

# 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.

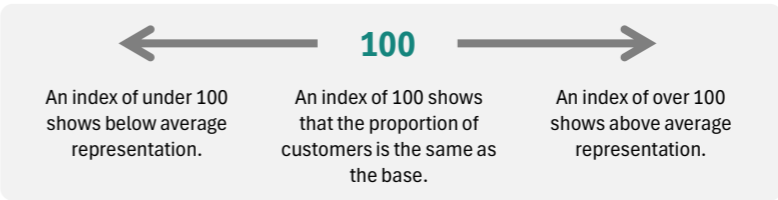
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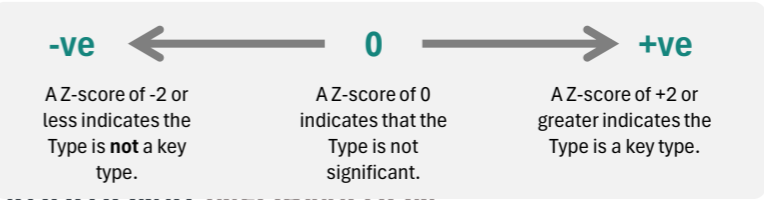
## INTERPRETING THE REPORT

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



### Z-SCORE



### ADDITIONAL INFORMATION

Click on the documents below for more information on Wellbeing Acorn.

**User Guide**

**Online Microsite**

## WELLBEING ACORN - WHAT IS IT?

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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	<ul style="list-style-type: none"> <li>1 Limited Living</li> <li>2 Poorly Pensioners</li> <li>3 Hardship Heartlands</li> <li>4 Elderly Ailments</li> <li>5 Countryside Complacency</li> </ul>
2	Group 2 At Risk	<ul style="list-style-type: none"> <li>6 Dangerous Dependencies</li> <li>7 Struggling Smokers</li> <li>8 Despondent Diversity</li> <li>9 Everyday Excesses</li> <li>10 Respiratory Risks</li> <li>11 Anxious Adversity</li> <li>12 Perilous Futures</li> <li>13 Regular Revellers</li> </ul>
3	Group 3 Caution	<ul style="list-style-type: none"> <li>14 Rooted Routines</li> <li>15 Borderline Behaviours</li> <li>16 Countryside Concerns</li> <li>17 Everthing in Moderation</li> <li>18 Cultural Concerns</li> </ul>
4	Group 4 Healthy	<ul style="list-style-type: none"> <li>19 Relishing Retirement</li> <li>20 Perky Pensioners</li> <li>21 Sensible Seniors</li> <li>22 Gym &amp; Juices</li> <li>23 Happy Families</li> <li>24 Five-A-Day Greys</li> <li>25 Healthy, Wealthy &amp; Wine</li> </ul>

## WELLBEING ACORN PROFILE OVERVIEW



Profile: **Cambourne**  
 Base: **South Cambridgeshire**

### HEALTH (EVER DIAGNOSED WITH)

#### HEART & LUNGS



**2%**

Index: 88

**Coronary heart disease**



**13%**

Index: 102

**Asthma**



**1%**

Index: 105

**Chronic bronchitis**



**0%**

Index: 106

**Emphysema**



**15%**

Index: 93

**Cholesterol (taking medication for)**

#### OTHER



**16%**

Index: 95

**High blood pressure**



**2%**

Index: 94

**Stroke**



**19%**

Index: 98

**BMI > 30**



**6%**

Index: 103

**Diabetes**



**1%**

Index: 104

**Any kind of liver condition**

#### KEY INSIGHTS

- Issues such as Emphysema are about 6% above the base average.
- Incidents of Any kind of liver condition are 4% above in this profile than in the base.
- Approximately 8% Feels downhearted / depressed in the past 4 weeks. This is 10% above the base.

