WELLBEING ACORN PROFILE REPORT

▶wellbeing
ac⚬rn

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.

Click here for more...

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

the wellbeing acorn user guide

The health and wellbeing classification

CACI

Online Microsite

CACI

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**
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

wellbeing acorn

Profile: Cambridge City
Base: Cambridgeshire

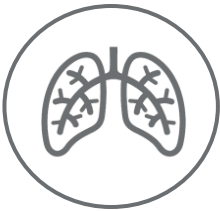## HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2%
Index: 91
Coronary heart disease

13%
Index: 102
Asthma

1%
Index: 99
Chronic bronchitis

0%
Index: 91
Emphysema

15%
Index: 92
Cholesterol (taking medication for)

OTHER

16%
Index: 92
High blood pressure

2%
Index: 95
Stroke

18%
Index: 87
BMI > 30

6%
Index: 95
Diabetes

1%
Index: 102
Any kind of liver condition

KEY INSIGHTS

• Issues such as Asthma are about 2% above the base average.

• Incidents of Any kind of liver condition are 2% above in this profile than in the base.

• Approximately 9% Feels downhearted / depressed in the past 4 weeks. This is 7% above the base.

WELLBEING

5%
Index: 105
Has Depression

9%
Index: 107
Feels downhearted / depressed in the past 4 weeks

19%
Index: 98
Poor general health
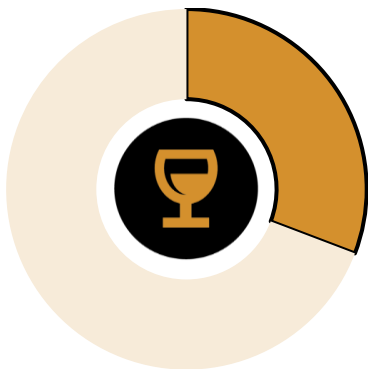
15%
Index: 102
Does not enjoy general happiness

9%
Index: 104
Does not feel a sense of self-worth

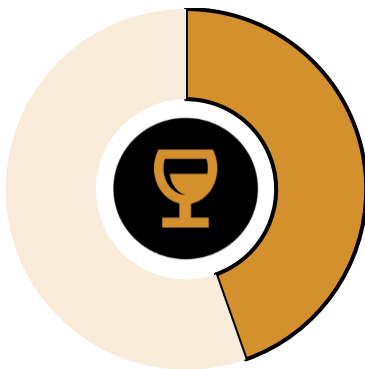## BEHAVIOURS

KEY INSIGHTS

> 3 units per day (Women)

31%
Index: 101

> 4 units per day (Men)

45%
Index: 106

Current cigarette smoker
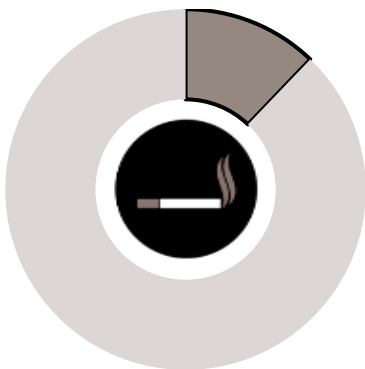
12%

Eats fruit 3 or less days per week
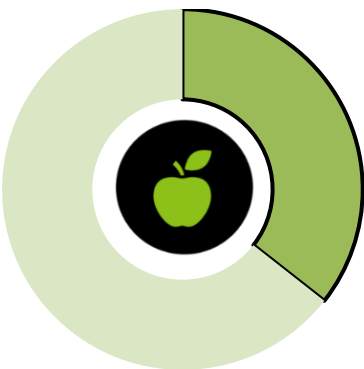
36%

Never does moderate intensity sports

35%
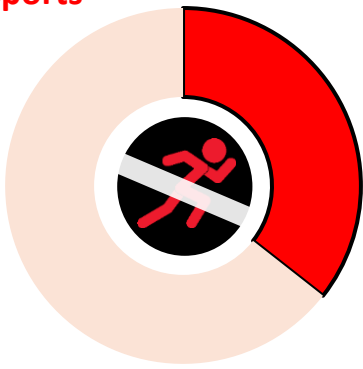
• About 12% are likely to be current cigarette smokers. This is 3% above the base average.

