

[HOME](#)[OVERVIEW](#)[CUSTOMER
VIEW CHART](#)[PROFILE
FEATURES](#)[GROUP](#)[TYPE](#)

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.

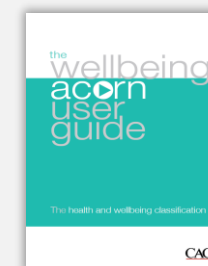
A Z-score of 0 indicates that the Type is not significant.

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?



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

WELLBEING ACORN PROFILE OVERVIEW



Profile:	Huntingdon
Base:	Huntingdonshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 98

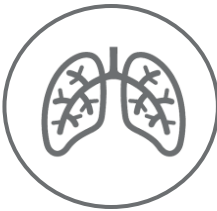
Coronary heart disease



14%

Index: 107

Asthma



1%

Index: 112

Chronic bronchitis



1%

Index: 110

Emphysema



17%

Index: 101

Cholesterol (taking medication for)

OTHER



17%

Index: 98

High blood pressure



2%

Index: 105

Stroke



22%

Index: 105

BMI > 30



7%

Index: 108

Diabetes



1%

Index: 105

Any kind of liver condition

KEY INSIGHTS

- Issues such as Chronic bronchitis are about 12% above the base average.
- Incidents of Diabetes are 8% above in this profile than in the base.
- Approximately 10% Feels downhearted / depressed in the past 4 weeks. This is 20% above the base.

WELLBEING



5%

Index: 107

Has Depression



10%

Index: 120

Feels downhearted / depressed in the past 4 weeks



23%

Index: 115

Poor general health



16%

Index: 106

Does not enjoy general happiness



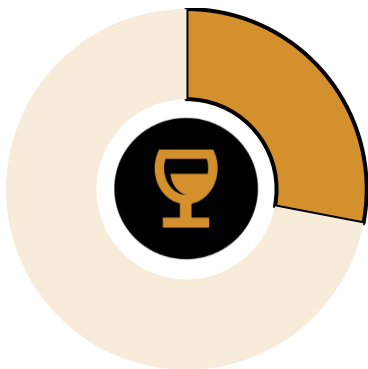
10%

Index: 114

Does not feel a sense of self-worth

BEHAVIOURS

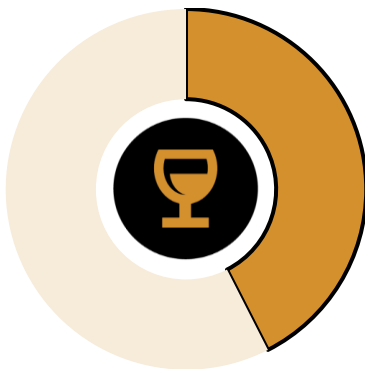
> 3 units per day (Women)



28%

Index: 93

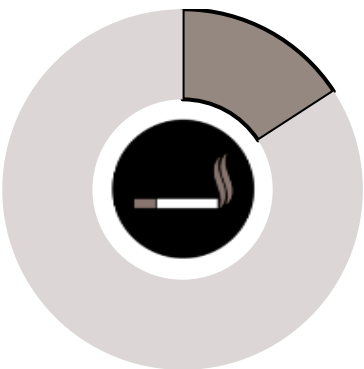
> 4 units per day (Men)



42%

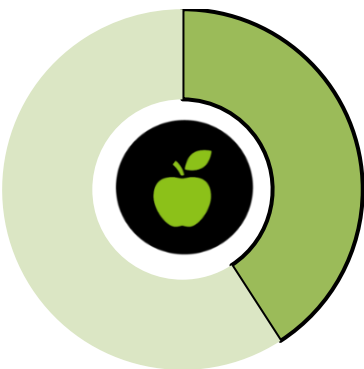
Index: 102

Current cigarette smoker



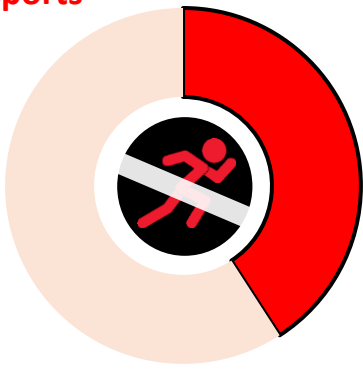
16%

Eats fruit 3 or less days per week



41%

Never does moderate intensity sports



41%

KEY INSIGHTS

- About 16% are likely to be current cigarette smokers. This is 29% above the base average.
- Circa 4% smoke 20+ cigarettes per day, which is 32% above the base.
- 9% are likely to say they never eat fruit and 41% never do moderate intensity sports, which are 26% above and 12% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 15%, 18% above the base average, with white bread being eaten by about 33%, which is 14% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: Huntingdon

