WELLBEING ACORN PROFILE REPORT

▶ wellbeing
acorn

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.

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

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

User Guide

Online Microsite

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WELLBEING ACORN - WHAT IS IT?

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.

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

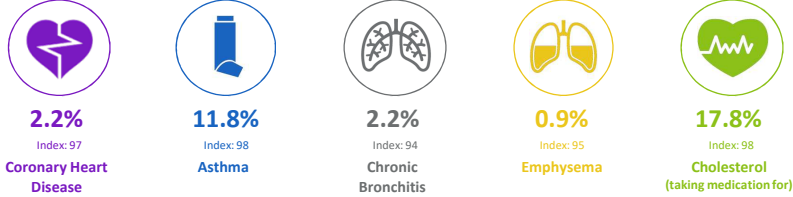|	
19	Relishing Retirement
20	Perky Pensioners
21	Sensible Seniors
22	Gym & Juices
23	Happy Families
24	Five-A-Day Greys
25	Healthy, Wealthy & Wine

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WELLBEING ACORN PROFILE OVERVIEW

Profile: **Chatteris Profile**
Base: **Fenland Profile**

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2.2% Index: 97 — Coronary Heart Disease

11.8% Index: 98 — Asthma

2.2% Index: 94 — Chronic Bronchitis

0.9% Index: 95 — Emphysema

17.8% Index: 98 — Cholesterol (taking medication for)

OTHER

20.4% Index: 98 — High Blood Pressure

2.2% Index: 96 — Stroke

29.9% Index: 99 — Obese (BMI>30)

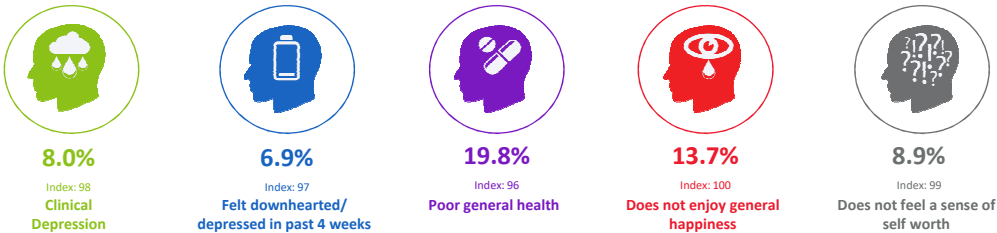**6.5%** Index: 97 — Diabetes

1.9% Index: 98 — Any Liver Condition
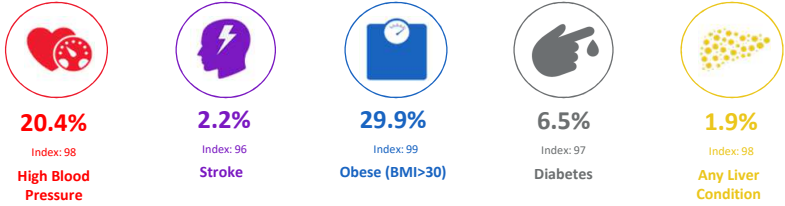
KEY INSIGHTS

• Issues such as asthma are about 2% below the base average.

• Incidents of obesity are 1% less likely in this profile than in the base.

• Approximately 20% consider themselves to have poor general health. This is 4% below the base.

• About 0% more than the base do not enjoy general happiness.

WELLBEING

8.0% Index: 98 — Clinical Depression

6.9% Index: 97 — Felt downhearted/depressed in past 4 weeks

19.8% Index: 96 — Poor general health

13.7% Index: 100 — Does not enjoy general happiness

8.9% Index: 99 — Does not feel a sense of self worth

BEHAVIOURS

Eats Fruit >3 Days Per Week — 65.2% — Index: 100

NEVER Does Moderate Intensity Sports — 40.0% — Index: 98

Current Cigarette Smoker — 17.5% — Index: 101

> 5 Alcoholic Drinks Per Day — 14.0% — Index: 102

KEY INSIGHTS

• About 18% are likely to be current cigarette smokers. This is 1% above the base average.

• Circa 4% smoke 20+ cigarettes per day, which is 4% below the base.

• 7% are likely to say they never eat fruit and 40% never do moderate intensity sports, which are 2% below and 2% below the base average respectively.

• Full fat milk is likely to be drunk by approximately 14%, 2% below the base average, with white bread being eaten by about 32%, which is 1% below.

