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.
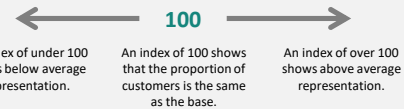
It delivers an improved perception of local community needs and delivers an ability to target health and wellbeing strategies.
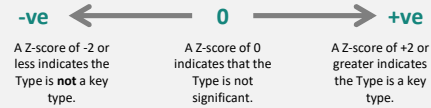
INTERPRETING THE REPORT

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

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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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

WELLBEING ACORN PROFILE OVERVIEW

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acorn

| Profile: | St Ives Profile |
| Base: | Huntingdonshire Profile |

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2.0%
Index: 96
Coronary Heart Disease

11.5%
Index: 103
Asthma

2.0%
Index: 104
Chronic Bronchitis

0.8%
Index: 107
Emphysema

16.0%
Index: 98
Cholesterol (taking medication for)

OTHER

18.6%
Index: 99
High Blood Pressure

1.9%
Index: 100
Stroke

28.3%
Index: 102
Obese (BMI>30)

5.8%
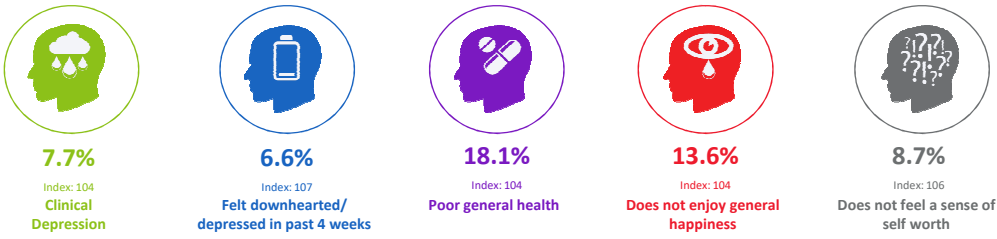Index: 103
Diabetes

1.8%
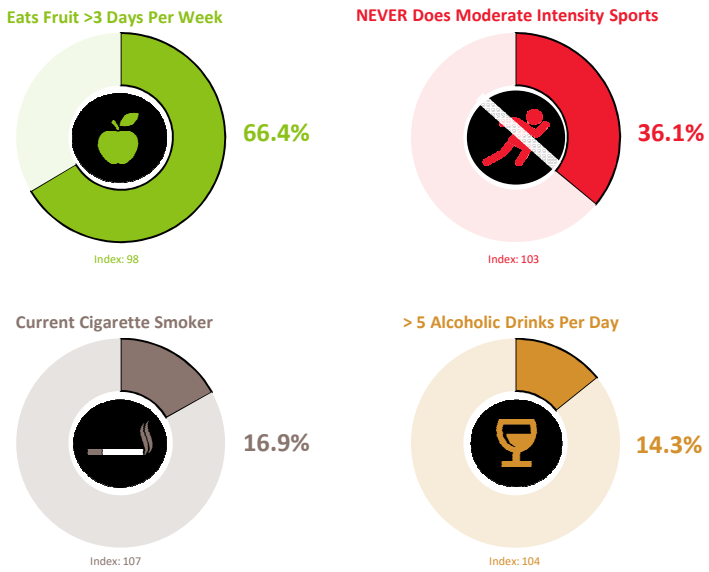Index: 104
Any Liver Condition
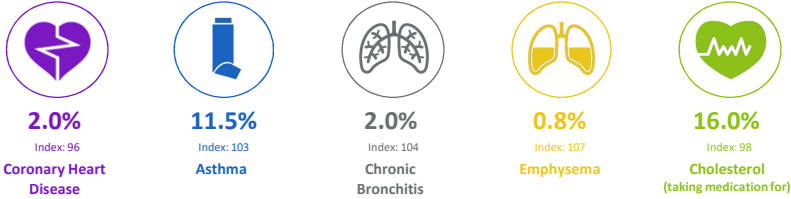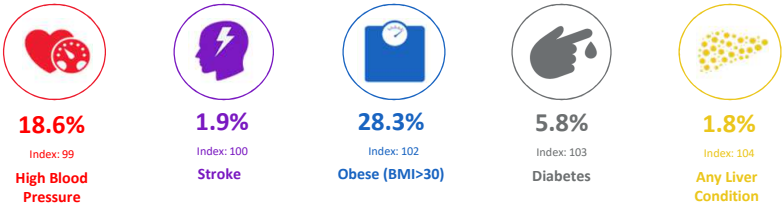
KEY INSIGHTS