### WELLBEING



**5%**

Index: 101

**Has Depression**



**8%**

Index: 110

**Feels downhearted / depressed in the past 4 weeks**



**19%**

Index: 104

**Poor general health**



**15%**

Index: 102

**Does not enjoy general happiness**



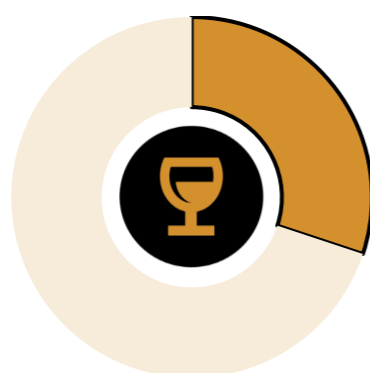
**9%**

Index: 106

**Does not feel a sense of self-worth**

### BEHAVIOURS

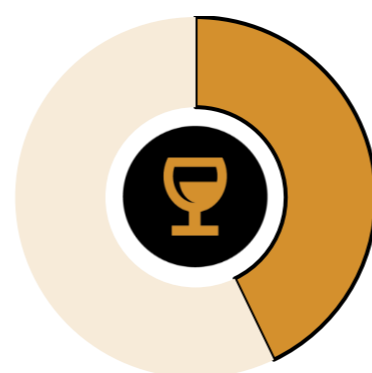
> 3 units per day (Women)



**30%**

Index: 95

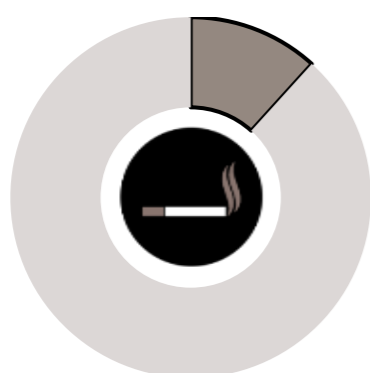
> 4 units per day (Men)



**43%**

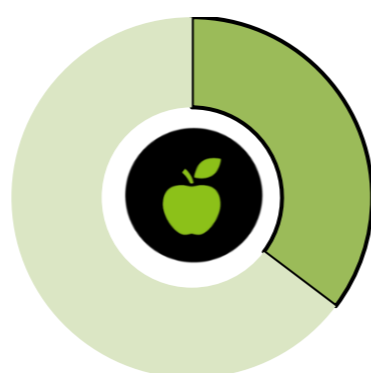
Index: 103

Current cigarette smoker



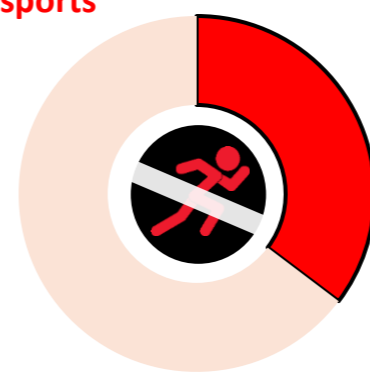
**12%**

Eats fruit 3 or less days per week



**35%**

Never does moderate intensity sports



**35%**

#### KEY INSIGHTS

- About 12% are likely to be current cigarette smokers. This is 16% above the base average.
- Circa 3% smoke 20+ cigarettes per day, which is 14% above the base.
- 7% are likely to say they never eat fruit and 35% never do moderate intensity sports, which are 13% above and 3% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 13%, 9% above the base average, with white bread being eaten by about 28%, which is 8% above.

