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

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| Profile: | **Wisbech Profile** |
| Base: | **Fenland Profile** |

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2.2%
Index: 98
Coronary Heart Disease

12.6%
Index: 105
Asthma

2.6%
Index: 110
Chronic Bronchitis

1.1%
Index: 112
Emphysema

18.0%
Index: 99
Cholesterol (taking medication for)

OTHER

20.5%
Index: 98
High Blood Pressure

2.4%
Index: 103
Stroke

31.4%
Index: 104
Obese (BMI>30)

6.9%
Index: 103
Diabetes

2.0%
Index: 105
Any Liver Condition

KEY INSIGHTS

• Issues such as emphysema are about 12% above the base average.

• Incidents of liver conditions are 5% more likely in this profile than in the base.

• Approximately 23% consider themselves to have poor general health. This is 11% above the base.

• About 17% more than the base will have felt downhearted and depressed in the past 4 weeks.

WELLBEING

9.0%
Index: 110
Clinical Depression

8.3%
Index: 117
Felt downhearted/ depressed in past 4 weeks

22.7%
Index: 111
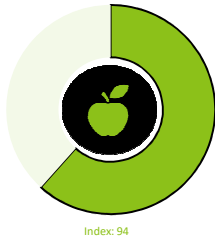**Poor general health**

14.6%
Index: 106
Does not enjoy general happiness

10.0%
Index: 112
Does not feel a sense of self worth

BEHAVIOURS

Eats Fruit >3 Days Per Week

61.7%
Index: 94

NEVER Does Moderate Intensity Sports
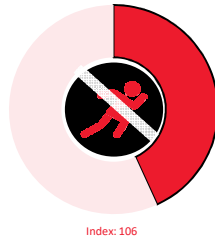
43.1%
Index: 106

Current Cigarette Smoker
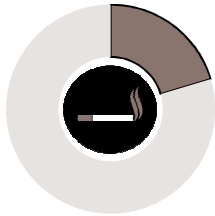
20.3%
Index: 117

> 5 Alcoholic Drinks Per Day
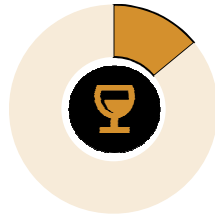
14.0%
Index: 102

KEY INSIGHTS

• About 20% are likely to be current cigarette smokers. This is 17% above the base average.

• Circa 6% smoke 20+ cigarettes per day, which is 27% above the base.

• 9% are likely to say they never eat fruit and 43% never do moderate intensity sports, which are 21% above and 6% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 17%, 14% above the base average, with white bread being eaten by about 35%, which is 9% above.

WELLBEING ACORN PROFILE OVERVIEW

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Profile: Wisbech Profile
Base: Fenland Profile

ENGAGEMENT

RESPONSE BY CHANNEL

Leaflet
6.4%
Index: 102

Email
3.9%
Index: 85

Text Message
0.9%
Index: 106

Mail - To "Householder"
1.2%
Index: 94

Mail - To Named Person
3.4%
Index: 86

Telephone
1.1%
Index: 100

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 1% less than the base average.