• Issues such as emphysema are about 7% above the base average.

• Incidents of liver conditions are 4% more likely in this profile than in the base.

• Approximately 18% consider themselves to have poor general health. This is 4% above the base.

• About 7% more than the base will have felt downhearted and depressed in the past 4 weeks.

WELLBEING

7.7%
Index: 104
Clinical Depression

6.6%
Index: 107
Felt downhearted/ depressed in past 4 weeks

18.1%
Index: 104
Poor general health

13.6%
Index: 104
Does not enjoy general happiness

8.7%
Index: 106
Does not feel a sense of self worth

BEHAVIOURS

Eats Fruit >3 Days Per Week

66.4%
Index: 98

NEVER Does Moderate Intensity Sports

36.1%
Index: 103

KEY INSIGHTS

• About 17% are likely to be current cigarette smokers. This is 7% above the base average.

• Circa 4% smoke 20+ cigarettes per day, which is 9% above the base.

• 7% are likely to say they never eat fruit and 36% never do moderate intensity sports, which are 7% above and 3% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 14%, 1% above the base average, with white bread being eaten by about 30%, which is 3% above.
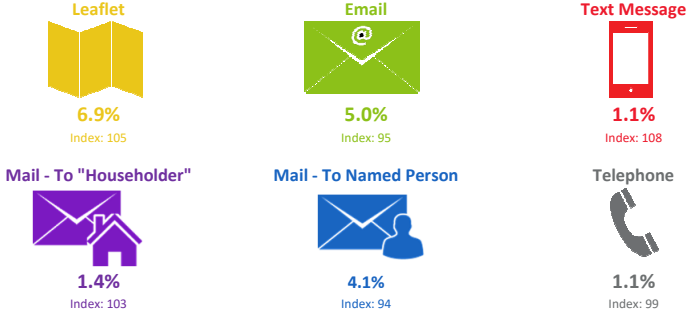
Current Cigarette Smoker

