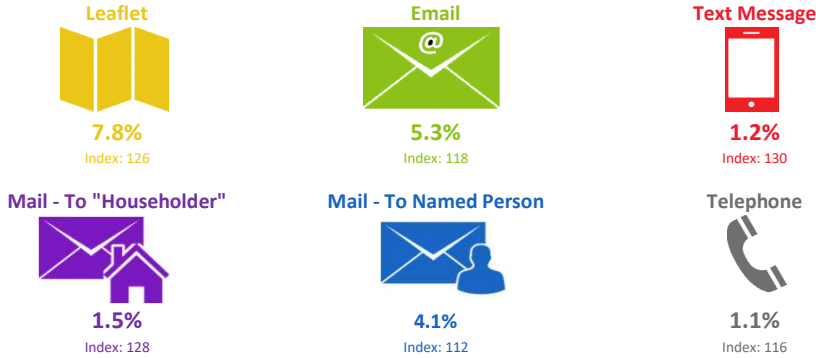
WELLBEING ACORN PROFILE OVERVIEW



Profile:

ENGAGEMENT

RESPONSE BY CHANNEL



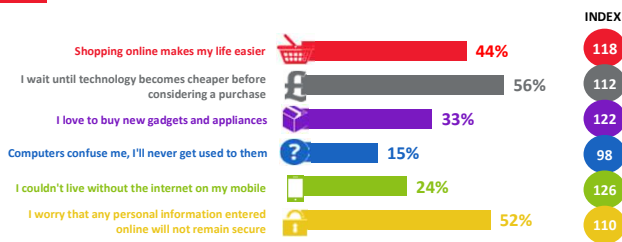
KEY INSIGHTS

- Approximately 8% of this profile are likely to respond to leaflets.
- The proportion of people in this profile who regularly use social media is approximately 19% more than the base average.
- Those that use the internet weekly are around 82% over-represented when compared to the base.

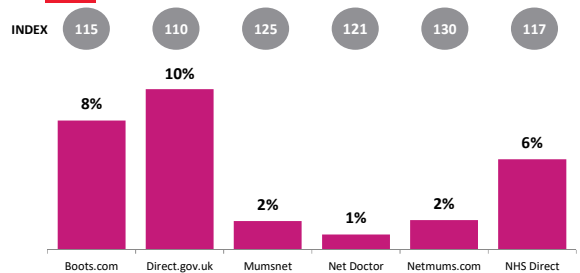
SOCIAL MEDIA BRAND INTERACTION



DIGITAL ATTITUDES

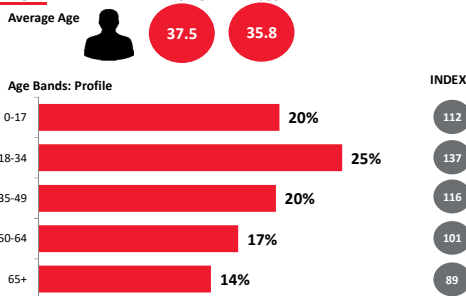


WEB SITES REGULARLY VISITED

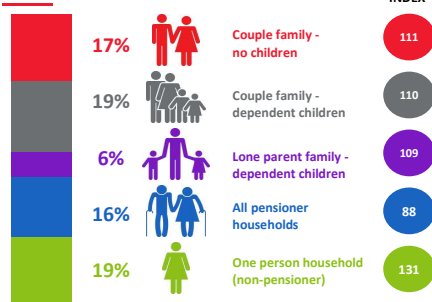


DEMOGRAPHICS

AGE



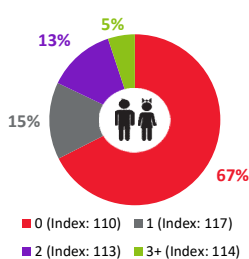
FAMILY



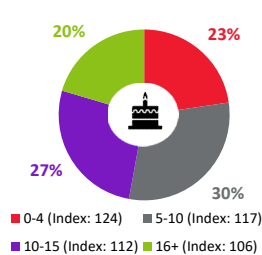
KEY INSIGHTS

- The average age of the population in the profiled households is older when compared to the base.
- 5.5% of the profile are likely to be living in households with an income of over £100,000.
- Households containing all students occur more in this profile than in the base.

