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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.

[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



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



A Z-score of -2 or less indicates the Type is **not** a key type.

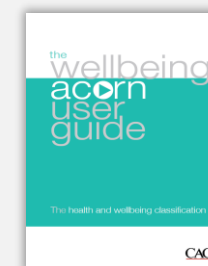
A Z-score of 0 indicates that the Type is not significant.

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



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	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



Profile:	Chatteris
Base:	Fenland

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 98

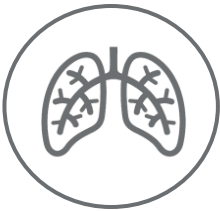
Coronary heart disease



13%

Index: 99

Asthma



1%

Index: 99

Chronic bronchitis



1%

Index: 98

Emphysema



18%

Index: 100

Cholesterol (taking medication for)

OTHER



18%

Index: 99

High blood pressure



2%

Index: 100

Stroke



23%

Index: 99

BMI > 30



7%

Index: 99

Diabetes



2%

Index: 100

Any kind of liver condition

KEY INSIGHTS

• Issues such as Cholesterol (taking medication for) are about 0% below the base average.

• Incidents of Stroke are 0% above in this profile than in the base.

• Approximately 5% Has Depression. This is 1% above the base.

WELLBEING



5%

Index: 101

Has Depression



9%

Index: 100

Feels downhearted / depressed in the past 4 weeks



23%

Index: 100

Poor general health



15%

Index: 100

Does not enjoy general happiness



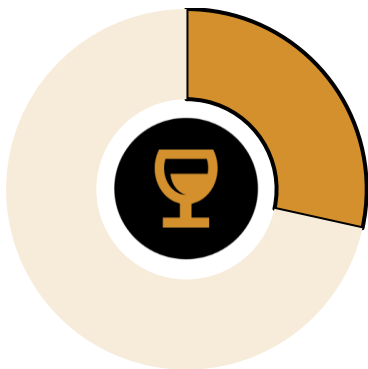
10%

Index: 99

Does not feel a sense of self-worth

BEHAVIOURS

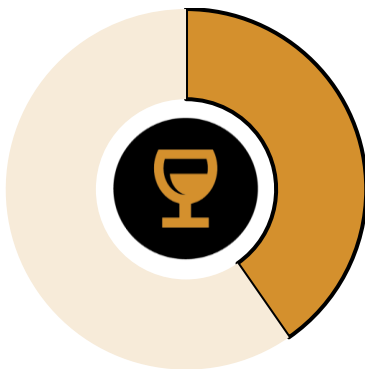
> 3 units per day (Women)



28%

Index: 99

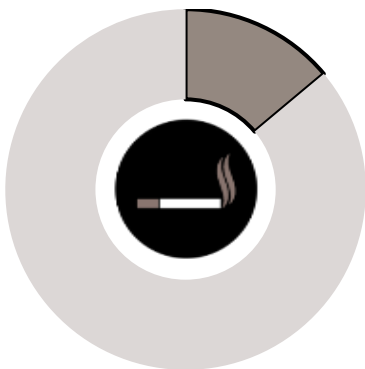
> 4 units per day (Men)



40%

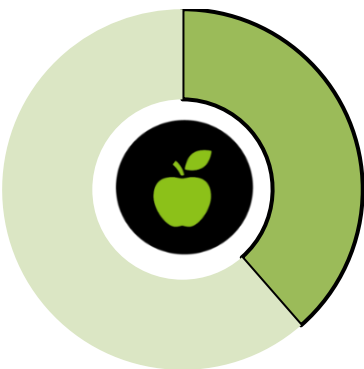
Index: 100

Current cigarette smoker



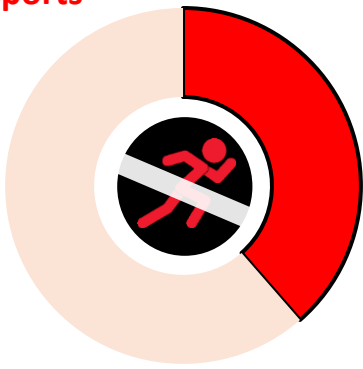
14%

Eats fruit 3 or less days per week



39%

Never does moderate intensity sports



41%

KEY INSIGHTS

• About 14% are likely to be current cigarette smokers. This is 1% below the base average.