• Circa 2% smoke 20+ cigarettes per day, which is 4% below the base.

• 7% are likely to say they never eat fruit and 35% never do moderate intensity sports, which are 1% below and 3% below the base average respectively.

• Full fat milk is likely to be drunk by approximately 13%, 7% above the base average, with white bread being eaten by about 28%, which is 2% below.

WELLBEING ACORN PROFILE OVERVIEW

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Profile: **Cambridge City**
Base: **Cambridgeshire**

Index: 103   Index: 101   Index: 97

DEMOGRAPHICS

AGE

	Profile	Base
Average Age	39.5	42.4

Age Bands: Profile

Band	Profile	INDEX
0-4	6%	107
5-17	15%	97
18-24	10%	129
25-34	16%	129
35-49	20%	107
50-64	18%	88
65-74	9%	78
75 plus	7%	77

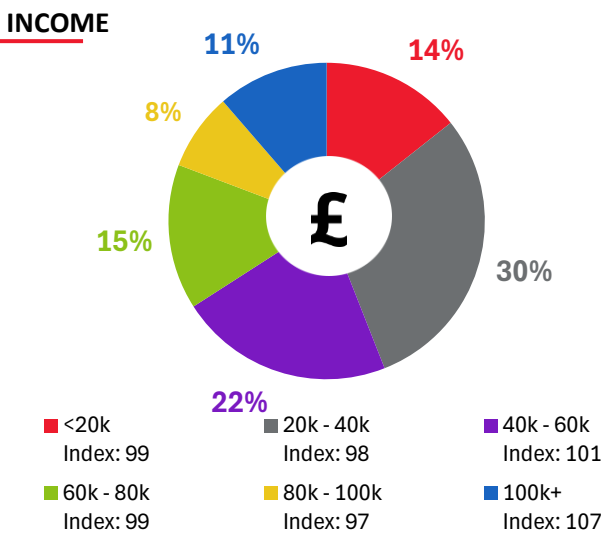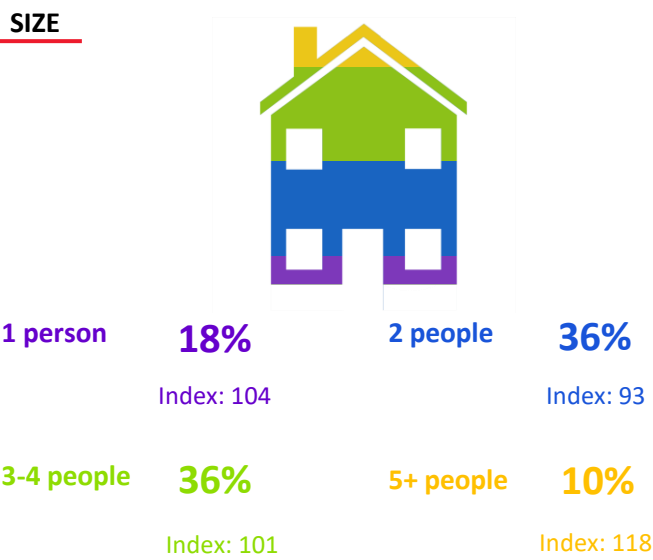### FAMILY

%	Category	INDEX
27%	Couple - no children	89
21%	Couple with children	105
3%	Lone parent	108
18%	Single person - no children	116
32%	Other: two or more adults	100

KEY INSIGHTS

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

• 29.7% of the profile are likely to be living in households with an income of 20k - 40k.

• Households containing Single person - no children occur more in this profile than in the base.

