

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

←

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.

CACI

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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: Ely

Base: East Cambridgeshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 97

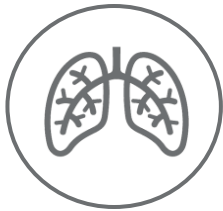
Coronary heart disease



13%

Index: 102

Asthma



1%

Index: 106

Chronic bronchitis



0%

Index: 99

Emphysema



16%

Index: 99

Cholesterol (taking medication for)

OTHER



17%

Index: 98

High blood pressure



2%

Index: 101

Stroke



21%

Index: 100

BMI > 30



6%

Index: 101

Diabetes



1%

Index: 103

Any kind of liver condition

KEY INSIGHTS

• Issues such as Chronic bronchitis are about 6% above the base average.

• Incidents of Any kind of liver condition are 3% above in this profile than in the base.

• Approximately 8% Feels downhearted / depressed in the past 4 weeks. This is 9% above the base.

WELLBEING



5%

Index: 104

Has Depression



8%

Index: 109

Feels downhearted / depressed in the past 4 weeks



20%

Index: 106

Poor general health



15%

Index: 102

Does not enjoy general happiness



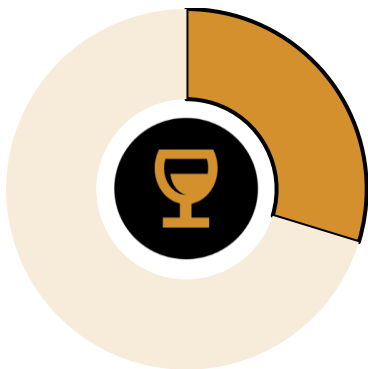
9%

Index: 105

Does not feel a sense of self-worth

BEHAVIOURS

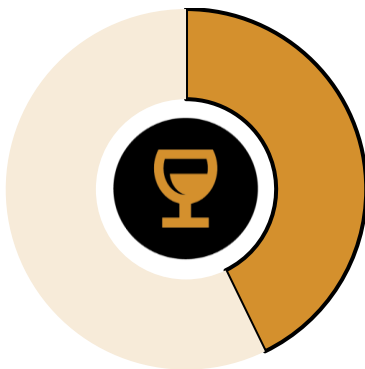
> 3 units per day (Women)



30%

Index: 97

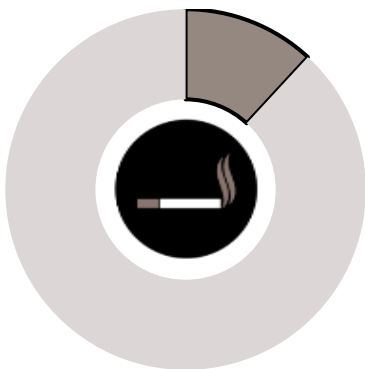
> 4 units per day (Men)



43%

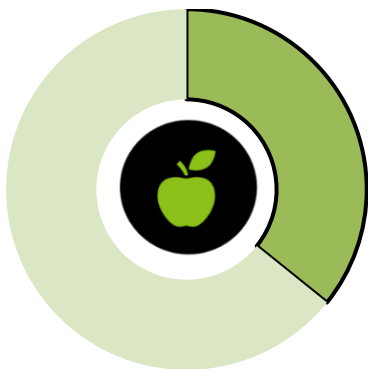
Index: 102

Current cigarette smoker



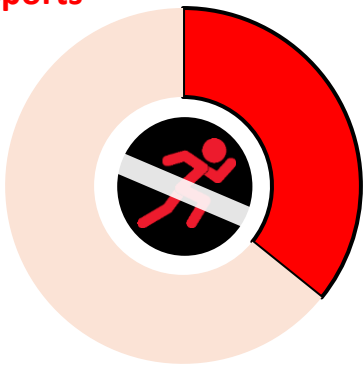
12%

Eats fruit 3 or less days per week



36%

Never does moderate intensity sports



37%

KEY INSIGHTS

• About 12% are likely to be current cigarette smokers. This is 11% above the base average.

• Circa 2% smoke 20+ cigarettes per day, which is 8% above the base.