16.9%
Index: 107

> 5 Alcoholic Drinks Per Day

14.3%
Index: 104

WELLBEING ACORN PROFILE OVERVIEW

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acorn

Profile: St Ives Profile
Base: Huntingdonshire Profile

ENGAGEMENT

RESPONSE BY CHANNEL

Leaflet
6.9%
Index: 105

Email
5.0%
Index: 95

Text Message
1.1%
Index: 108

Mail - To "Householder"
1.4%
Index: 103

Mail - To Named Person
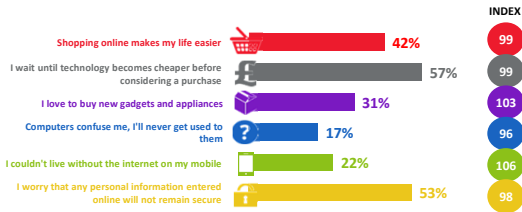4.1%
Index: 94

Telephone
1.1%
Index: 99

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 2% 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% under the base average
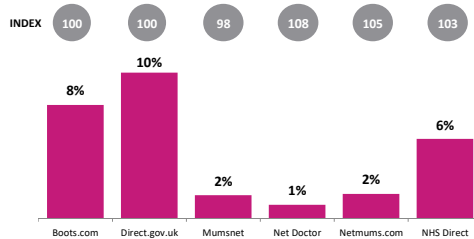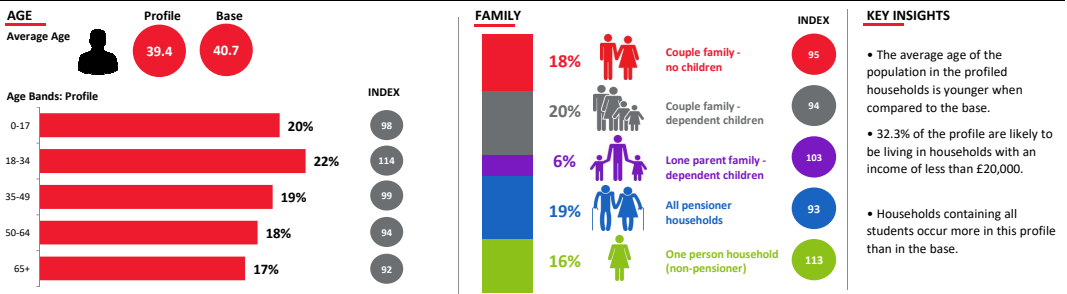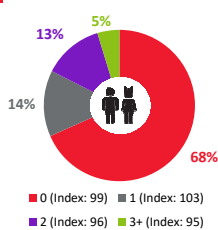
SOCIAL MEDIA BRAND INTERACTION

13.2%
Index: 103
Press the "Like" button on a product/brand

10.0%
Index: 102
Interact with a brand (e.g. like, comment or tweet)

13.4%
Index: 102
Visit the profile/fan page of a product/brand

9.3%
Index: 103
Follow a link to a brand posted by an advertiser

DIGITAL ATTITUDES

		INDEX
Shopping online makes my life easier	42%	99
I wait until technology becomes cheaper before considering a purchase	57%	99
I love to buy new gadgets and appliances	31%	103
Computers confuse me, I'll never get used to them	17%	96
I couldn't live without the internet on my mobile	22%	106
I worry that any personal information entered online will not remain secure	53%	98

WEB SITES REGULARLY VISITED

INDEX	100	100	98	108	105	103

Boots.com	Direct.gov.uk	Mumsnet	Net Doctor	Netmums.com	NHS Direct
8%	10%	2%	1%	2%	6%

DEMOGRAPHICS

AGE

Average Age
Profile: 39.4
Base: 40.7

Age Bands: Profile

		INDEX
0-17	20%	98
18-34	22%	114
35-49	19%	99
50-64	18%	94
65+	17%	92

FAMILY

		INDEX
Couple family - no children	18%	95
Couple family - dependent children	20%	94
Lone parent family - dependent children	6%	103
All pensioner households	19%	93
One person household (non-pensioner)	16%	113

KEY INSIGHTS

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

• 32.3% of the profile are likely to be living in households with an income of less than £20,000.

• Households containing all students occur more in this profile than in the base.

CHILDREN AT HOME

13%
14%
5%
68%

- 0 (Index: 99)
- 1 (Index: 103)
- 2 (Index: 96)
- 3+ (Index: 95)

AGES OF CHILDREN AT HOME

22%
22%
29%
27%

- 0-4 (Index: 107)
- 5-10 (Index: 100)
- 10-15 (Index: 95)
- 16+ (Index: 94)

INCOME

4%
4%
9%
32%
32%
19%

- <£20k (Index: 106)
- £20k-£40k (Index: 101)
- £40k-£60k (Index: 97)
- £60k-£80k (Index: 93)
- £80k-£100k (Index: 87)
- £100k+ (Index: 80)