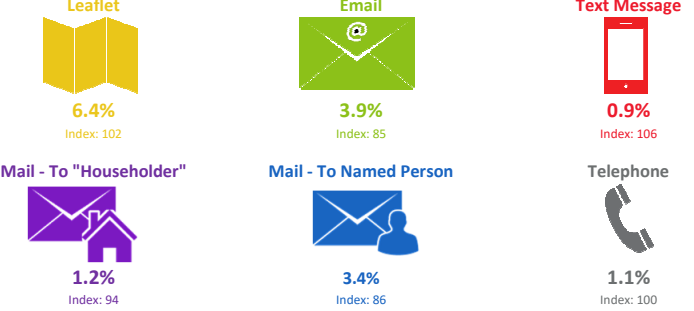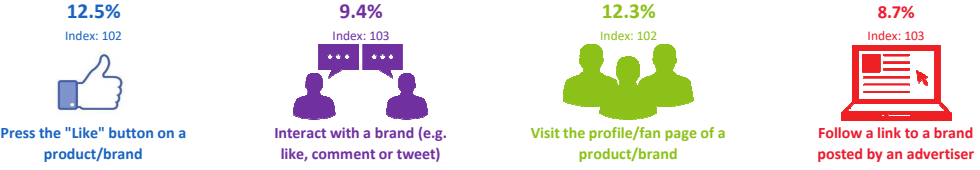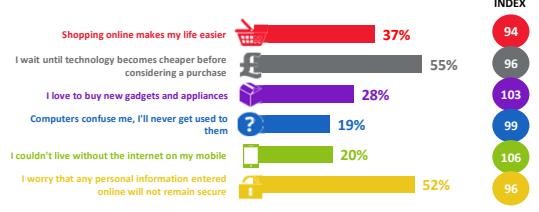• Those that use the internet less than once a month are around 1% over-represented when compared to the base. Whereas those that use it daily is 5% under the base average.
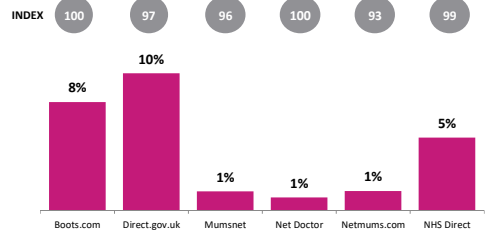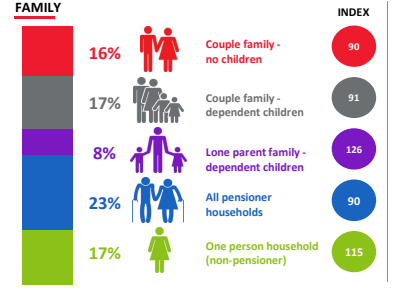
SOCIAL MEDIA BRAND INTERACTION

12.5%
Index: 102
Press the "Like" button on a product/brand

9.4%
Index: 103
Interact with a brand (e.g. like, comment or tweet)

12.3%
Index: 102
Visit the profile/fan page of a product/brand

8.7%
Index: 103
Follow a link to a brand posted by an advertiser

DIGITAL ATTITUDES

Statement	%	INDEX
Shopping online makes my life easier	37%	94
I wait until technology becomes cheaper before considering a purchase	55%	96
I love to buy new gadgets and appliances	28%	103
Computers confuse me, I'll never get used to them	19%	99
I couldn't live without the internet on my mobile	20%	106
I worry that any personal information entered online will not remain secure	52%	96

WEB SITES REGULARLY VISITED

Site	INDEX	%
Boots.com	100	8%
Direct.gov.uk	97	10%
Mumsnet	96	1%
Net Doctor	100	1%
Netmums.com	93	1%
NHS Direct	99	5%

DEMOGRAPHICS

AGE

Average Age
Profile 40.8
Base 43.0

Age Bands: Profile

Band	%	INDEX
0-17	20%	105
18-34	20%	109
35-49	18%	99
50-64	18%	93
65+	20%	89

FAMILY

Type	%	INDEX
Couple family - no children	16%	90
Couple family - dependent children	17%	91
Lone parent family - dependent children	8%	126
All pensioner households	23%	90
One person household (non-pensioner)	17%	115

KEY INSIGHTS

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

• 44.4% of the profile are likely to be living in households with an income of less than £20,000.

• Households containing lone parent families with dependent children occur more in this profile than in the base.

CHILDREN AT HOME

- 0 (Index: 96): 69%
- 1 (Index: 108): 14%
- 2 (Index: 100): 12%
- 3+ (Index: 110): 5%

AGES OF CHILDREN AT HOME

- 0-4 (Index: 116): 23%
- 5-10 (Index: 107): 30%
- 10-15 (Index: 102): 26%
- 16+ (Index: 99): 21%

INCOME

- <£20k (Index: 114): 45%
- £20k-£40k (Index: 98): 33%
- £40k-£60k (Index: 85): 14%
- £60k-£80k (Index: 74): 5%
- £80k-£100k (Index: 67): 2%
- £100k+ (Index: 58): 1%
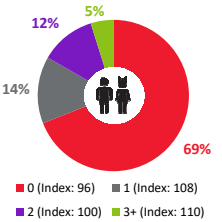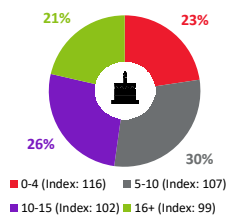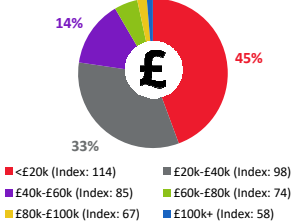
WELLBEING ACORN CUSTOMER VIEW CHART

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Profile: **Wisbech 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'.