• Circa 3% smoke 20+ cigarettes per day, which is 5% below the base.

• 8% are likely to say they never eat fruit and 41% never do moderate intensity sports, which are 1% below and 0% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 13%, 2% below the base average, with white bread being eaten by about 32%, which is 0% below.

WELLBEING ACORN PROFILE OVERVIEW



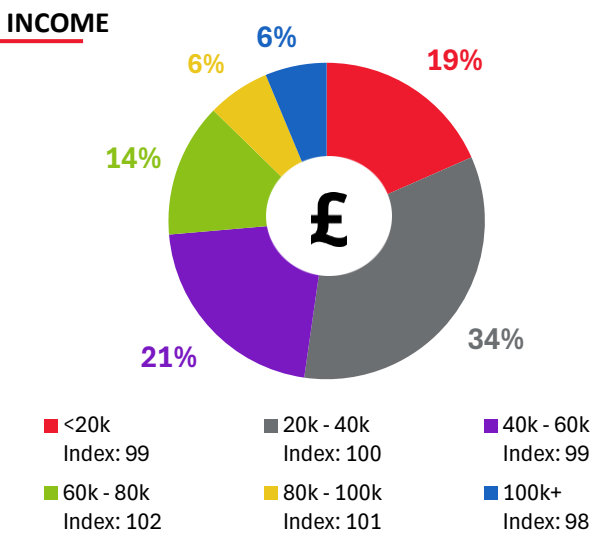
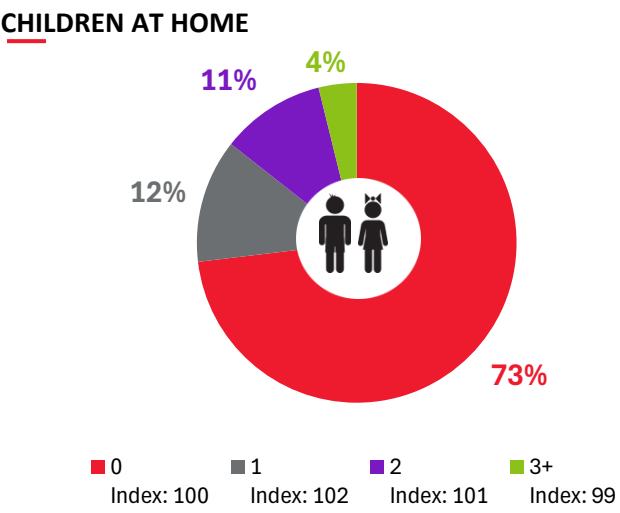
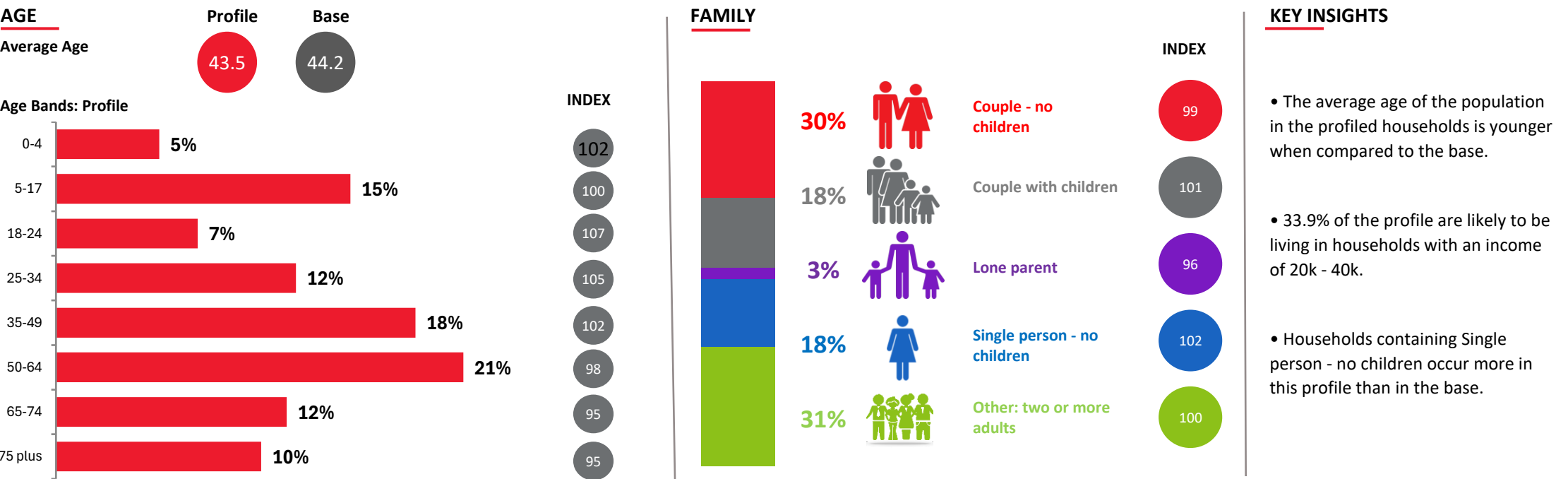
Profile:	Chatteris
Base:	Fenland