# WELLBEING ACORN PROFILE OVERVIEW



Profile: **Cambourne**  
 Base: **South Cambridgeshire**

Index: 116      Index: 109      Index: 103

## DEMOGRAPHICS

### AGE

Profile: 40.0    Base: 43.4

Average Age

Age Bands: Profile

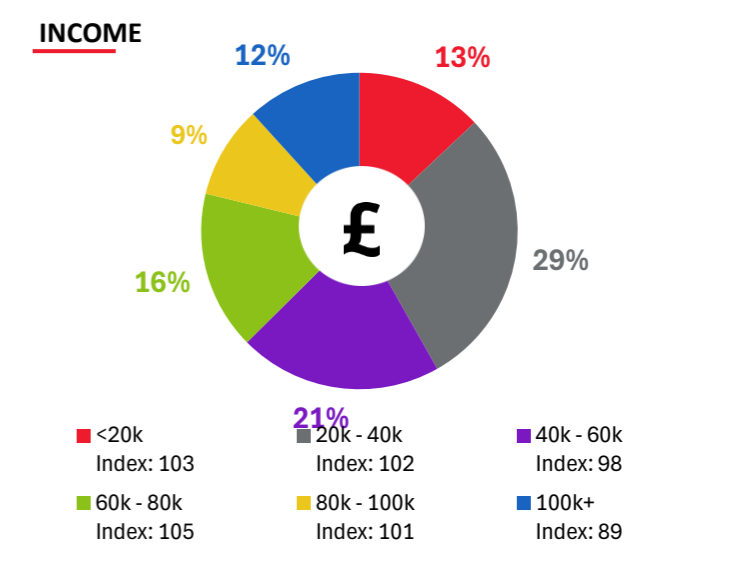
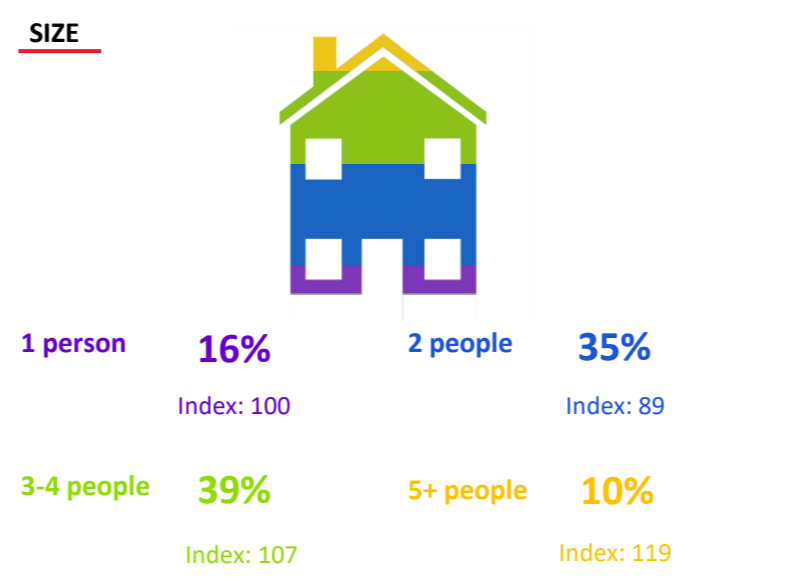
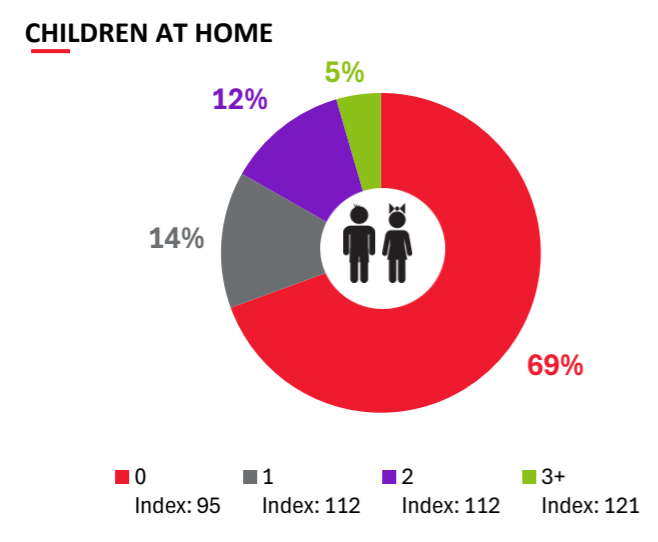
Age Band	Profile %
0-4	6%
5-17	17%
18-24	8%
25-34	13%
35-49	20%
50-64	20%
65-74	9%
75 plus	7%

### FAMILY

Family Type	Profile %	Index
Couple - no children	28%	85
Couple with children	22%	110
Lone parent	3%	113
Single person - no children	14%	102
Other: two or more adults	34%	108

### KEY INSIGHTS

- The average age of the population in the profiled households is younger when compared to the base.
- 28.8% of the profile are likely to be living in households with an income of 20k - 40k.
- Households containing Lone parent occur more in this profile than in the base.