WELLBEING ACORN PROFILE OVERVIEW

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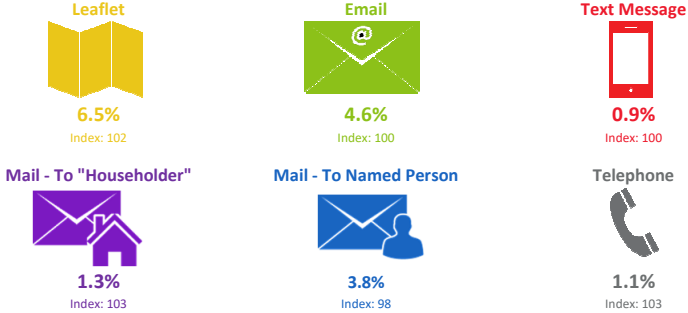| Profile: | Chatteris Profile |
| Base: | Fenland Profile |

ENGAGEMENT

RESPONSE BY CHANNEL

Leaflet
6.5%
Index: 102

Email
4.6%
Index: 100

Text Message
0.9%
Index: 100

Mail - To "Householder"
1.3%
Index: 103

Mail - To Named Person
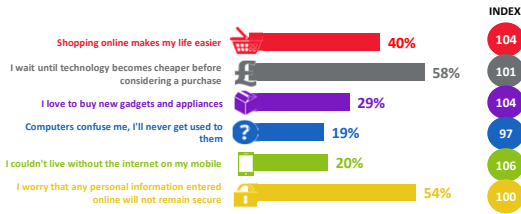3.8%
Index: 98

Telephone
1.1%
Index: 103

KEY INSIGHTS

• Approximately 6% of this profile are likely to respond to leaflets.

• The proportion of people in this profile who regularly use social media is approximately 2% more than the base average.

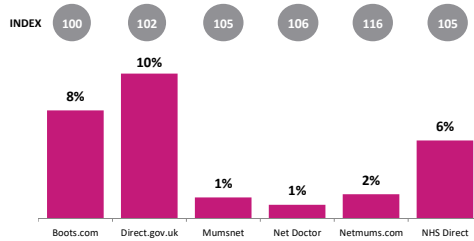• Those that use the internet weekly are around 78% over-represented when compared to the base.
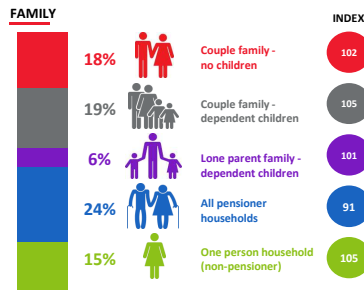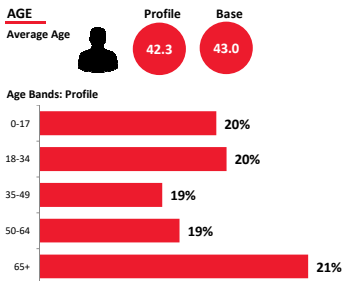
SOCIAL MEDIA BRAND INTERACTION

12.6%
Index: 103
Press the "Like" button on a product/brand

9.5%
Index: 105
Interact with a brand (e.g. like, comment or tweet)

12.5%
Index: 104
Visit the profile/fan page of a product/brand

8.6%
Index: 102
Follow a link to a brand posted by an advertiser

DIGITAL ATTITUDES

	INDEX
Shopping online makes my life easier — 40%	104
I wait until technology becomes cheaper before considering a purchase — 58%	101
I love to buy new gadgets and appliances — 29%	104
Computers confuse me, I'll never get used to them — 19%	97
I couldn't live without the internet on my mobile — 20%	106
I worry that any personal information entered online will not remain secure — 54%	100

WEB SITES REGULARLY VISITED

	Boots.com	Direct.gov.uk	Mumsnet	Net Doctor	Netmums.com	NHS Direct
INDEX	100	102	105	106	116	105
	8%	10%	1%	1%	2%	6%

DEMOGRAPHICS

AGE

Average Age

	Profile	Base
	42.3	43.0

Age Bands: Profile

Age Band	Profile	INDEX
0-17	20%	103
18-34	20%	106
35-49	19%	104
50-64	19%	99
65+	21%	93

FAMILY

	%	Type	INDEX
	18%	Couple family - no children	102
	19%	Couple family - dependent children	105
	6%	Lone parent family - dependent children	101
	24%	All pensioner households	91
	15%	One person household (non-pensioner)	105