WELLBEING ACORN CUSTOMER VIEW CHART

wellbeing
acorn

Profile: St Ives Profile

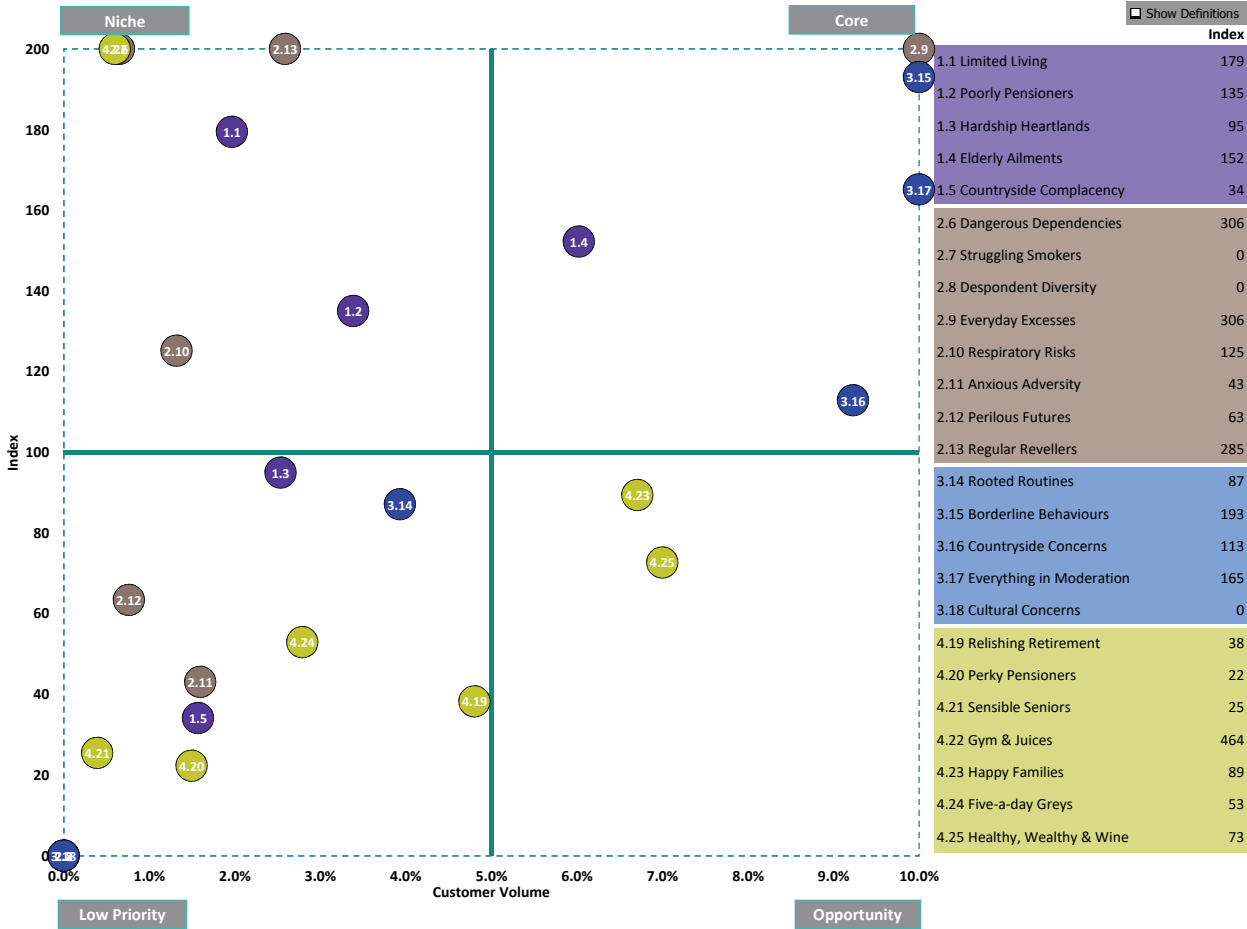Huntingdonshire Profile

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	179
1.2 Poorly Pensioners	135
1.3 Hardship Heartlands	95
1.4 Elderly Ailments	152
1.5 Countryside Complacency	34
2.6 Dangerous Dependencies	306
2.7 Struggling Smokers	0
2.8 Despondent Diversity	0
2.9 Everyday Excesses	306
2.10 Respiratory Risks	125
2.11 Anxious Adversity	43
2.12 Perilous Futures	63
2.13 Regular Revellers	285
3.14 Rooted Routines	87
3.15 Borderline Behaviours	193
3.16 Countryside Concerns	113
3.17 Everything in Moderation	165
3.18 Cultural Concerns	0
4.19 Relishing Retirement	38
4.20 Perky Pensioners	22
4.21 Sensible Seniors	25
4.22 Gym & Juices	464
4.23 Happy Families	89
4.24 Five-a-day Greys	53
4.25 Healthy, Wealthy & Wine	73

