

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>Health Challenges</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>At Risk</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>Caution</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>Healthy</p>	<p>19 Relishing Retirement</p> <p>20 Perky Pensioners</p> <p>21 Sensible Seniors</p> <p>22 Gym & Juices</p> <p>23 Happy Families</p> <p>24 Five-A-Day Greys</p> <p>25 Healthy, Wealthy & Wine</p>

WELLBEING ACORN PROFILE OVERVIEW



Profile: Whittlesey Profile
 Base: Fenland Profile

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2.3%
 Index: 100
 Coronary Heart Disease



12.0%
 Index: 100
 Asthma



2.3%
 Index: 98
 Chronic Bronchitis



1.0%
 Index: 99
 Emphysema



18.1%
 Index: 100
 Cholesterol (taking medication for)

OTHER



20.8%
 Index: 100
 High Blood Pressure



2.3%
 Index: 99
 Stroke



30.1%
 Index: 100
 Obese (BMI>30)



6.7%
 Index: 100
 Diabetes



1.9%
 Index: 100
 Any Liver Condition

KEY INSIGHTS

- Issues such as asthma are about 0% above the base average.
- Incidents of high blood pressure are 0% more likely in this profile than in the base.
- Approximately 20% consider themselves to have poor general health. This is 2% below the base.
- About 0% more than the base do not enjoy general happiness.

WELLBEING



8.1%
 Index: 99
 Clinical Depression



7.0%
 Index: 98
 Felt downhearted/ depressed in past 4 weeks



20.1%
 Index: 98
 Poor general health



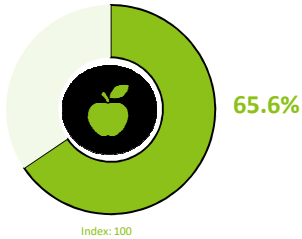
13.7%
 Index: 100
 Does not enjoy general happiness



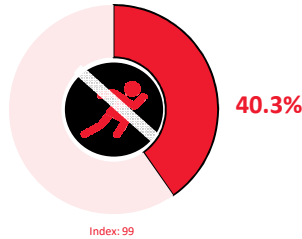
8.9%
 Index: 99
 Does not feel a sense of self worth

BEHAVIOURS

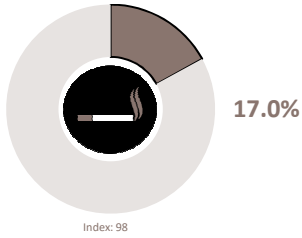
Eats Fruit >3 Days Per Week



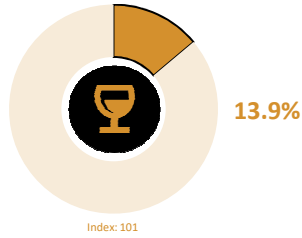
NEVER Does Moderate Intensity Sports



Current Cigarette Smoker



> 5 Alcoholic Drinks Per Day



KEY INSIGHTS

- About 17% are likely to be current cigarette smokers. This is 2% below the base average.
- Circa 4% smoke 20+ cigarettes per day, which is 5% below the base.
- 7% are likely to say they never eat fruit and 40% never do moderate intensity sports, which are 3% below and 1% 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.

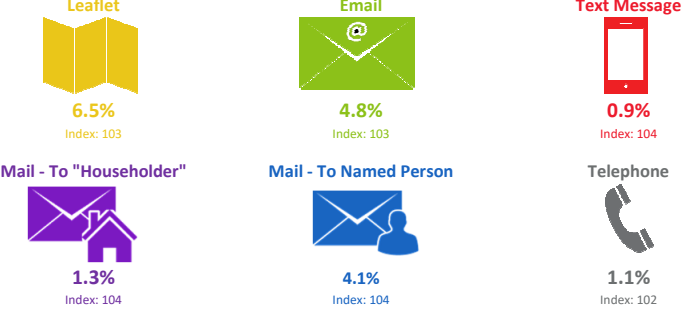
WELLBEING ACORN PROFILE OVERVIEW



Profile: **Whittlesey Profile**
 Base: **Fenland Profile**

ENGAGEMENT

RESPONSE BY CHANNEL



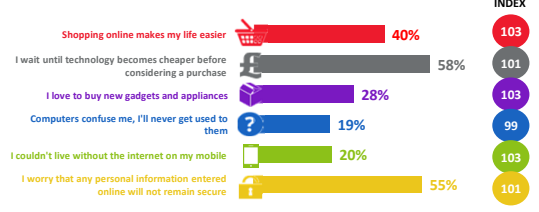
KEY INSIGHTS

- 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 3% more than the base average.
- Those that use the internet weekly are around 78% over-represented when compared to the base.

