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

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

wellbeing acorn

Profile: St Neots Profile
Base: Huntingdonshire Profile

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2.0%	11.8%	2.1%	0.9%	16.3%
Index: 99	Index: 106	Index: 109	Index: 114	Index: 100
Coronary Heart Disease	Asthma	Chronic Bronchitis	Emphysema	Cholesterol (taking medication for)

OTHER

19.0%	2.0%	29.3%	6.0%	1.9%
Index: 101	Index: 104	Index: 106	Index: 106	Index: 106
High Blood Pressure	Stroke	Obese (BMI>30)	Diabetes	Any Liver Condition

KEY INSIGHTS

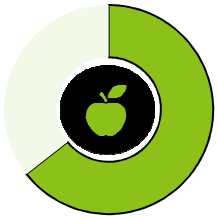
- Issues such as emphysema are about 14% above the base average.
- Incidents of diabetes are 6% more likely in this profile than in the base.
- Approximately 19% consider themselves to have poor general health. This is 11% above the base.
- About 15% more than the base will have felt downhearted and depressed in the past 4 weeks.

WELLBEING

8.1%	7.1%	19.3%	14.1%	9.1%
Index: 110	Index: 115	Index: 111	Index: 108	Index: 112
Clinical Depression	Felt downhearted/ depressed in past 4 weeks	Poor general health	Does not enjoy general happiness	Does not feel a sense of self worth

BEHAVIOURS

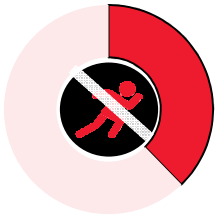
Eats Fruit >3 Days Per Week



64.4%

Index: 95

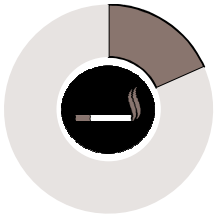
NEVER Does Moderate Intensity Sports



37.7%

Index: 107

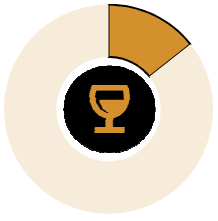
Current Cigarette Smoker



18.4%

Index: 117

> 5 Alcoholic Drinks Per Day



14.3%

Index: 104

KEY INSIGHTS

- About 18% are likely to be current cigarette smokers. This is 17% above the base average.
- Circa 5% smoke 20+ cigarettes per day, which is 25% above the base.
- 8% are likely to say they never eat fruit and 38% never do moderate intensity sports, which are 19% above and 7% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 15%, 9% above the base average, with white bread being eaten by about 32%, which is 8% above.

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WELLBEING ACORN PROFILE OVERVIEW

wellbeing acorn

Profile: St Neots Profile
Base: Huntingdonshire Profile

ENGAGEMENT

RESPONSE BY CHANNEL

Leaflet 7.1% Index: 107

Email 4.6% Index: 88

Text Message 1.1% Index: 110

Mail - To "Householder" 1.4% Index: 103

Mail - To Named Person 3.7% Index: 87

Telephone 1.1% Index: 107

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 less than once a month are around 1% over-represented when compared to the base. Whereas those that use it daily is 1% under the base average.

SOCIAL MEDIA BRAND INTERACTION

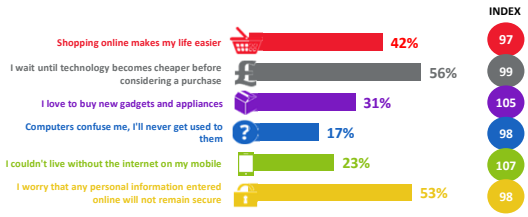
13.5% Index: 105 — Press the "Like" button on a product/brand

10.1% Index: 104 — Interact with a brand (e.g. like, comment or tweet)

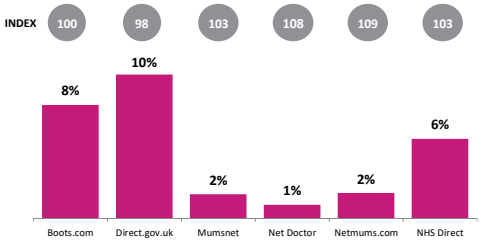
13.7% Index: 105 — Visit the profile/fan page of a product/brand