CHILDREN AT HOME

- 72% (red)
- 13% (grey)
- 11% (purple)
- 4% (green)

■ 0	■ 1	■ 2	■ 3+
Index: 99	Index: 105	Index: 101	Index: 106

SIZE

1 person	**18%**	2 people	**36%**
	Index: 104		Index: 93
3-4 people	**36%**	5+ people	**10%**
	Index: 101		Index: 118

INCOME

- 14% (red)
- 30% (grey)
- 22% (purple)
- 15% (green)
- 8% (yellow)
- 11% (blue)

■ <20k	■ 20k - 40k	■ 40k - 60k
Index: 99	Index: 98	Index: 101
■ 60k - 80k	■ 80k - 100k	■ 100k+
Index: 99	Index: 97	Index: 107

WELLBEING ACORN GROUP PROFILE

wellbeing acorn

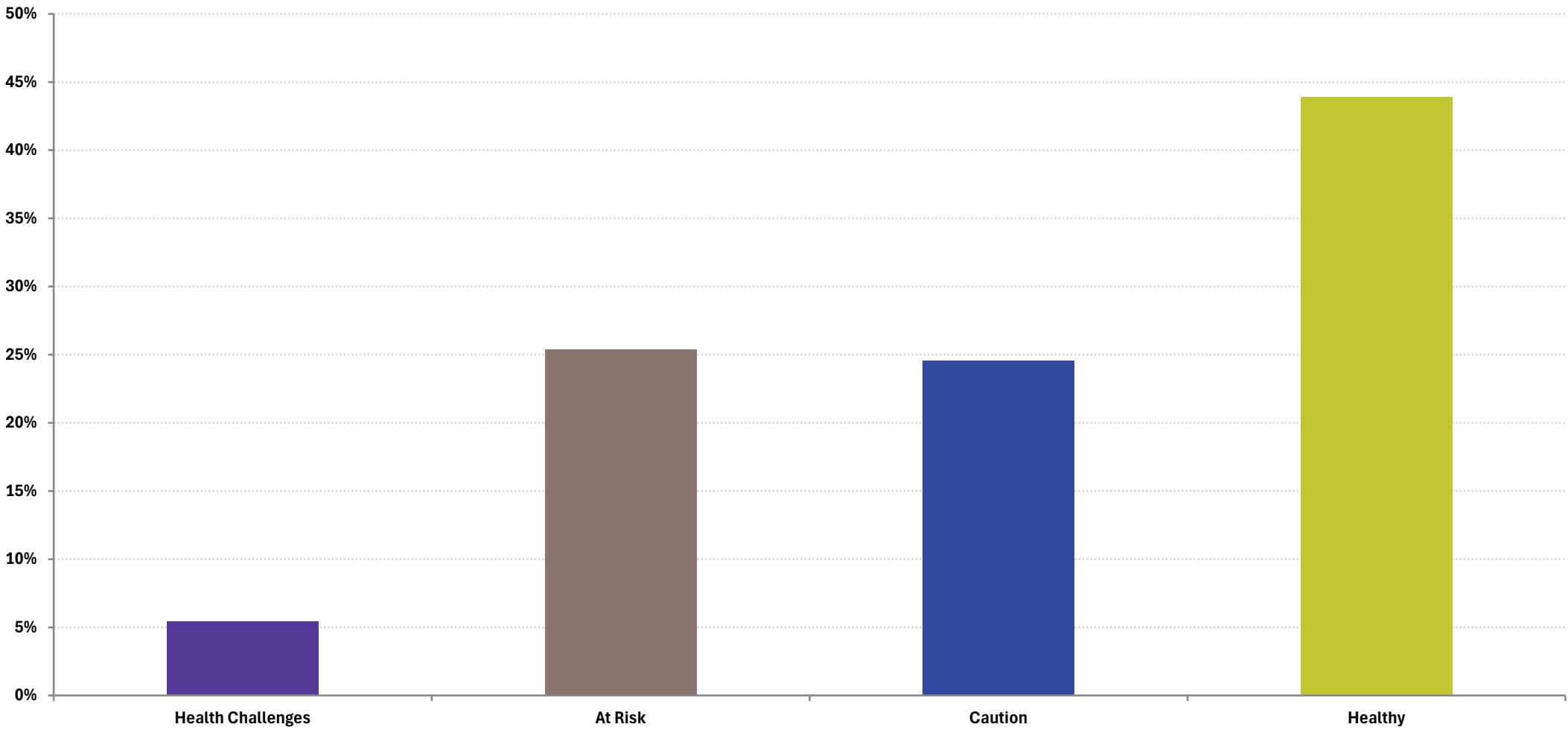Profile: Cambridge City
Base: Cambridgeshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	3,352	5.4	83,929	12.3	4.0	-51.9	44			
2. At Risk	15,685	25.4	81,269	11.9	19.3	103.6	**213**			
3. Caution	15,194	24.6	199,312	29.2	7.6	-25.0	84			
4. Healthy	27,148	43.9	309,951	45.3	8.8	-7.1	97			
Not Private Households	436	0.7	9,121	1.3	4.8	-13.6	53			
Total	**61,815**		**683,582**		**9.0**					