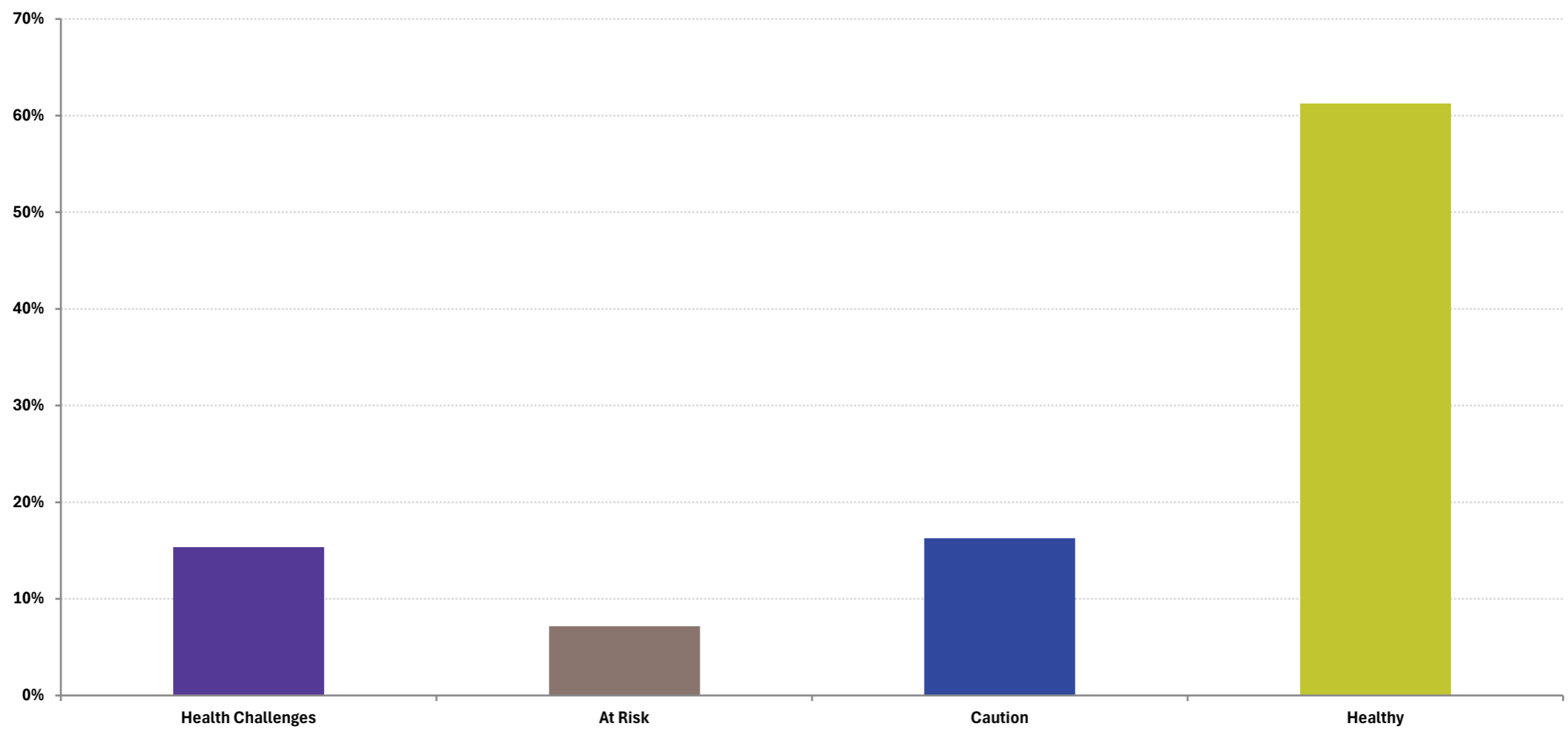
## WELLBEING ACORN GROUP PROFILE

Profile: **Cambourne**  
 Base: **South Cambridgeshire**

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	720	15.3	18,680	11.4	3.9	8.5	134			
2. At Risk	335	7.1	5,347	3.3	6.3	14.9	218			
3. Caution	765	16.3	35,190	21.5	2.2	-8.7	76			
4. Healthy	2,876	61.2	103,306	63.1	2.8	-2.6	97			
Not Private Households	0	0.0	1,223	0.7	0.0	-5.9	0			
<b>Total</b>	<b>4,696</b>		<b>163,746</b>		<b>2.9</b>					

## WELLBEING ACORN GROUP PROFILE

Show Base



# WELLBEING ACORN TYPE PROFILE



Profile: **Cambourne**  
 Base: **South Cambridgeshire**

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	0	0.0	896	0.5	0.0	-5.1	0			
1.2 Poorly Pensioners	0	0.0	2,165	1.3	0.0	-8.0	0			
1.3 Hardship Heartlands	127	2.7	545	0.3	23.3	28.1	<b>806</b>			
1.4 Elderly Ailments	78	1.6	1,358	0.8	5.7	6.2	<b>199</b>			
1.5 Countryside Complacency	515	10.9	13,716	8.4	3.8	6.2	<b>130</b>			
<b>2. At Risk</b>										
2.6 Dangerous Dependencies	0	0.0	0	0.0	0.0	0.0	0			
2.7 Struggling Smokers	32	0.7	275	0.2	11.6	8.5	<b>403</b>			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	41	0.9	400	0.2	10.3	8.7	<b>355</b>			
2.10 Respiratory Risks	0	0.0	0	0.0	0.0	0.0	0			