9.4% Index: 104 — Follow a link to a brand posted by an advertiser

DIGITAL ATTITUDES



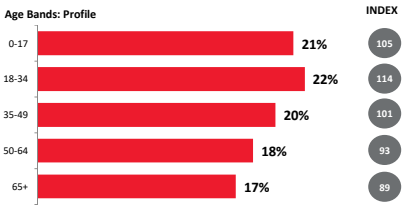
WEB SITES REGULARLY VISITED



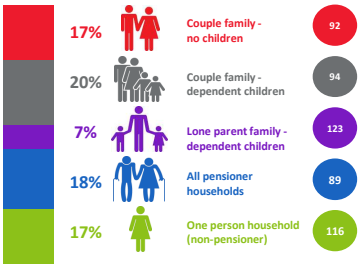
DEMOGRAPHICS

AGE

Average Age — Profile: 39.1 — Base: 40.7



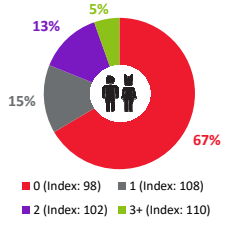
FAMILY



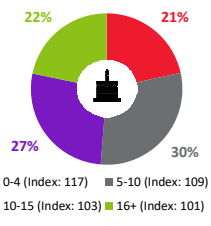
KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- 34.6% 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.

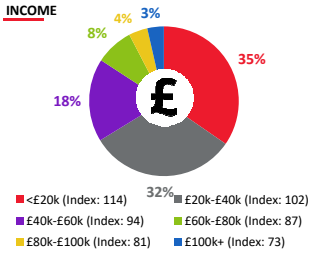
CHILDREN AT HOME



AGES OF CHILDREN AT HOME



INCOME



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WELLBEING ACORN CUSTOMER VIEW CHART

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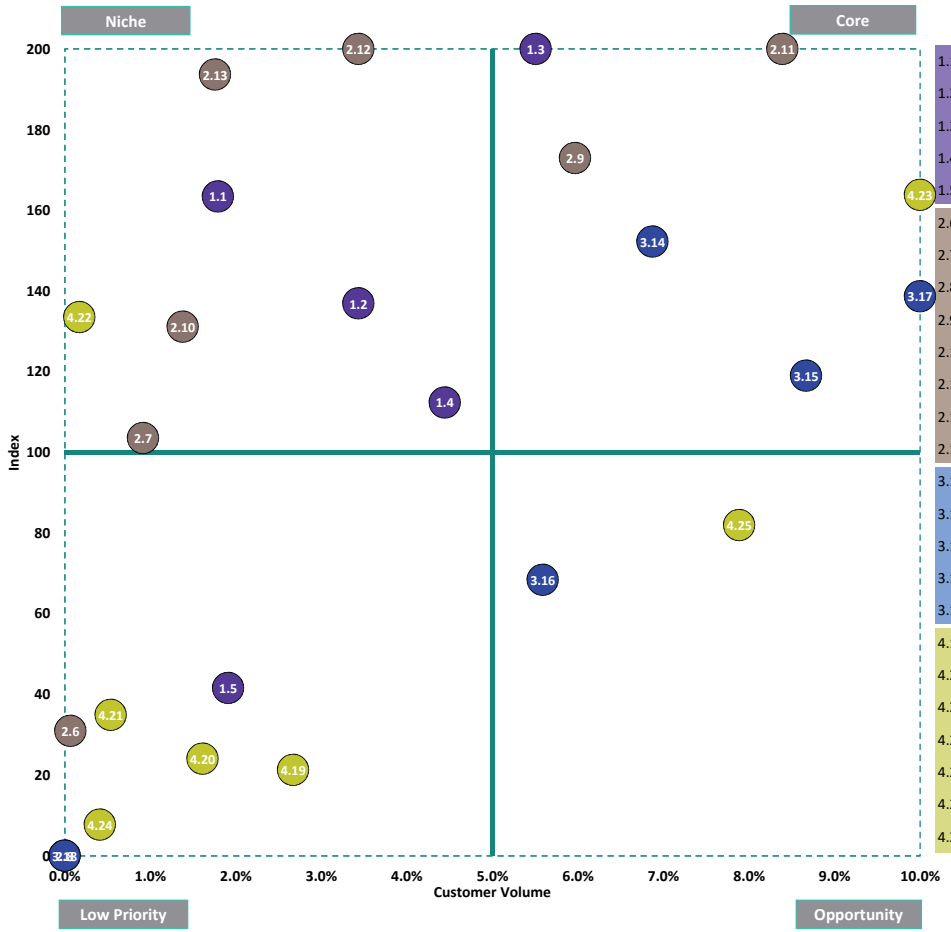
Profile: **St Neots Profile**
Huntingdonshire Profile

