

## 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.



### 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



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



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



## WELLBEING ACORN - WHAT IS IT?



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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	<p>Group 1</p> <p><b>Health Challenges</b></p>	<p>1 Limited Living</p> <p>2 Poorly Pensioners</p> <p>3 Hardship Heartlands</p> <p>4 Elderly Ailments</p> <p>5 Countryside Complacency</p>
2	<p>Group 2</p> <p><b>At Risk</b></p>	<p>6 Dangerous Dependencies</p> <p>7 Struggling Smokers</p> <p>8 Despondent Diversity</p> <p>9 Everyday Excesses</p> <p>10 Respiratory Risks</p> <p>11 Anxious Adversity</p> <p>12 Perilous Futures</p> <p>13 Regular Revellers</p>
3	<p>Group 3</p> <p><b>Caution</b></p>	<p>14 Rooted Routines</p> <p>15 Borderline Behaviours</p> <p>16 Countryside Concerns</p> <p>17 Everthing in Moderation</p> <p>18 Cultural Concerns</p>
4	<p>Group 4</p> <p><b>Healthy</b></p>	<p>19 Relishing Retirement</p> <p>20 Perky Pensioners</p> <p>21 Sensible Seniors</p> <p>22 Gym &amp; Juices</p> <p>23 Happy Families</p> <p>24 Five-A-Day Greys</p> <p>25 Healthy, Wealthy &amp; Wine</p>

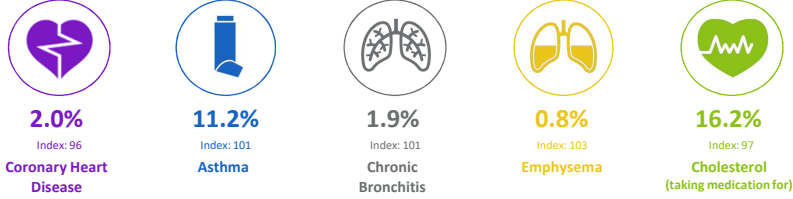
WELLBEING ACORN PROFILE OVERVIEW



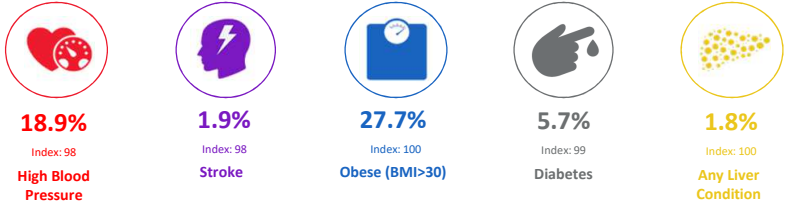
Profile: **Ely Profile**  
 Base: **East Cambridgeshire Profile**