☐ Show Definitions

	Index
1.1 Limited Living	127
1.2 Poorly Pensioners	169
1.3 Hardship Heartlands	276
1.4 Elderly Ailments	79
1.5 Countryside Complacency	36
2.6 Dangerous Dependencies	357
2.7 Struggling Smokers	240
2.8 Despondent Diversity	0
2.9 Everyday Excesses	172
2.10 Respiratory Risks	260
2.11 Anxious Adversity	133
2.12 Perilous Futures	243
2.13 Regular Revellers	0
3.14 Rooted Routines	79
3.15 Borderline Behaviours	21
3.16 Countryside Concerns	54
3.17 Everything in Moderation	94
3.18 Cultural Concerns	0
4.19 Relishing Retirement	48
4.20 Perky Pensioners	15
4.21 Sensible Seniors	32
4.22 Gym & Juices	0
4.23 Happy Families	23
4.24 Five-a-day Greys	46
4.25 Healthy, Wealthy & Wine	41

WELLBEING ACORN PROFILE FEATURES

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Profile: Wisbech 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

2. Behaviours

Variable	Index	0	100	200+
Never eats fruit	121			
Eats fruit 3 or less days per w	111			
Eats vegetables 3 or less days	118			
Current cigarette smoker	117			
Smokes 20+ per day	127			
Usually drinks whole fat milk	114			
Usually eats white bread	109			
Never does moderate intensi	106			
Never does mild intensity spo	106			

Social Capital

Isolation

Variable	Index	0	100	200+
Belong to neighbourhood: Di	121			
Can borrow things from neig	105			
Talk regularly to neighbours:	108			
I could go to someone in my	105			

Marketing: Channel

Response by Channel

Variable	Index	0	100	200+
Leaflets	102			
Mail - Addressed to 'The Hou	94			
Mail - Addressed to you by n	86			
Newspaper / Magazine Adve	86			
TV/Radio	102			
Posters	102			
Email	85			
Text message	106			
Telephone	100			
Cinema	96			

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WELLBEING ACORN GROUP PROFILE

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Profile:

Wisbech Profile
Fenland Profile

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
▶ 1. Health Challenges	3,940	36.1%	15,440	34.4%	25.5%	3.6	105			
▶ 2. At Risk	4,131	37.8%	7,443	16.6%	55.5%	59.6	228			
▶ 3. Caution	2,186	20.0%	13,945	31.1%	15.7%	-25.0	64			
▶ 4. Healthy	504	4.6%	7,599	16.9%	6.6%	-34.3	27			
▶ Not Private Households	157	1.4%	412	0.9%	38.1%	5.7	157			
Total (Excluding Business addresses without residential pop.)	**10,918**		**44,839**		**24.3%**					

WELLBEING ACORN GROUP PROFILE

☑ Show Base
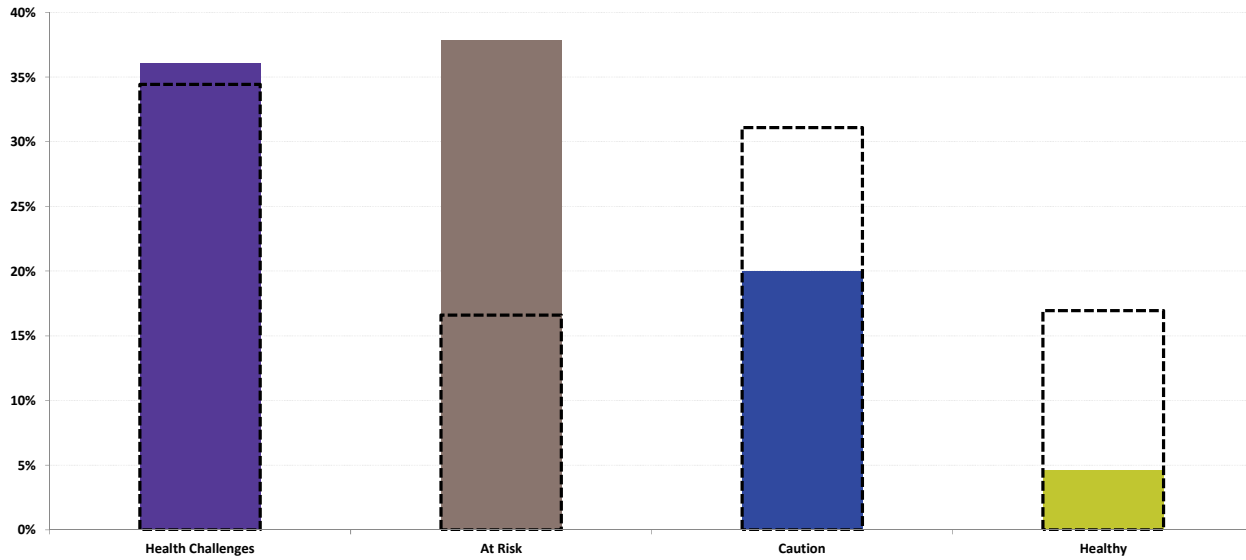
WELLBEING ACORN TYPE PROFILE