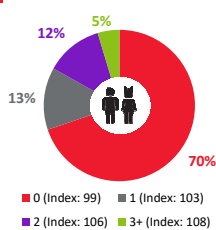### KEY INSIGHTS

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

• 2.6% 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

70%
13%
12%
5%

0 (Index: 99)   1 (Index: 103)
2 (Index: 106)   3+ (Index: 108)

AGES OF CHILDREN AT HOME

21%
29%
27%
23%

0-4 (Index: 107)   5-10 (Index: 106)
10-15 (Index: 105)   16+ (Index: 105)

INCOME

36%
33%
18%
7%
3%
3%

<£20k (Index: 95)   £20k-£40k (Index: 101)
£40k-£60k (Index: 106)   £60k-£80k (Index: 110)
£80k-£100k (Index: 112)   £100k+ (Index: 115)

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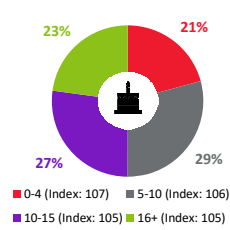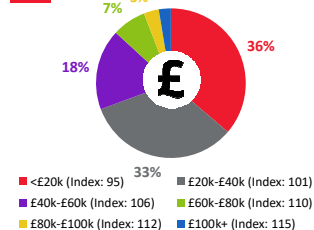
WELLBEING ACORN CUSTOMER VIEW CHART

▶ wellbeing acorn

Profile:
Chatteris Profile
Fenland 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'.

Niche

Core

☐ Show Definitions

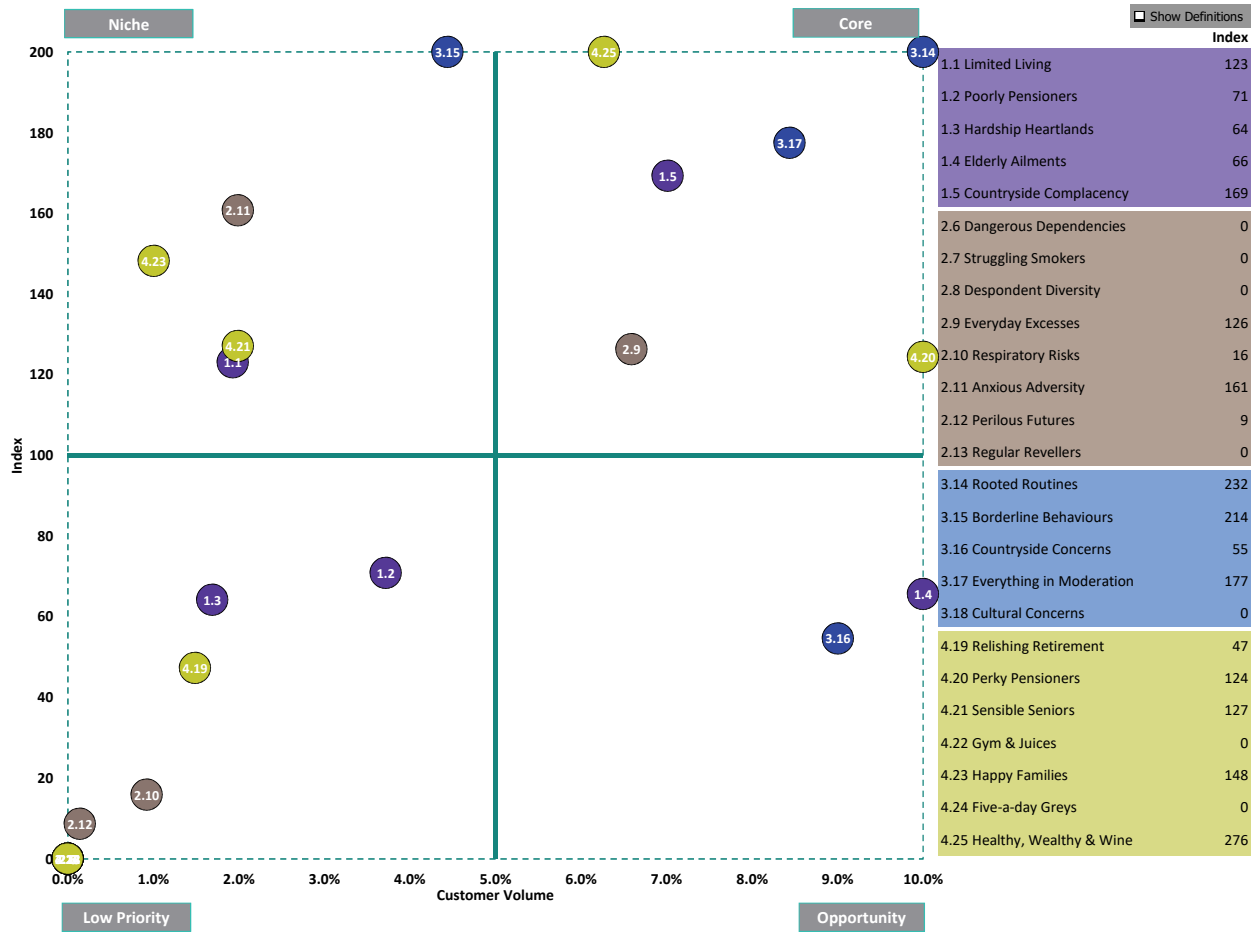|	Index
1.1 Limited Living	123
1.2 Poorly Pensioners	71
1.3 Hardship Heartlands	64
1.4 Elderly Ailments	66
1.5 Countryside Complacency	169
2.6 Dangerous Dependencies	0
2.7 Struggling Smokers	0
2.8 Despondent Diversity	0
2.9 Everyday Excesses	126
2.10 Respiratory Risks	16
2.11 Anxious Adversity	161
2.12 Perilous Futures	9
2.13 Regular Revellers	0
3.14 Rooted Routines	232
3.15 Borderline Behaviours	214
3.16 Countryside Concerns	55
3.17 Everything in Moderation	177
3.18 Cultural Concerns	0
4.19 Relishing Retirement	47
4.20 Perky Pensioners	124
4.21 Sensible Seniors	127
4.22 Gym & Juices	0
4.23 Happy Families	148
4.24 Five-a-day Greys	0
4.25 Healthy, Wealthy & Wine	276