• 7% are likely to say they never eat fruit and 37% never do moderate intensity sports, which are 11% above and 3% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 12%, 5% above the base average, with white bread being eaten by about 29%, which is 4% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: Ely

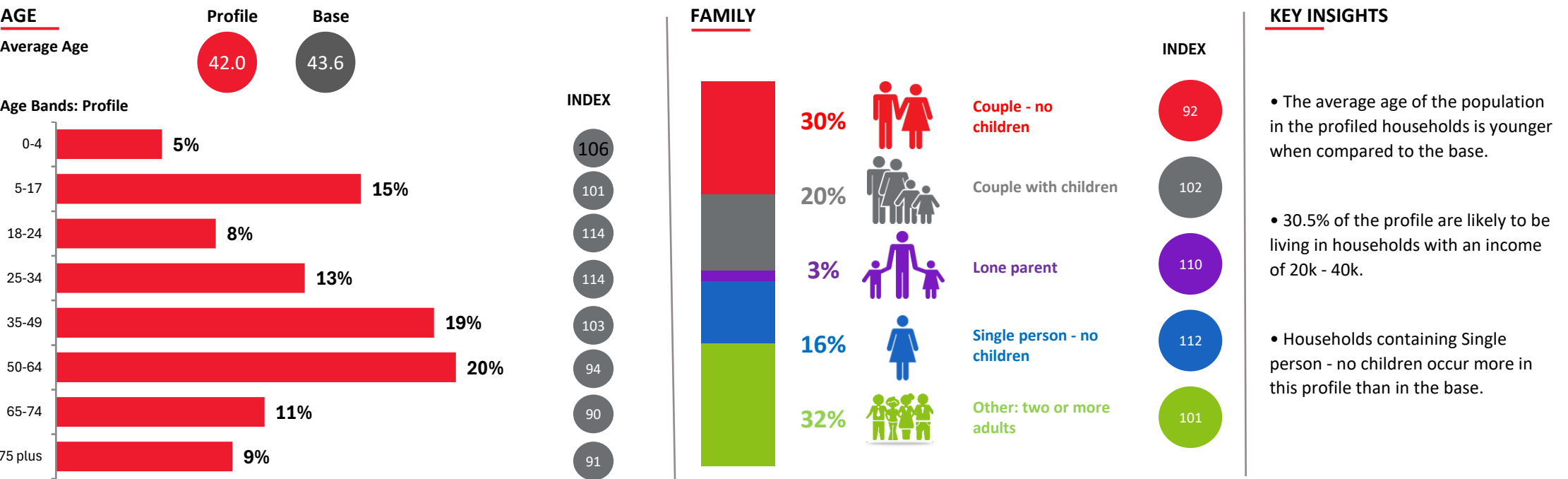
Base: East Cambridgeshire

Index: 111

Index: 106

Index: 103

DEMOGRAPHICS



FAMILY

INDEX

30%

Couple - no children

92

20%

Couple with children

102

3%

Lone parent

110

16%

Single person - no children

112

32%

Other: two or more adults

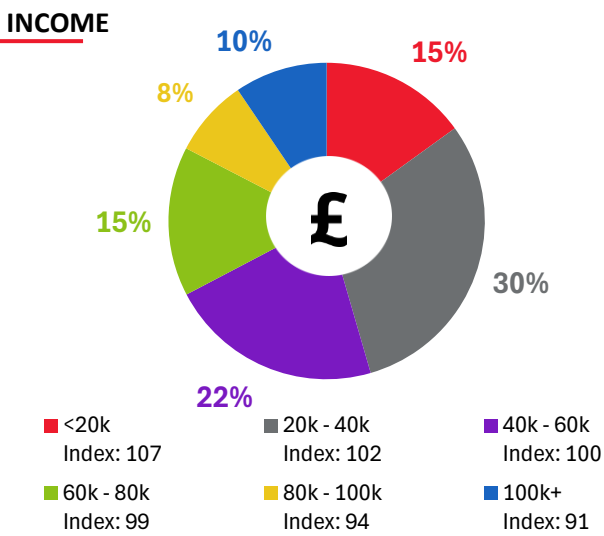
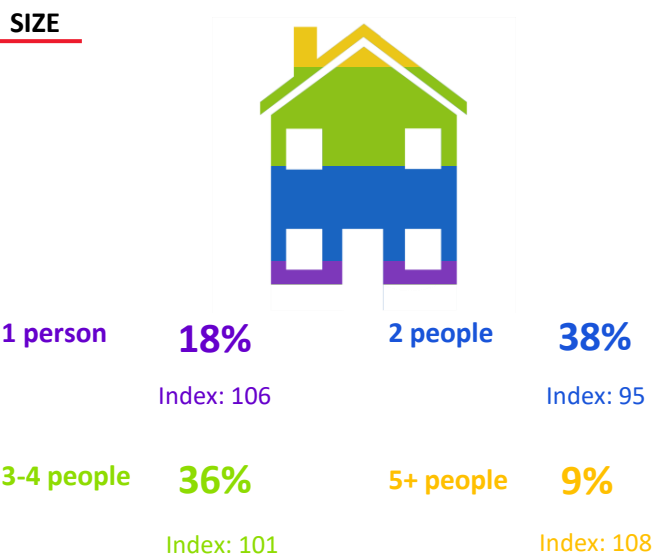
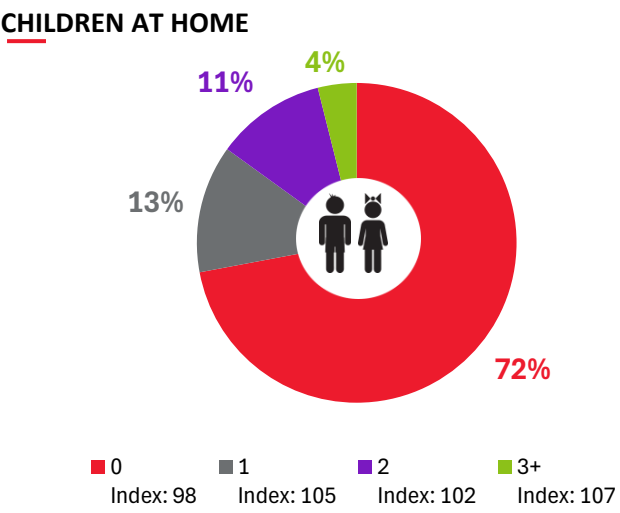
101

KEY INSIGHTS

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

30.5% 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.