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WELLBEING ACORN PROFILE FEATURES

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Profile: **St Ives 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

2. Behaviours

Variable	Index	0	100	200+
Never eats fruit	107			
Eats fruit 3 or less days per w	105			
Eats vegetables 3 or less days	108			
Current cigaratte smoker	107			
Smokes 20+ per day	109			
Usually drinks whole fat milk	101			
Usually eats white bread	103			
Never does moderate intensi	103			
Never does mild intensity spo	103			

Social Capital

Isolation

Variable	Index	0	100	200+
Belong to neighbourhood: Di	108			
Can borrow things from neig	104			
Talk regularly to neighbours:	107			
I could go to someone in my	104			

Marketing: Channel

Response by Channel

| Variable	Index	0	100	200+
Leaflets	105			
Mail - Addressed to 'The Hou	103			
Mail - Addressed to you by n	94			
Newspaper / Magazine Adve	96			
TV/Radio	105			
Posters	111			
Email	95			
Text message	108			
Telephone	99			
Cinema	101			

WELLBEING ACORN GROUP PROFILE

Profile:

St Ives Profile

Huntingdonshire Profile

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,221	15.5%	11,311	14.8%	10.8%	1.6	104			
2. At Risk	1,379	17.5%	8,703	11.4%	15.8%	17.0	153			
3. Caution	3,404	43.2%	22,593	29.6%	15.1%	26.3	146			
4. Healthy	1,876	23.8%	33,043	43.3%	5.7%	-35.0	55			
Not Private Households	8	0.1%	606	0.8%	1.3%	-6.9	13			
Total (Excluding Business addresses without residential pop.)	**7,888**		**76,256**		**10.3%**					

WELLBEING ACORN GROUP PROFILE

☑ Show Base
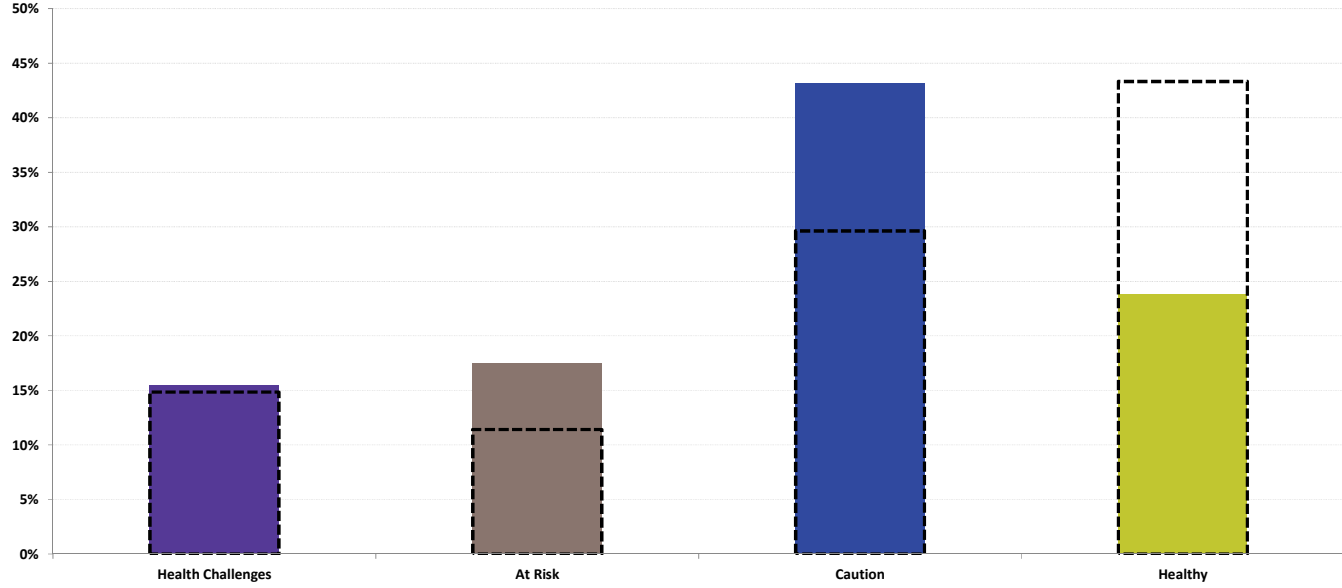
WELLBEING ACORN TYPE PROFILE