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



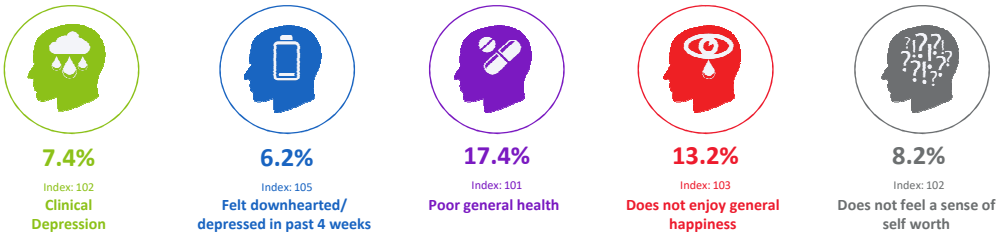
OTHER



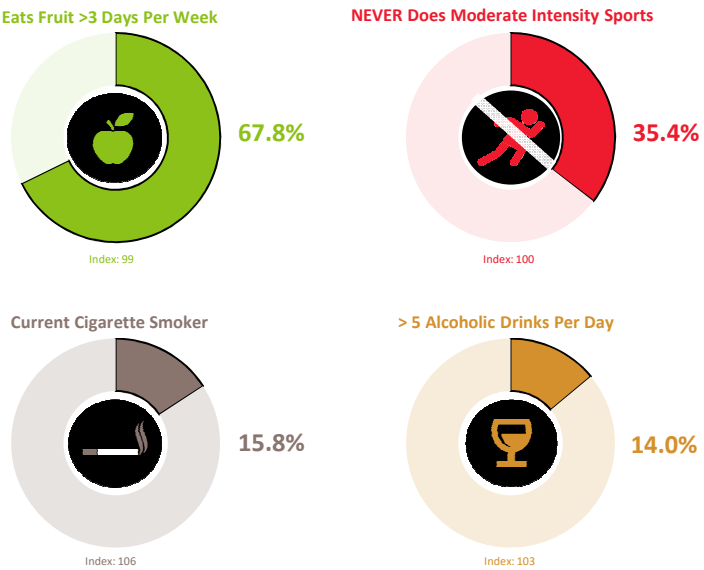
KEY INSIGHTS

- Issues such as emphysema are about 3% above the base average.
- Incidents of obesity are 0% more likely in this profile than in the base.
- Approximately 17% consider themselves to have poor general health. This is 1% above the base.
- About 5% more than the base will have felt downhearted and depressed in the past 4 weeks.

WELLBEING



BEHAVIOURS



KEY INSIGHTS

- About 16% are likely to be current cigarette smokers. This is 6% above the base average.
- Circa 4% smoke 20+ cigarettes per day, which is 5% above the base.
- 6% are likely to say they never eat fruit and 35% never do moderate intensity sports, which are 4% above and 0% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 14%, 2% above the base average, with white bread being eaten by about 29%, which is 1% above.

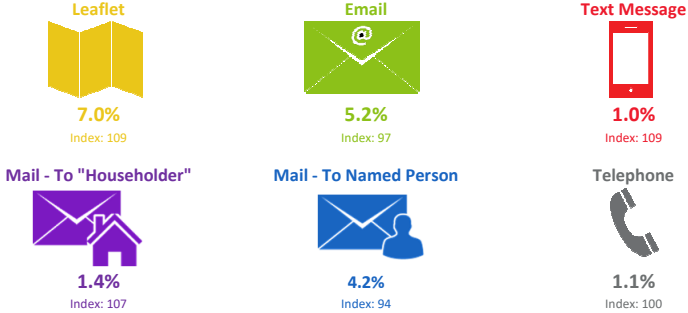
WELLBEING ACORN PROFILE OVERVIEW



Profile: **Ely Profile**  
 Base: **East Cambridgeshire Profile**

ENGAGEMENT

RESPONSE BY CHANNEL



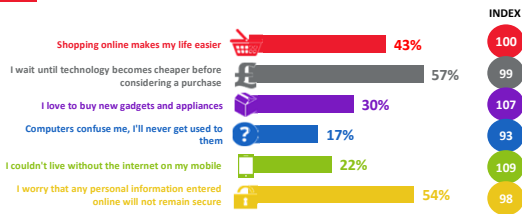
KEY INSIGHTS

- 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 3% more than the base average.
- Those that use the internet monthly are around 2% over-represented when compared to the base. Whereas those that use it daily is 1% over the base average

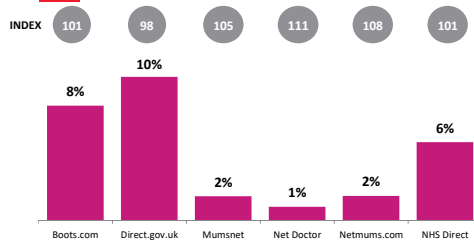
SOCIAL MEDIA BRAND INTERACTION



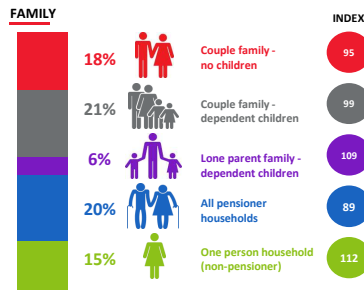
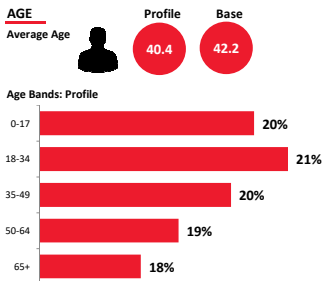
DIGITAL ATTITUDES