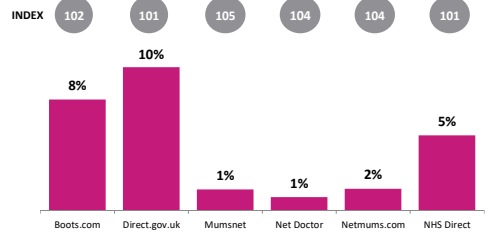
SOCIAL MEDIA BRAND INTERACTION



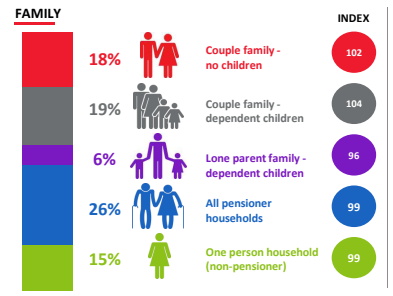
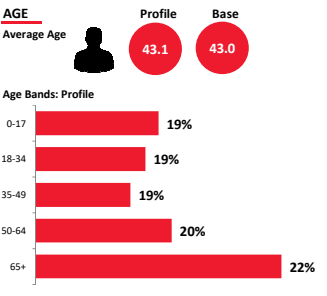
DIGITAL ATTITUDES



WEB SITES REGULARLY VISITED



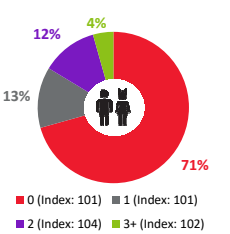
DEMOGRAPHICS



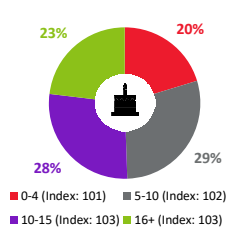
KEY INSIGHTS

- The average age of the population in the profiled households is older when compared to the base.
- 2.7% 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.