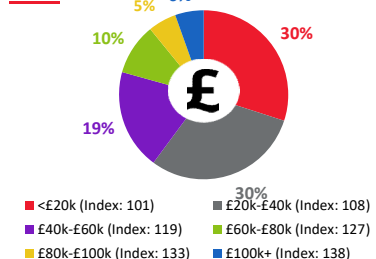
CHILDREN AT HOME



AGES OF CHILDREN AT HOME



INCOME

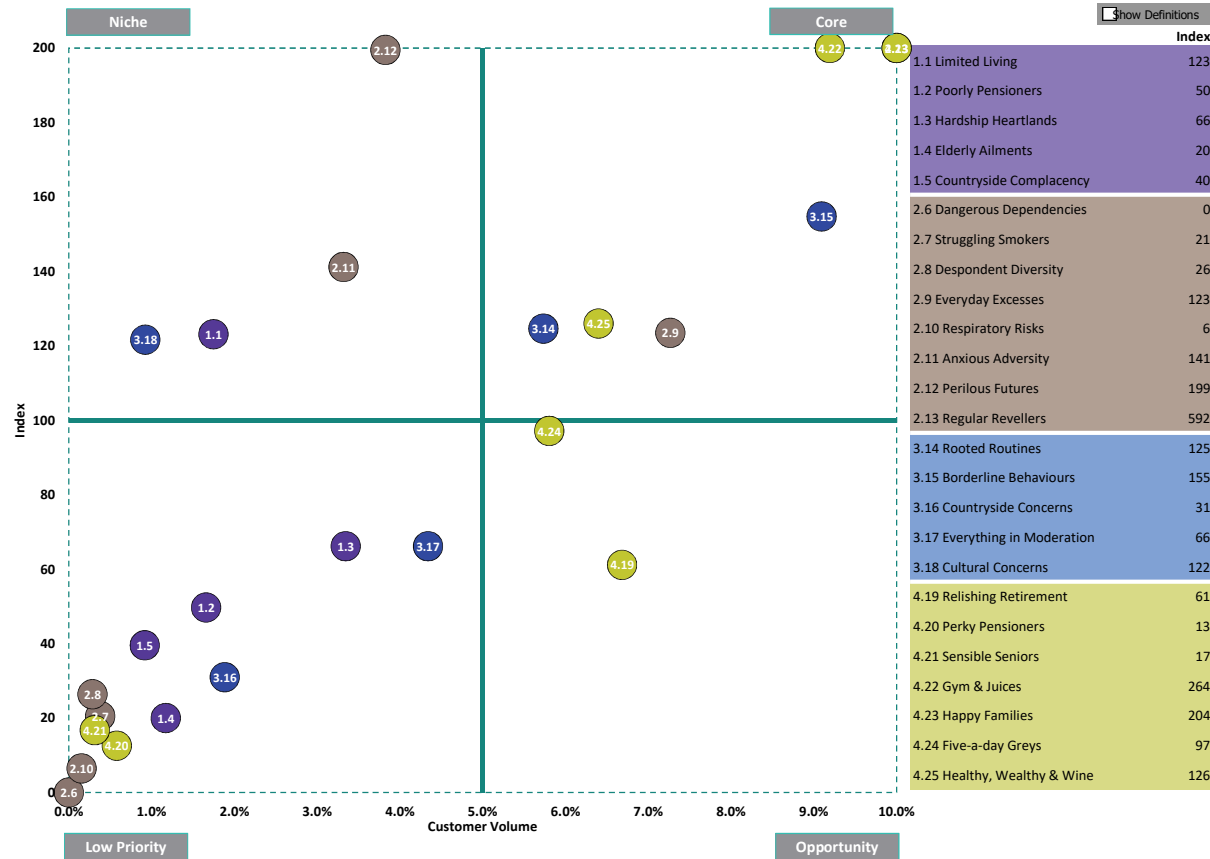


WELLBEING ACORN CUSTOMER VIEW CHART



Profile: **Cambridge City profile**
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	103			
Eats fruit 3 or less days per we	109			
Eats vegetables 3 or less days	108			
Current cigarette smoker	114			
Smokes 20+ per day	104			
Usually drinks whole fat milk	113			
Usually eats white bread	106			
Never does moderate intensit	104			
Never does mild intensity spor	109			

Variable	Index	0	100	200+
Belong to neighbourhood: Dis	119			
Can borrow things from neigh	115			
Talk regularly to neighbours: C	127			
I could go to someone in my n	120			

Variable	Index	0	100	200+
Leaflets	126			
Mail - Addressed to 'The Hous	128			
Mail - Addressed to you by na	112			
Newspaper / Magazine Advert	114			
TV/Radio	130			
Posters	143			
Email	118			
Text message	130			
Telephone	116			
Cinema	131			