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	163
1.2 Poorly Pensioners	137
1.3 Hardship Heartlands	206
1.4 Elderly Ailments	112
1.5 Countryside Complacency	42
2.6 Dangerous Dependencies	31
2.7 Struggling Smokers	104
2.8 Despondent Diversity	0
2.9 Everyday Excesses	173
2.10 Respiratory Risks	131
2.11 Anxious Adversity	226
2.12 Perilous Futures	286
2.13 Regular Revellers	194
3.14 Rooted Routines	152
3.15 Borderline Behaviours	119
3.16 Countryside Concerns	68
3.17 Everything in Moderation	139
3.18 Cultural Concerns	0
4.19 Relishing Retirement	21
4.20 Perky Pensioners	24
4.21 Sensible Seniors	35
4.22 Gym & Juices	134
4.23 Happy Families	164
4.24 Five-a-day Greys	8
4.25 Healthy, Wealthy & Wine	82

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WELLBEING ACORN PROFILE FEATURES

wellbeing acorn

Profile: **St Neots 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	Social Capital	Marketing: Channel
2.	Behaviours	Isolation	Response by Channel

Variable	Index	0	100	200+
Never eats fruit	119			
Eats fruit 3 or less days per w	111			
Eats vegetables 3 or less days	118			
Current cigaratte smoker	117			
Smokes 20+ per day	125			
Usually drinks whole fat milk	109			
Usually eats white bread	108			
Never does moderate intensi	107			
Never does mild intensity spo	108			

Variable	Index	0	100	200+
Belong to neighbourhood: Di	117			
Can borrow things from neig	107			
Talk regularly to neighbours:	109			
I could go to someone in my	108			

Variable	Index	0	100	200+
Leaflets	107			
Mail - Addressed to 'The Hou	103			
Mail - Addressed to you by n	87			
Newspaper / Magazine Adve	89			
TV/Radio	109			
Posters	106			
Email	88			
Text message	110			
Telephone	107			
Cinema	95			

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WELLBEING ACORN GROUP PROFILE

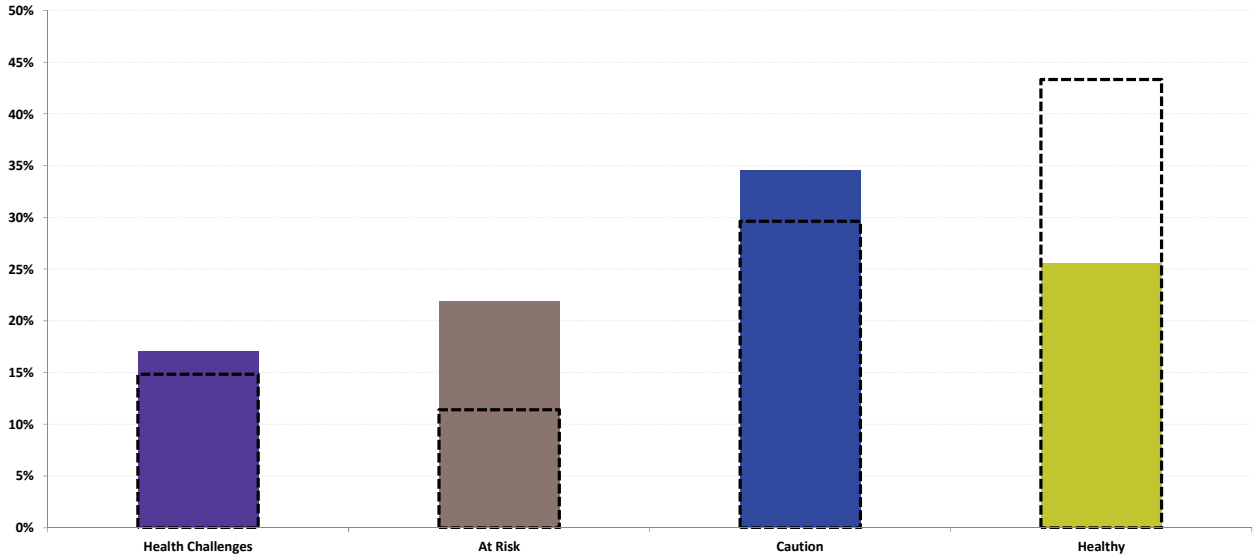
wellbeing acorn

Profile: **St Neots Profile**
Huntingdonshire Profile

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Health Challenges	2,091	17.1%	11,311	14.8%	18.5%	7.0	115
2. At Risk	2,681	21.9%	8,703	11.4%	30.8%	36.5	192
3. Caution	4,224	34.5%	22,593	29.6%	18.7%	11.8	116
4. Healthy	3,130	25.6%	33,043	43.3%	9.5%	-39.6	59
Not Private Households	112	0.9%	606	0.8%	18.5%	1.5	115
Total (Excluding Business addresses without residential pop.)	**12,238**		**76,256**		**16.0%**		