WEB SITES REGULARLY VISITED



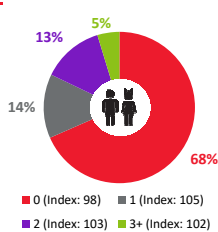
DEMOGRAPHICS



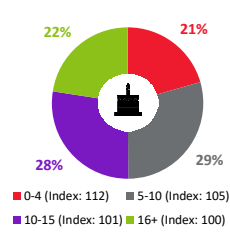
KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- 4.8% 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.

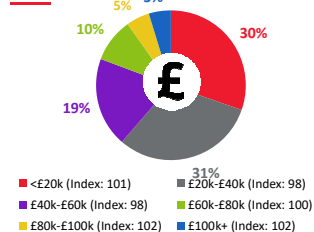
CHILDREN AT HOME



AGES OF CHILDREN AT HOME



INCOME

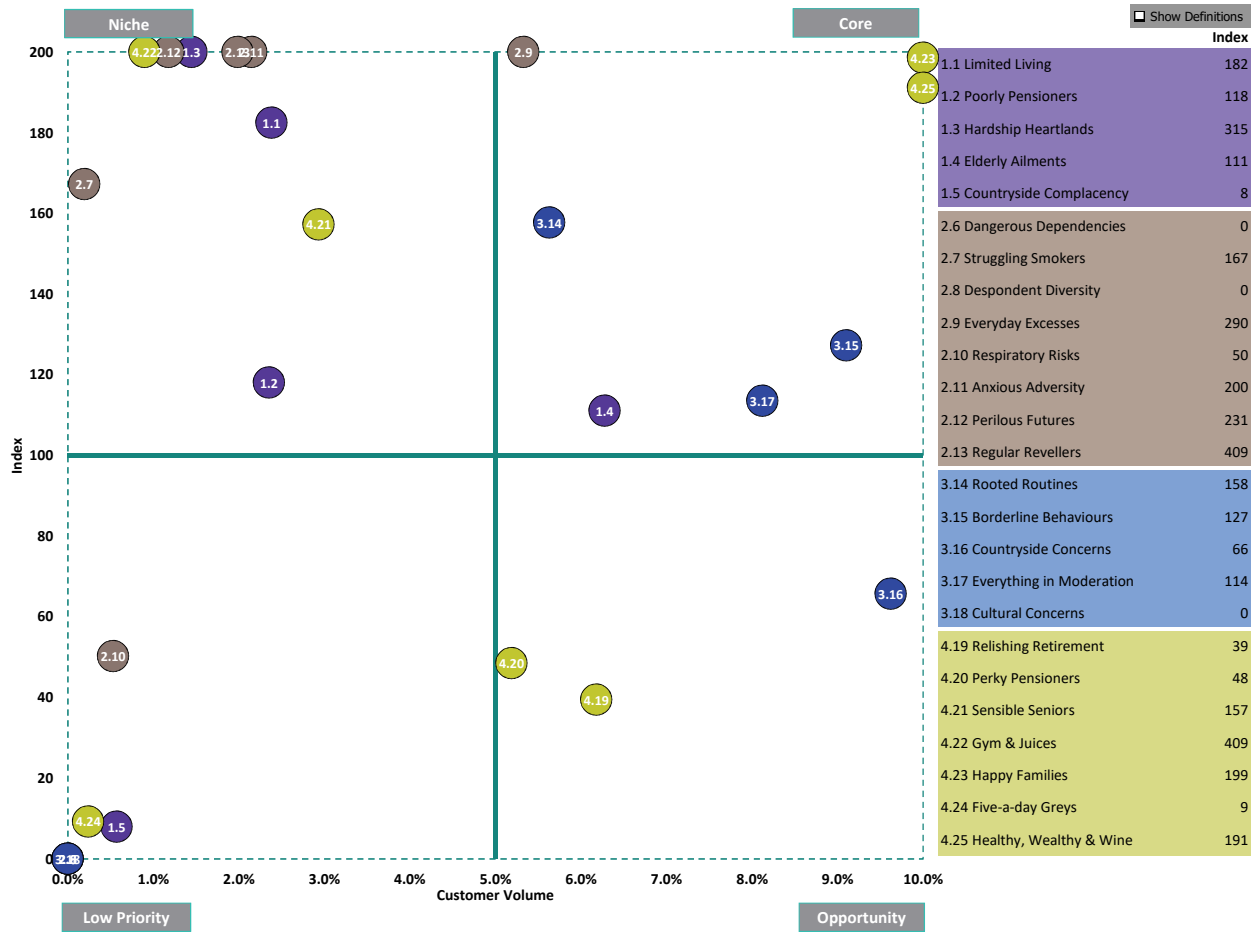


## WELLBEING ACORN CUSTOMER VIEW CHART



Profile: **Ely Profile**  
**East 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	104			
Eats fruit 3 or less days per w	103			
Eats vegetables 3 or less day:	106			
Current cigaratte smoker	106			
Smokes 20+ per day	105			
Usually drinks whole fat milk	102			
Usually eats white bread	101			
Never does moderate intensi	100			
Never does mild intensity spr	103			

Variable	Index	0	100	200+
Belong to neighbourhood: Di	109			
Can borrow things from neig	104			
Talk regularly to neighbours:	109			
I could go to someone in my	105			

Variable	Index	0	100	200+
Leaflets	109			
Mail - Addressed to 'The Hou	107			
Mail - Addressed to you by n:	94			
Newspaper / Magazine Adve	95			
TV/Radio	111			
Posters	112			
Email	97			
Text message	109			
Telephone	100			
Cinema	103			