Index: 99

Index: 100

Index: 100

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



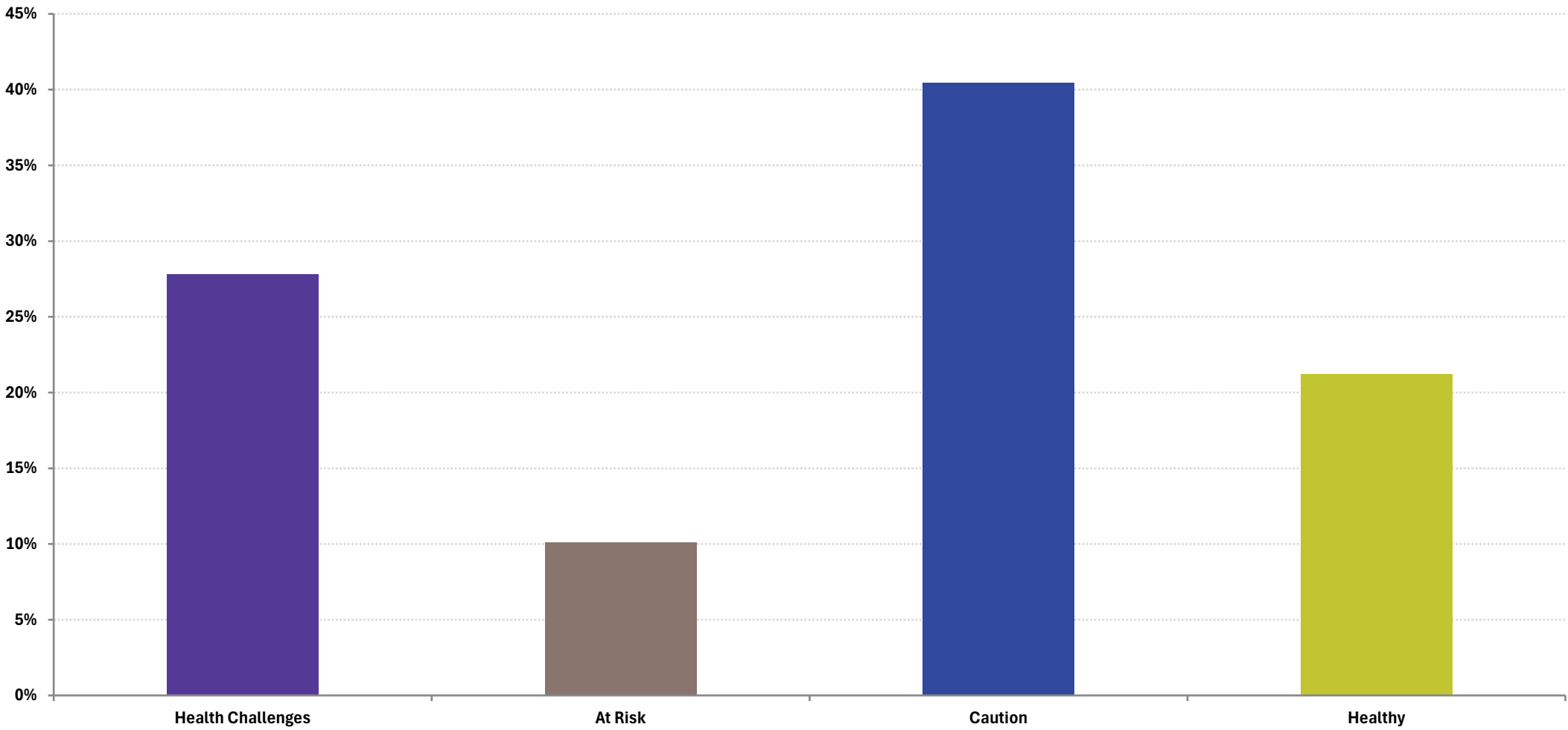
Profile: Chatteris

Base: Fenland

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,400	27.8	30,238	29.0	4.6	-1.8	96			
2. At Risk	508	10.1	18,500	17.7	2.7	-14.2	57			
3. Caution	2,035	40.4	34,278	32.8	5.9	11.5	123			
4. Healthy	1,068	21.2	19,559	18.7	5.5	4.5	113			
Not Private Households	20	0.4	1,778	1.7	1.1	-7.2	23			
Total	5,031		104,353		4.8					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: Chatteris

Base: Fenland



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	96	1.9	910	0.9	10.5	7.9	219			
1.2 Poorly Pensioners	169	3.4	4,120	3.9	4.1	-2.1	85			
1.3 Hardship Heartlands	110	2.2	2,672	2.6	4.1	-1.7	85			
1.4 Elderly Ailments	694	13.8	17,996	17.2	3.9	-6.5	80			
1.5 Countryside Complacency	331	6.6	4,540	4.4	7.3	7.7	151			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	1,397	1.3	0.0	-8.3	0			
2.7 Struggling Smokers	0	0.0	1,632	1.6	0.0	-8.9	0			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	351	7.0	5,457	5.2	6.4	5.6	133			