WELLBEING ACORN GROUP PROFILE

☑ Show Base



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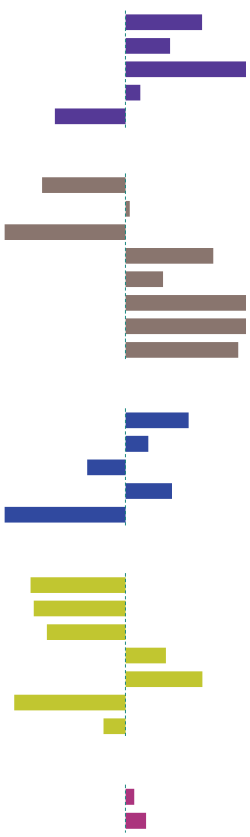
WELLBEING ACORN TYPE PROFILE

wellbeing acorn

Profile: **St Neots Profile**
Huntingdonshire Profile

Sort by: Type / Index / Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index
1. Health Challenges							
1.1 Limited Living	219	1.8%	835	1.1%	26.2%	7.4	163
1.2 Poorly Pensioners	420	3.4%	1,912	2.5%	22.0%	6.5	137
1.3 Hardship Heartlands	674	5.5%	2,037	2.7%	33.1%	19.5	206
1.4 Elderly Ailments	544	4.4%	3,017	4.0%	18.0%	2.8	112
1.5 Countryside Complacency	234	1.9%	3,510	4.6%	6.7%	-14.2	42
2. At Risk							
2.6 Dangerous Dependencies	8	0.1%	161	0.2%	5.0%	-3.5	31
2.7 Struggling Smokers	112	0.9%	674	0.9%	16.6%	0.4	104
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0
2.9 Everyday Excesses	730	6.0%	2,631	3.5%	27.7%	15.2	173
2.10 Respiratory Risks	169	1.4%	803	1.1%	21.0%	3.6	131
2.11 Anxious Adversity	1,027	8.4%	2,827	3.7%	36.3%	27.4	226
2.12 Perilous Futures	420	3.4%	915	1.2%	45.9%	22.7	286
2.13 Regular Revellers	215	1.8%	692	0.9%	31.1%	9.9	194
3. Caution							
3.14 Rooted Routines	841	6.9%	3,442	4.5%	24.4%	12.6	152
3.15 Borderline Behaviours	1,061	8.7%	5,556	7.3%	19.1%	5.9	119
3.16 Countryside Concerns	684	5.6%	6,236	8.2%	11.0%	-10.5	68
3.17 Everthing in Moderation	1,638	13.4%	7,359	9.7%	22.3%	14.0	139
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0
4. Healthy							
4.19 Relishing Retirement	327	2.7%	9,575	12.6%	3.4%	-33.0	21
4.20 Perky Pensioners	197	1.6%	5,110	6.7%	3.9%	-22.5	24
4.21 Sensible Seniors	66	0.5%	1,177	1.5%	5.6%	-9.0	35
4.22 Gym & Juices	21	0.2%	98	0.1%	21.4%	1.3	134
4.23 Happy Families	1,504	12.3%	5,721	7.5%	26.3%	20.1	164
4.24 Five-A-Day Greys	50	0.4%	4,022	5.3%	1.2%	-24.1	8
4.25 Healthy, Wealthy & Wine	965	7.9%	7,340	9.6%	13.1%	-6.5	82
Not Private Households							
60 Active Communal Population	21	0.2%	122	0.2%	17.2%	0.3	107
61 Inactive Communal Population	91	0.7%	484	0.6%	18.8%	1.5	117
62 Business addresses without residential population	155		1,331				
Total (Excluding Business addresses without residential pop.)	**12,238**		**76,256**		**16.0%**		



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WELLBEING ACORN TYPE PROFILE

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Huntingdonshire Profile

Sort by: ○ Type ◉ Index ○ Profile %

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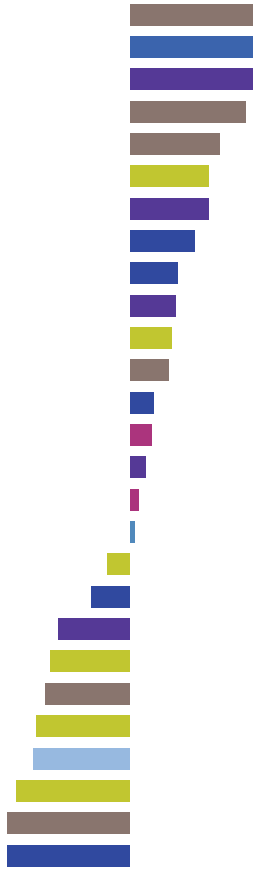
4.24 Five-A-Day Greys	50	0.4%	4,022	5.3%	1.2%	-24.1	8
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0
Total (Excluding Business addresses without residential pop.)	**12,238**		**76,256**		**16.0%**		



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