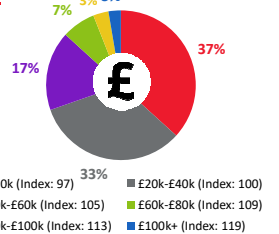
CHILDREN AT HOME



AGES OF CHILDREN AT HOME



INCOME

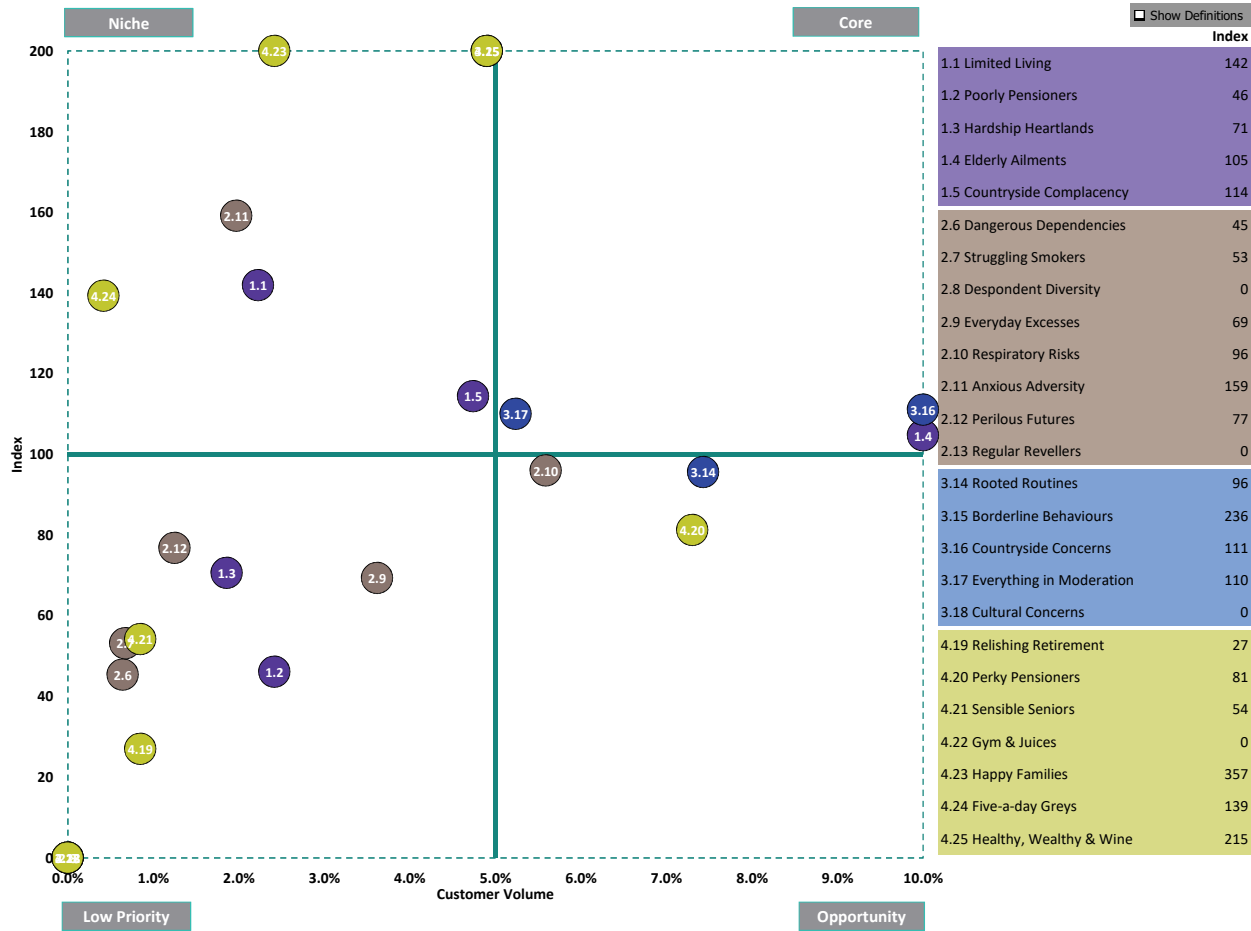


WELLBEING ACORN CUSTOMER VIEW CHART



Profile: **Whittlesey 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'.



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	97			
Eats fruit 3 or less days per w	99			
Eats vegetables 3 or less day	98			
Current cigarette smoker	98			
Smokes 20+ per day	95			
Usually drinks whole fat milk	98			
Usually eats white bread	99			
Never does moderate intensi	99			
Never does mild intensity spr	100			

Variable	Index	0	100	200+
Belong to neighbourhood: Di	99			
Can borrow things from neig	101			
Talk regularly to neighbours:	102			
I could go to someone in my	102			

Variable	Index	0	100	200+
Leaflets	103			
Mail - Addressed to 'The Hou	104			
Mail - Addressed to you by n	104			
Newspaper / Magazine Adve	102			
TV/Radio	104			
Posters	106			
Email	103			
Text message	104			
Telephone	102			
Cinema	105			

WELLBEING ACORN GROUP PROFILE



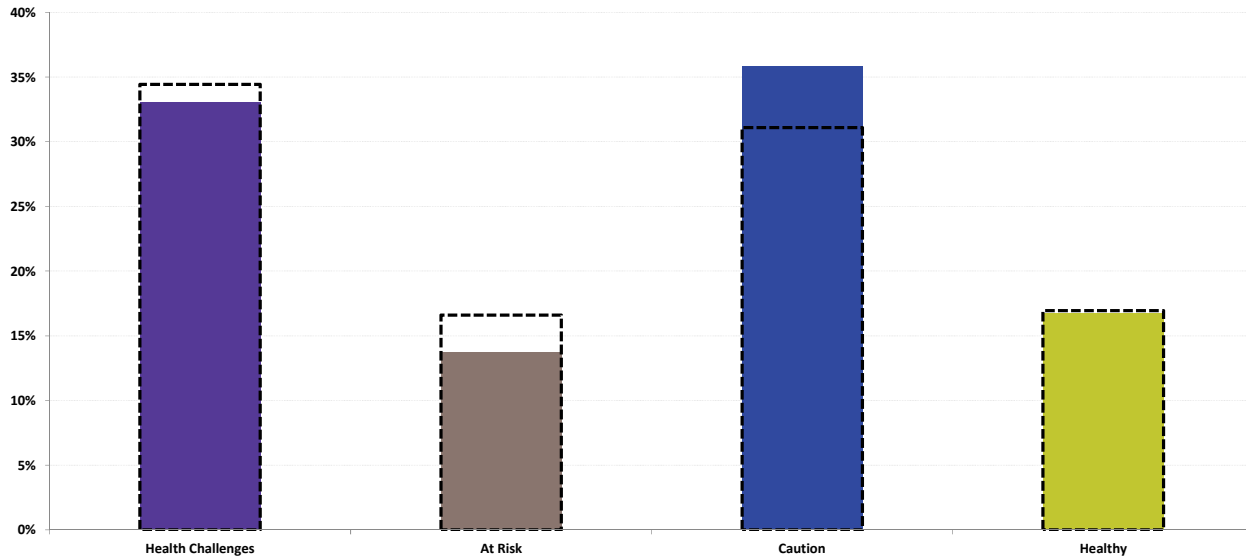
Profile:

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	2,065	33.1%	15,440	34.4%	13.4%	-2.3	96			
2. At Risk	858	13.7%	7,443	16.6%	11.5%	-6.1	83			
3. Caution	2,241	35.9%	13,945	31.1%	16.1%	8.2	115			
4. Healthy	1,045	16.7%	7,599	16.9%	13.8%	-0.5	99			
Not Private Households	37	0.6%	412	0.9%	9.0%	-2.7	64			
Total (Excluding Business addresses without residential pop.)	6,246		44,839		13.9%					



WELLBEING ACORN GROUP PROFILE

Show Base



HOME

OVERVIEW

CUSTOMER VIEW

PROFILE

GROUP

TYPE

WELLBEING ACORN TYPE PROFILE

wellbeing
acorn

Profile: Whittlesey 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	139	2.2%	703	1.6%	19.8%	4.2	142			
1.2 Poorly Pensioners	151	2.4%	2,352	5.2%	6.4%	-10.0	46			
1.3 Hardship Heartlands	116	1.9%	1,179	2.6%	9.8%	-3.8	71			
1.4 Elderly Ailments	1,363	21.8%	9,348	20.8%	14.6%	1.9	105			
1.5 Countryside Complacency	296	4.7%	1,858	4.1%	15.9%	2.4	114			
2. At Risk										
2.6 Dangerous Dependencies	40	0.6%	633	1.4%	6.3%	-5.2	45			
2.7 Struggling Smokers	42	0.7%	567	1.3%	7.4%	-4.2	53			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	226	3.6%	2,341	5.2%	9.7%	-5.7	69			
2.10 Respiratory Risks	349	5.6%	2,611	5.8%	13.4%	-0.8	96			
2.11 Anxious Adversity	123	2.0%	555	1.2%	22.2%	5.2	159			
2.12 Perilous Futures	78	1.2%	729	1.6%	10.7%	-2.4	77			
2.13 Regular Revellers	0	0.0%	7	0.0%	0.0%	-1.0	0			
3. Caution										
3.14 Rooted Routines	464	7.4%	3,486	7.8%	13.3%	-1.0	96			
3.15 Borderline Behaviours	306	4.9%	932	2.1%	32.8%	15.6	236			
3.16 Countryside Concerns	1,144	18.3%	7,394	16.5%	15.5%	3.9	111			
3.17 Everthing in Moderation	327	5.2%	2,133	4.8%	15.3%	1.8	110			
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
4. Healthy										
4.19 Relishing Retirement	53	0.8%	1,410	3.1%	3.8%	-10.4	27			
4.20 Perky Pensioners	456	7.3%	4,029	9.0%	11.3%	-4.7	81			
4.21 Sensible Seniors	53	0.8%	702	1.6%	7.5%	-4.6	54			
4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
4.23 Happy Families	151	2.4%	304	0.7%	49.7%	16.8	357			
4.24 Five-A-Day Greys	26	0.4%	134	0.3%	19.4%	1.7	139			
4.25 Healthy, Wealthy & Wine	306	4.9%	1,020	2.3%	30.0%	13.9	215			
Not Private Households										
60 Active Communal Population	0	0.0%	163	0.4%	0.0%	-4.8	0			
61 Inactive Communal Population	37	0.6%	249	0.6%	14.9%	0.4	107			
62 Business addresses without residential population	14		424							
Total (Excluding Business addresses without residential pop.)	6,246		44,839		13.9%					

CACI

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WELLBEING ACORN TYPE PROFILE

Profile: **Whittlesey Profile****Fenland Profile**wellbeing
acornSort by:
 Type
 Index
 Profile %

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
4.23 Happy Families	151	2.4%	304	0.7%	49.7%	16.8	357			
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4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
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