WELLBEING ACORN GROUP PROFILE

☐ Show Base

WELLBEING ACORN TYPE PROFILE

Profile: Cambridge City
Base: Cambridgeshire

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	951	1.5	4,718	0.7	20.2	25.2	**221**			
1.2 Poorly Pensioners	322	0.5	11,208	1.6	2.9	-22.1	32			
1.3 Hardship Heartlands	1,052	1.7	9,591	1.4	11.0	6.1	**120**			
1.4 Elderly Ailments	622	1.0	29,446	4.3	2.1	-40.7	23			
1.5 Countryside Complacency	405	0.7	28,966	4.2	1.4	-44.4	15			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	1,573	0.2	0.0	-12.0	0			
2.7 Struggling Smokers	116	0.2	4,216	0.6	2.8	-13.7	30			
2.8 Despondent Diversity	80	0.1	216	0.0	37.0	13.6	**406**			
2.9 Everyday Excesses	4,315	6.9	22,686	3.3	19.0	50.3	**209**			
2.10 Respiratory Risks	0	0.0	9,896	1.4	0.0	-30.2	0			
2.11 Anxious Adversity	1,396	2.2	14,802	2.2	9.4	1.3	104			
2.12 Perilous Futures	883	1.4	8,335	1.2	10.6	4.5	**116**			
2.13 Regular Revellers	8,895	14.3	19,545	2.9	45.5	171.0	**499**			
3. Caution										
3.14 Rooted Routines	2,130	3.4	25,750	3.8	8.3	-4.5	91			
3.15 Borderline Behaviours	7,771	12.5	58,312	8.5	13.3	35.3	**146**			
3.16 Countryside Concerns	1,176	1.9	63,979	9.4	1.8	-64.0	20			
3.17 Everthing in Moderation	3,284	5.3	49,329	7.2	6.7	-18.7	73			
3.18 Cultural Concerns	833	1.3	1,942	0.3	42.9	49.4	**471**			
4. Healthy										
4.19 Relishing Retirement	4,123	6.6	89,089	13.0	4.6	-47.5	51			
4.20 Perky Pensioners	227	0.4	38,592	5.6	0.6	-57.1	6			
4.21 Sensible Seniors	149	0.2	5,483	0.8	2.7	-15.7	30			
4.22 Gym & Juices	6,741	10.8	13,627	2.0	49.5	157.6	**543**			
4.23 Happy Families	7,632	12.3	56,563	8.3	13.5	36.0	**148**			
4.24 Five-A-Day Greys	3,647	5.9	45,996	6.7	7.9	-8.7	87			
4.25 Healthy, Wealthy & Wine	4,629	7.4	60,601	8.9	7.6	-12.6	84			
Not Private Households										
60 Active Communal Population	111	0.2	2,606	0.4	4.3	-8.2	47			
61 Inactive Communal Population	325	0.5	6,515	1.0	5.0	-11.1	55			
62 Business addresses without residential population	469	0.8	0	0.0	0.0	0.0	0			
Total	**62,284**		**683,582**		**9.1**					

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