WELLBEING ACORN GROUP PROFILE



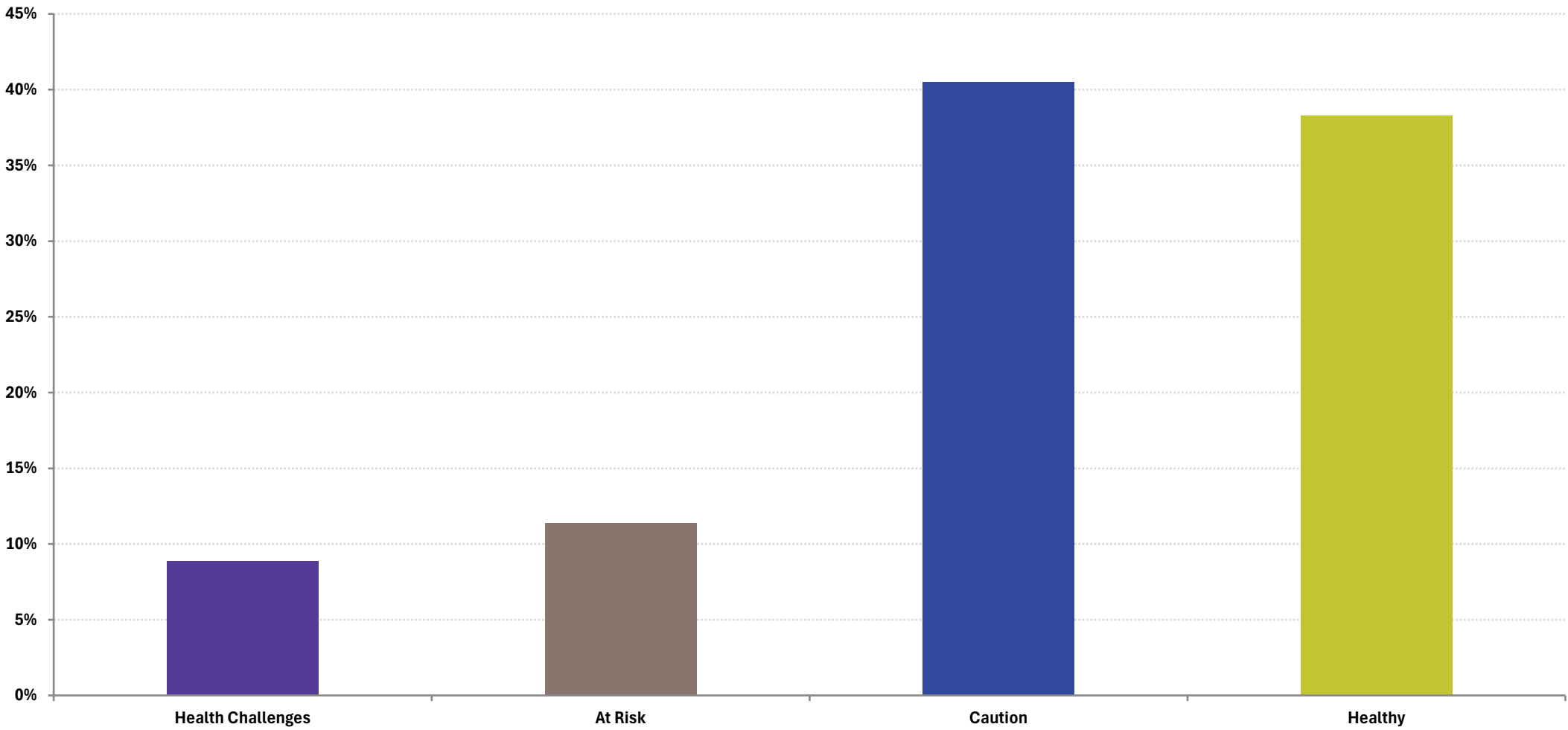
Profile: Ely

Base: East Cambridgeshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	865	8.9	7,720	8.7	11.2	0.6	102			
2. At Risk	1,112	11.4	3,938	4.4	28.2	33.5	257			
3. Caution	3,953	40.5	32,581	36.6	12.1	7.9	111			
4. Healthy	3,736	38.3	43,735	49.2	8.5	-21.5	78			
Not Private Households	93	1.0	955	1.1	9.7	-1.2	89			
Total	9,759		88,929		11.0					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: Ely

Base: East 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	199	2.0	684	0.8	29.1	14.4	265			
1.2 Poorly Pensioners	100	1.0	492	0.6	20.3	6.3	185			
1.3 Hardship Heartlands	41	0.4	354	0.4	11.6	0.3	106			
1.4 Elderly Ailments	514	5.3	3,698	4.2	13.9	5.5	127			
1.5 Countryside Complacency	11	0.1	2,492	2.8	0.4	-16.1	4			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	0	0.0	0.0	0.0	0			
2.7 Struggling Smokers	0	0.0	57	0.1	0.0	-2.5	0			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	488	5.0	1,405	1.6	34.7	27.1	316			
2.10 Respiratory Risks	105	1.1	826	0.9	12.7	1.5	116			
2.11 Anxious Adversity	191	2.0	794	0.9	24.1	11.2	219			