wellbeing acorn

Profile: Wisbech 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	218	2.0%	703	1.6%	31.0%	3.6	127			
1.2 Poorly Pensioners	966	8.8%	2,352	5.2%	41.1%	16.9	169			
1.3 Hardship Heartlands	792	7.3%	1,179	2.6%	67.2%	30.2	276			
1.4 Elderly Ailments	1,800	16.5%	9,348	20.8%	19.3%	-11.2	79			
1.5 Countryside Complacency	164	1.5%	1,858	4.1%	8.8%	-13.8	36			
2. At Risk										
2.6 Dangerous Dependencies	551	5.0%	633	1.4%	87.0%	32.2	357			
2.7 Struggling Smokers	332	3.0%	567	1.3%	58.6%	16.6	240			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
2.9 Everyday Excesses	982	9.0%	2,341	5.2%	41.9%	17.7	172			
2.10 Respiratory Risks	1,654	15.1%	2,611	5.8%	63.3%	41.6	260			
2.11 Anxious Adversity	180	1.6%	555	1.2%	32.4%	3.9	133			
2.12 Perilous Futures	432	4.0%	729	1.6%	59.3%	19.3	243			
2.13 Regular Revellers	0	0.0%	7	0.0%	0.0%	-1.3	0			
3. Caution										
3.14 Rooted Routines	673	6.2%	3,486	7.8%	19.3%	-6.3	79			
3.15 Borderline Behaviours	47	0.4%	932	2.1%	5.0%	-12.1	21			
3.16 Countryside Concerns	978	9.0%	7,394	16.5%	13.2%	-21.2	54			
3.17 Everthing in Moderation	488	4.5%	2,133	4.8%	22.9%	-1.4	94			
3.18 Cultural Concerns	0	0.0%	0	0.0%	0.0%	0.0	0			
4. Healthy										
4.19 Relishing Retirement	164	1.5%	1,410	3.1%	11.6%	-9.8	48			
4.20 Perky Pensioners	150	1.4%	4,029	9.0%	3.7%	-27.8	15			
4.21 Sensible Seniors	55	0.5%	702	1.6%	7.8%	-8.9	32			
4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
4.23 Happy Families	17	0.2%	304	0.7%	5.6%	-6.7	23			
4.24 Five-A-Day Greys	15	0.1%	134	0.3%	11.2%	-3.1	46			
4.25 Healthy, Wealthy & Wine	103	0.9%	1,020	2.3%	10.1%	-9.3	41			
Not Private Households										
60 Active Communal Population	55	0.5%	163	0.4%	33.7%	2.4	139			
61 Inactive Communal Population	102	0.9%	249	0.6%	41.0%	5.3	168			
62 Business addresses without residential population	205		424							
Total (Excluding Business addresses without residential pop.)	**10,918**		**44,839**		**24.3%**					

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WELLBEING ACORN TYPE PROFILE

Profile: Wisbech Profile
Fenland Profile

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

Wellbeing Acorn Type Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
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2.13 Regular Revellers	0	0.0%	7	0.0%	0.0%	-1.3	0			
4.22 Gym & Juices	0	0.0%	0	0.0%	0.0%	0.0	0			
2.8 Despondent Diversity	0	0.0%	0	0.0%	0.0%	0.0	0			
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