Index (y-axis)

Customer Volume (x-axis)

Low Priority

Opportunity

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WELLBEING ACORN PROFILE FEATURES

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| Profile: | Chatteris Profile |
| | Fenland 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	98			
Eats fruit 3 or less days per w	100			
Eats vegetables 3 or less days	100			
Current cigaratte smoker	101			
Smokes 20+ per day	96			
Usually drinks whole fat milk	98			
Usually eats white bread	99			
Never does moderate intensi	98			
Never does mild intensity spo	99			

Variable	Index	0	100	200+
Belong to neighbourhood: Di	100			
Can borrow things from neig	101			
Talk regularly to neighbours:	103			
I could go to someone in my	102			

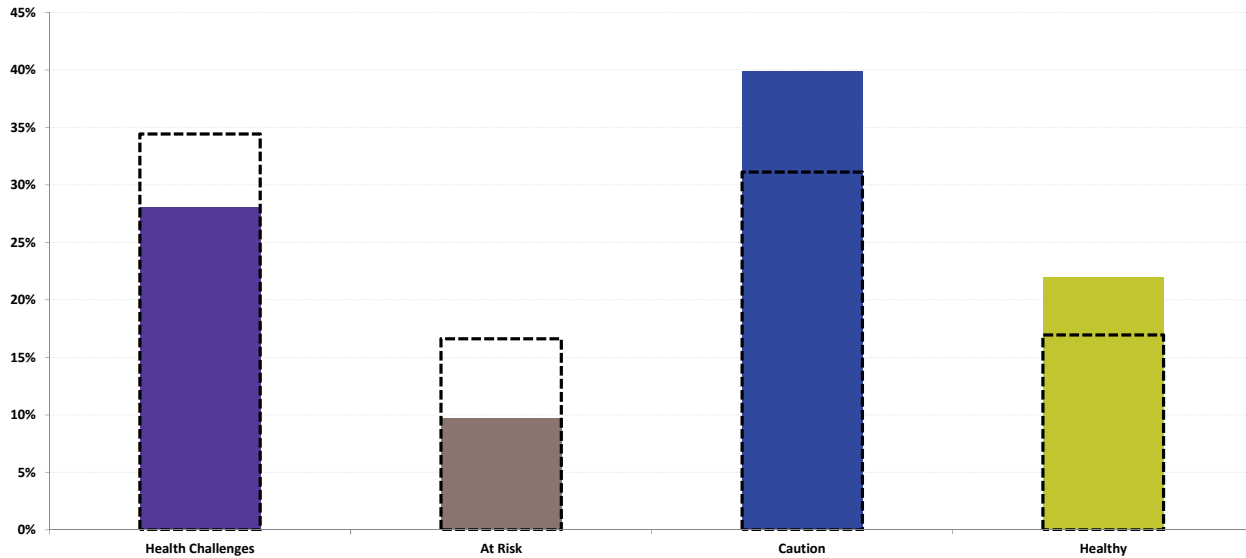| Variable	Index	0	100	200+
Leaflets	102			
Mail - Addressed to 'The Hou	103			
Mail - Addressed to you by n	98			
Newspaper / Magazine Adve	100			
TV/Radio	108			
Posters	106			
Email	100			
Text message	100			
Telephone	103			
Cinema	111			