## WELLBEING ACORN GROUP PROFILE

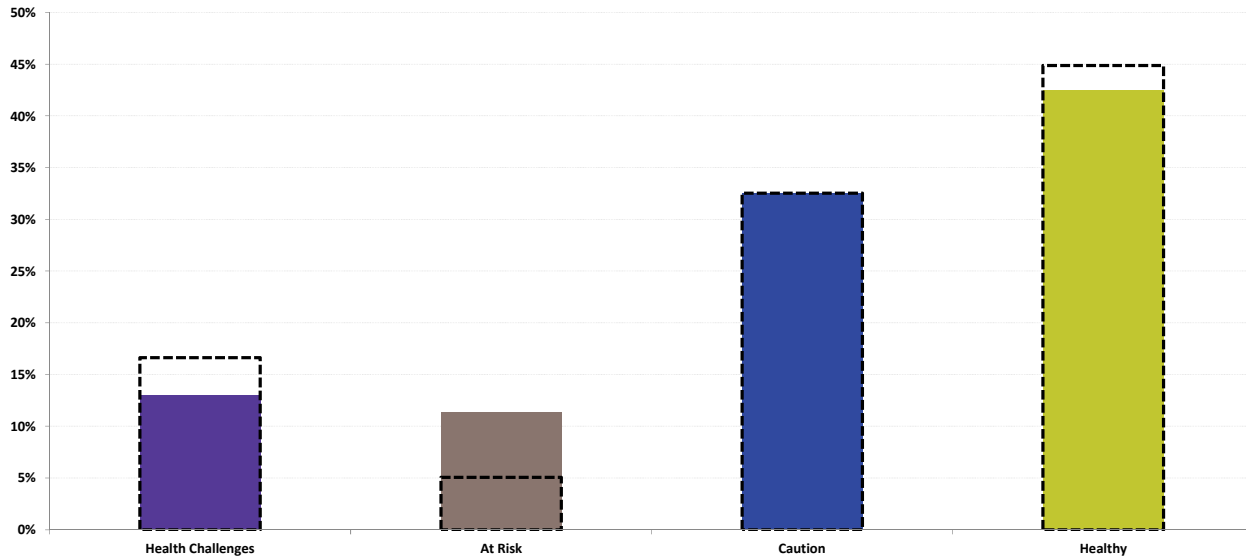


Profile: **Ely Profile**  
**East Cambridgeshire Profile**

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,208	13.0%	6,303	16.6%	19.2%	-9.3	78			
2. At Risk	1,053	11.4%	1,921	5.1%	54.8%	27.6	224			
3. Caution	3,011	32.5%	12,321	32.5%	24.4%	-0.1	100			
4. Healthy	3,935	42.4%	17,004	44.9%	23.1%	-4.7	95			
Not Private Households	65	0.7%	343	0.9%	19.0%	-2.1	77			
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>9,272</b>		<b>37,892</b>		<b>24.5%</b>					

### WELLBEING ACORN GROUP PROFILE

Show Base



HOME

OVERVIEW

CUSTOMER VIEW

PROFILE

GROUP

TYPE

## WELLBEING ACORN TYPE PROFILE

wellbeing  
acorn

Profile: Ely Profile

East Cambridgeshire Profile

Sort by:  Type  
 Index  
 Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<b>1. Health Challenges</b>										
1.1 Limited Living	221	2.4%	495	1.3%	44.6%	9.1	182			
1.2 Poorly Pensioners	218	2.4%	755	2.0%	28.9%	2.5	118			
1.3 Hardship Heartlands	134	1.4%	174	0.5%	77.0%	14.0	315			
1.4 Elderly Ailments	582	6.3%	2,141	5.7%	27.2%	2.6	111			
1.5 Countryside Complacency	53	0.6%	2,738	7.2%	1.9%	-24.7	8			
<b>2. At Risk</b>										
2.6 Dangerous Dependencies	0	0.0%	0	0.0%	0.0%	0.0	0			
2.7 Struggling Smokers	18	0.2%	44	0.1%	40.9%	2.2	167			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	494	5.3%	695	1.8%	71.1%	25.1	290			
2.10 Respiratory Risks	49	0.5%	399	1.1%	12.3%	-4.9	50			
2.11 Anxious Adversity	199	2.1%	406	1.1%	49.0%	10.1	200			
2.12 Perilous Futures	109	1.2%	193	0.5%	56.5%	9.0	231			