Profile: **St Ives 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	155	2.0%	835	1.1%	18.6%	7.4	179			
1.2 Poorly Pensioners	267	3.4%	1,912	2.5%	14.0%	5.0	135			
1.3 Hardship Heartlands	200	2.5%	2,037	2.7%	9.8%	-0.7	95			
1.4 Elderly Ailments	475	6.0%	3,017	4.0%	15.7%	9.4	152			
1.5 Countryside Complacency	124	1.6%	3,510	4.6%	3.5%	-12.8	34			
2. At Risk										
2.6 Dangerous Dependencies	51	0.6%	161	0.2%	31.7%	8.4	306			
2.7 Struggling Smokers	0	0.0%	674	0.9%	0.0%	-8.4	0			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	834	10.6%	2,631	3.5%	31.7%	34.7	306			
2.10 Respiratory Risks	104	1.3%	803	1.1%	13.0%	2.3	125			
2.11 Anxious Adversity	126	1.6%	2,827	3.7%	4.5%	-9.9	43			
2.12 Perilous Futures	60	0.8%	915	1.2%	6.6%	-3.6	63			
2.13 Regular Revellers	204	2.6%	692	0.9%	29.5%	15.7	285			
3. Caution										
3.14 Rooted Routines	310	3.9%	3,442	4.5%	9.0%	-2.5	87			
3.15 Borderline Behaviours	1,109	14.1%	5,556	7.3%	20.0%	23.1	193			
3.16 Countryside Concerns	728	9.2%	6,236	8.2%	11.7%	3.4	113			
3.17 Everthing in Moderation	1,257	15.9%	7,359	9.7%	17.1%	18.9	165			
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
4. Healthy										
4.19 Relishing Retirement	379	4.8%	9,575	12.6%	4.0%	-20.8	38			
4.20 Perky Pensioners	118	1.5%	5,110	6.7%	2.3%	-18.5	22			
4.21 Sensible Seniors	31	0.4%	1,177	1.5%	2.6%	-8.3	25			
4.22 Gym & Juices	47	0.6%	98	0.1%	48.0%	11.6	464			
4.23 Happy Families	529	6.7%	5,721	7.5%	9.2%	-2.7	89			
4.24 Five-A-Day Greys	220	2.8%	4,022	5.3%	5.5%	-9.9	53			
4.25 Healthy, Wealthy & Wine	552	7.0%	7,340	9.6%	7.5%	-7.9	73			
Not Private Households										
60 Active Communal Population	6	0.1%	122	0.2%	4.9%	-1.9	48			
61 Inactive Communal Population	2	0.0%	484	0.6%	0.4%	-6.8	4			
62 Business addresses without residential population	247		1,331							
Total (Excluding Business addresses without residential pop.)	**7,888**		**76,256**		**10.3%**					

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WELLBEING ACORN TYPE PROFILE

Profile: **St Ives Profile**

Huntingdonshire Profile

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Sort by:
○ Type
◉ Index
○ Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
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3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
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