2.11 Anxious Adversity	127	2.7	1,382	0.8	9.2	13.8	<b>318</b>			
2.12 Perilous Futures	124	2.6	1,973	1.2	6.3	8.9	<b>217</b>			
2.13 Regular Revellers	11	0.2	1,317	0.8	0.8	-4.4	29			
<b>3. Caution</b>										
3.14 Rooted Routines	31	0.7	1,493	0.9	2.1	-1.9	72			
3.15 Borderline Behaviours	734	15.5	10,146	6.2	7.2	26.6	<b>250</b>			
3.16 Countryside Concerns	0	0.0	13,689	8.4	0.0	-20.8	0			
3.17 Everthing in Moderation	0	0.0	9,806	6.0	0.0	-17.4	0			
3.18 Cultural Concerns	0	0.0	56	0.0	0.0	-1.3	0			
<b>4. Healthy</b>										
4.19 Relishing Retirement	256	5.4	39,452	24.1	0.6	-30.1	22			
4.20 Perky Pensioners	0	0.0	5,433	3.3	0.0	-12.7	0			
4.21 Sensible Seniors	0	0.0	565	0.3	0.0	-4.0	0			
4.22 Gym & Juices	13	0.3	341	0.2	3.8	1.0	132			
4.23 Happy Families	1,183	25.0	14,889	9.1	7.9	38.1	<b>275</b>			
4.24 Five-A-Day Greys	23	0.5	22,299	13.6	0.1	-26.3	4			
4.25 Healthy, Wealthy & Wine	1,401	29.6	20,327	12.4	6.9	35.9	<b>239</b>			
<b>Not Private Households</b>										
60 Active Communal Population	0	0.0	477	0.3	0.0	-3.7	0			
61 Inactive Communal Population	0	0.0	746	0.5	0.0	-4.7	0			
62 Business addresses without residential population	36	0.8	0	0.0	0.0	0.0	0			
<b>Total</b>	<b>4,732</b>		<b>163,746</b>		<b>2.9</b>					