2.13 Regular Revellers	184	2.0%	184	0.5%	100.0%	20.8	409			
<b>3. Caution</b>										
3.14 Rooted Routines	522	5.6%	1,353	3.6%	38.6%	10.7	158			
3.15 Borderline Behaviours	844	9.1%	2,710	7.2%	31.1%	7.3	127			
3.16 Countryside Concerns	892	9.6%	5,548	14.6%	16.1%	-13.7	66			
3.17 Everthing in Moderation	753	8.1%	2,710	7.2%	27.8%	3.6	114			
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
<b>4. Healthy</b>										
4.19 Relishing Retirement	573	6.2%	5,939	15.7%	9.6%	-25.1	39			
4.20 Perky Pensioners	481	5.2%	4,057	10.7%	11.9%	-17.2	48			
4.21 Sensible Seniors	272	2.9%	707	1.9%	38.5%	7.6	157			
4.22 Gym & Juices	83	0.9%	83	0.2%	100.0%	13.9	409			
4.23 Happy Families	1,373	14.8%	2,826	7.5%	48.6%	26.9	199			
4.24 Five-A-Day Greys	22	0.2%	973	2.6%	2.3%	-14.2	9			
4.25 Healthy, Wealthy & Wine	1,131	12.2%	2,419	6.4%	46.8%	22.9	191			
<b>Not Private Households</b>										
60 Active Communal Population	43	0.5%	115	0.3%	37.4%	2.8	153			
61 Inactive Communal Population	22	0.2%	228	0.6%	9.6%	-4.5	39			
62 Business addresses without residential population	135		336							
<b>Total (Excluding Business addresses without residential pop.)</b>	<b>9,272</b>		<b>37,892</b>		<b>24.5%</b>					

CACI

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## WELLBEING ACORN TYPE PROFILE

wellbeing  
acornProfile: **Ely Profile****East Cambridgeshire Profile**Sort by:  
 Type  
 Index  
 Profile %

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3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
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