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WELLBEING ACORN GROUP PROFILE

Profile: **Chatteris Profile**

Fenland Profile

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,395	28.0%	15,440	34.4%	9.0%	-9.5	81			
2. At Risk	480	9.6%	7,443	16.6%	6.4%	-13.2	58			
3. Caution	1,986	39.9%	13,945	31.1%	14.2%	13.4	128			
4. Healthy	1,091	21.9%	7,599	16.9%	14.4%	9.4	129			
Not Private Households	24	0.5%	412	0.9%	5.8%	-3.2	52			
Total (Excluding Business addresses without residential pop.)	**4,976**		**44,839**		**11.1%**					

WELLBEING ACORN GROUP PROFILE

☑ Show Base

WELLBEING ACORN TYPE PROFILE

wellbeing acorn

Profile: **Chatteris Profile**

Fenland 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	96	1.9%	703	1.6%	13.7%	2.1	123			
1.2 Poorly Pensioners	185	3.7%	2,352	5.2%	7.9%	-4.8	71			
1.3 Hardship Heartlands	84	1.7%	1,179	2.6%	7.1%	-4.1	64			
1.4 Elderly Ailments	681	13.7%	9,348	20.8%	7.3%	-12.4	66			
1.5 Countryside Complacency	349	7.0%	1,858	4.1%	18.8%	10.2	169			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0%	633	1.4%	0.0%	-8.4	0			
2.7 Struggling Smokers	0	0.0%	567	1.3%	0.0%	-8.0	0			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	328	6.6%	2,341	5.2%	14.0%	4.3	126			
2.10 Respiratory Risks	46	0.9%	2,611	5.8%	1.8%	-14.8	16			
2.11 Anxious Adversity	99	2.0%	555	1.2%	17.8%	4.8	161			
2.12 Perilous Futures	7	0.1%	729	1.6%	1.0%	-8.3	9			
2.13 Regular Revellers	0	0.0%	7	0.0%	0.0%	-0.9	0			
3. Caution										
3.14 Rooted Routines	897	18.0%	3,486	7.8%	25.7%	27.0	232			
3.15 Borderline Behaviours	221	4.4%	932	2.1%	23.7%	11.7	214			
3.16 Countryside Concerns	448	9.0%	7,394	16.5%	6.1%	-14.2	55			
3.17 Everthing in Moderation	420	8.4%	2,133	4.8%	19.7%	12.2	177			
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
4. Healthy										
4.19 Relishing Retirement	74	1.5%	1,410	3.1%	5.2%	-6.7	47			
4.20 Perky Pensioners	556	11.2%	4,029	9.0%	13.8%	5.4	124			
4.21 Sensible Seniors	99	2.0%	702	1.6%	14.1%	2.4	127			
4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
4.23 Happy Families	50	1.0%	304	0.7%	16.4%	2.8	148			
4.24 Five-A-Day Greys	0	0.0%	134	0.3%	0.0%	-3.9	0			
4.25 Healthy, Wealthy & Wine	312	6.3%	1,020	2.3%	30.6%	18.9	276			
Not Private Households										
60 Active Communal Population	15	0.3%	163	0.4%	9.2%	-0.7	83			
61 Inactive Communal Population	9	0.2%	249	0.6%	3.6%	-3.6	33			
62 Business addresses without residential population	30		424							
Total (Excluding Business addresses without residential pop.)	**4,976**		**44,839**		**11.1%**					

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WELLBEING ACORN TYPE PROFILE

▶ wellbeing acorn

Profile: **Chatteris Profile**

Fenland Profile

Sort by:
- ○ Type
- ● Index
- ○ Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
4.25 Healthy, Wealthy & Wine	312	6.3%	1,020	2.3%	30.6%	18.9	276			
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3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
4.24 Five-A-Day Greys	0	0.0%	134	0.3%	0.0%	-3.9	0			
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