2.12 Perilous Futures	118	1.2	403	0.5	29.3	11.1	267			
2.13 Regular Revellers	210	2.2	453	0.5	46.4	22.8	422			
3. Caution										
3.14 Rooted Routines	437	4.5	3,627	4.1	12.0	2.0	110			
3.15 Borderline Behaviours	1,123	11.5	6,561	7.4	17.1	15.6	156			
3.16 Countryside Concerns	1,064	10.9	13,573	15.3	7.8	-12.0	71			
3.17 Everthing in Moderation	1,329	13.6	8,820	9.9	15.1	12.2	137			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	564	5.8	12,663	14.2	4.5	-23.9	41			
4.20 Perky Pensioners	380	3.9	11,187	12.6	3.4	-25.9	31			
4.21 Sensible Seniors	344	3.5	1,309	1.5	26.3	16.8	239			
4.22 Gym & Juices	84	0.9	135	0.2	62.2	18.0	567			
4.23 Happy Families	1,163	11.9	7,604	8.6	15.3	11.9	139			
4.24 Five-A-Day Greys	45	0.5	3,253	3.7	1.4	-16.8	13			
4.25 Healthy, Wealthy & Wine	1,156	11.8	7,584	8.5	15.2	11.7	139			
Not Private Households										
60 Active Communal Population	0	0.0	106	0.1	0.0	-3.4	0			
61 Inactive Communal Population	93	1.0	849	1.0	11.0	0.0	100			
62 Business addresses without residential population	2	0.0	0	0.0	0.0	0.0	0			
Total	9,761		88,929		11.0					