2.10 Respiratory Risks	10	0.2	6,880	6.6	0.1	-18.3	3			
2.11 Anxious Adversity	147	2.9	1,501	1.4	9.8	8.8	203			
2.12 Perilous Futures	0	0.0	1,633	1.6	0.0	-8.9	0			
2.13 Regular Revellers	0	0.0	0	0.0	0.0	0.0	0			
3. Caution										
3.14 Rooted Routines	874	17.4	7,425	7.1	11.8	28.3	244			
3.15 Borderline Behaviours	263	5.2	2,108	2.0	12.5	16.2	259			
3.16 Countryside Concerns	537	10.7	19,716	18.9	2.7	-14.9	56			
3.17 Everthing in Moderation	361	7.2	5,029	4.8	7.2	7.8	149			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	83	1.6	3,832	3.7	2.2	-7.6	45			
4.20 Perky Pensioners	545	10.8	9,666	9.3	5.6	3.8	117			
4.21 Sensible Seniors	120	2.4	1,524	1.5	7.9	5.5	163			
4.22 Gym & Juices	0	0.0	6	0.0	0.0	-0.5	0			
4.23 Happy Families	80	1.6	1,068	1.0	7.5	4.0	155			
4.24 Five-A-Day Greys	0	0.0	589	0.6	0.0	-5.3	0			
4.25 Healthy, Wealthy & Wine	240	4.8	2,874	2.8	8.4	8.7	173			
Not Private Households										
60 Active Communal Population	14	0.3	217	0.2	6.5	1.1	134			
61 Inactive Communal Population	6	0.1	1,561	1.5	0.4	-8.0	8			
62 Business addresses without residential population	1	0.0	0	0.0	0.0	0.0	0			
Total	5,032		104,353		4.8					