WELLBEING ACORN GROUP PROFILE

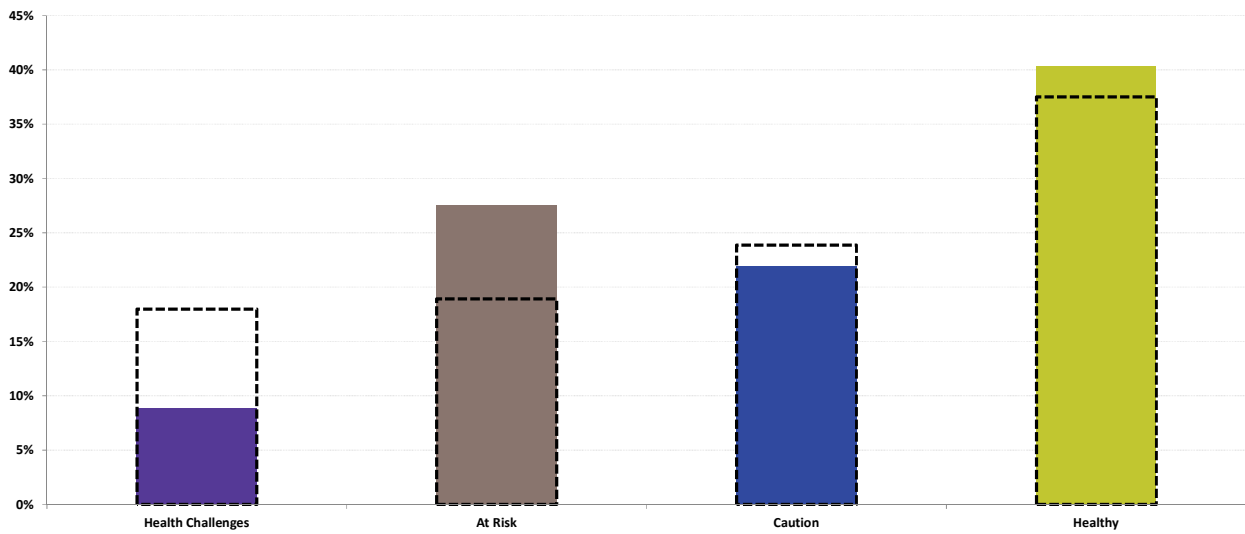


Profile:

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	4,846	8.8%	263,314	18.0%	1.8%	-55.8	49			
2. At Risk	15,104	27.5%	277,065	18.9%	5.5%	51.6	146			
3. Caution	12,048	22.0%	349,557	23.9%	3.4%	-10.4	92			
4. Healthy	22,101	40.3%	549,181	37.5%	4.0%	13.5	107			
Not Private Households	732	1.3%	25,072	1.7%	2.9%	-6.8	78			
Total (Excluding Business addresses without residential pop.)	54,831		1,464,189		3.7%					

WELLBEING ACORN GROUP PROFILE

Show Base



WELLBEING ACORN TYPE PROFILE

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	958	1.7%	20,778	1.4%	4.6%	6.5	123			
1.2 Poorly Pensioners	909	1.7%	48,817	3.3%	1.9%	-21.9	50			
1.3 Hardship Heartlands	1,834	3.3%	74,007	5.1%	2.5%	-18.3	66			
1.4 Elderly Ailments	642	1.2%	85,729	5.9%	0.7%	-46.7	20			
1.5 Countryside Complacency	503	0.9%	33,983	2.3%	1.5%	-21.8	40			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0%	20,449	1.4%	0.0%	-27.9	0			
2.7 Struggling Smokers	208	0.4%	27,061	1.8%	0.8%	-25.5	21			
2.8 Despondent Diversity	156	0.3%	15,791	1.1%	1.0%	-18.0	26			
2.9 Everyday Excesses	3,984	7.3%	86,154	5.9%	4.6%	13.8	123			
2.10 Respiratory Risks	84	0.2%	34,641	2.4%	0.2%	-34.1	6			
2.11 Anxious Adversity	1,820	3.3%	34,427	2.4%	5.3%	15.0	141			
2.12 Perilous Futures	2,097	3.8%	28,071	1.9%	7.5%	32.6	199			
2.13 Regular Revellers	6,755	12.3%	30,471	2.1%	22.2%	167.9	592			
3. Caution										
3.14 Rooted Routines	3,143	5.7%	67,345	4.6%	4.7%	12.7	125			
3.15 Borderline Behaviours	4,986	9.1%	86,037	5.9%	5.8%	32.0	155			
3.16 Countryside Concerns	1,033	1.9%	89,055	6.1%	1.2%	-41.1	31			
3.17 Everthing in Moderation	2,379	4.3%	95,992	6.6%	2.5%	-21.0	66			
3.18 Cultural Concerns	507	0.9%	11,128	0.8%	4.6%	4.4	122			
4. Healthy										
4.19 Relishing Retirement	3,665	6.7%	160,073	10.9%	2.3%	-31.9	61			
4.20 Perky Pensioners	317	0.6%	67,322	4.6%	0.5%	-44.9	13			
4.21 Sensible Seniors	172	0.3%	27,442	1.9%	0.6%	-26.9	17			
4.22 Gym & Juices	5,041	9.2%	51,037	3.5%	9.9%	72.9	264			
4.23 Happy Families	6,215	11.3%	81,482	5.6%	7.6%	58.9	204			
4.24 Five-A-Day Greys	3,182	5.8%	87,467	6.0%	3.6%	-1.7	97			
4.25 Healthy, Wealthy & Wine	3,509	6.4%	74,358	5.1%	4.7%	14.1	126			
Not Private Households										
60 Active Communal Population	236	0.4%	7,102	0.5%	3.3%	-1.8	89			
61 Inactive Communal Population	496	0.9%	17,970	1.2%	2.8%	-6.9	74			
62 Business addresses without residential population	1,167		198,519							
Total (Excluding Business addresses without residential pop.)	54,831		1,464,189		3.7%					

WELLBEING ACORN TYPE PROFILE

Profile: **Cambridge City profile**
Cambridgeshire profile

wellbeing
acorn

Sort by: Type
 Index
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