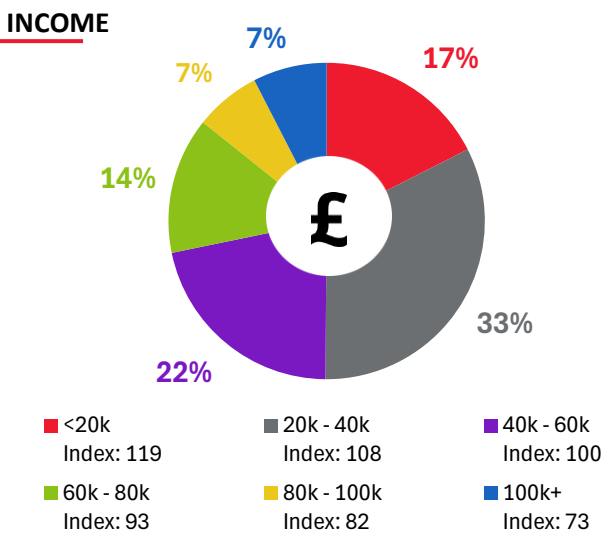
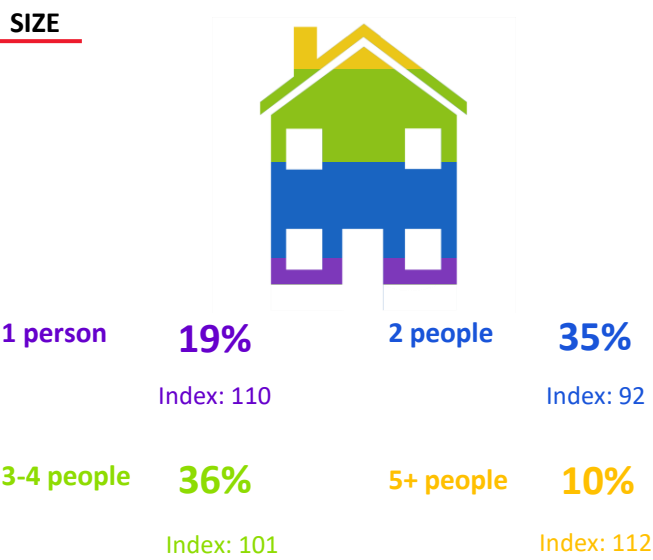
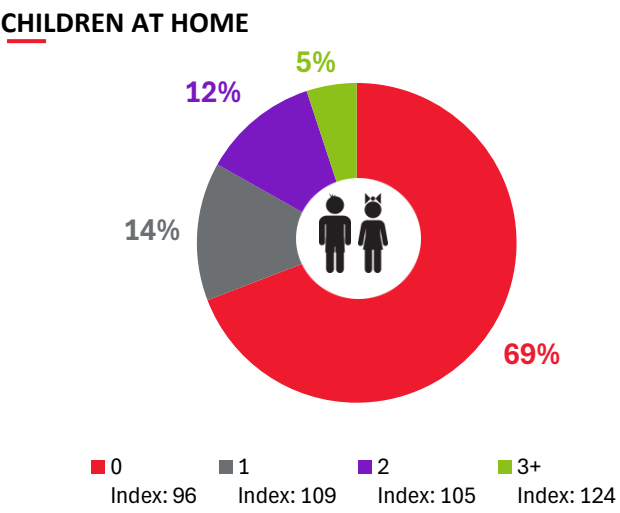
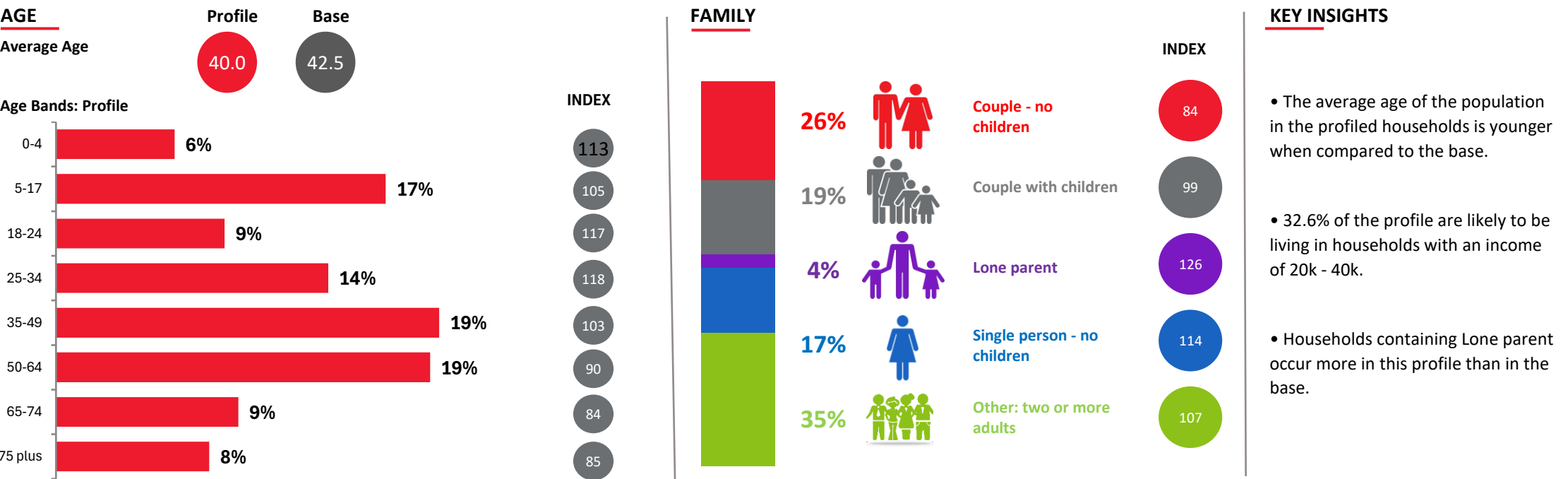
Base: Huntingdonshire

Index: 129

Index: 115

Index: 112

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



Profile:

Huntingdon

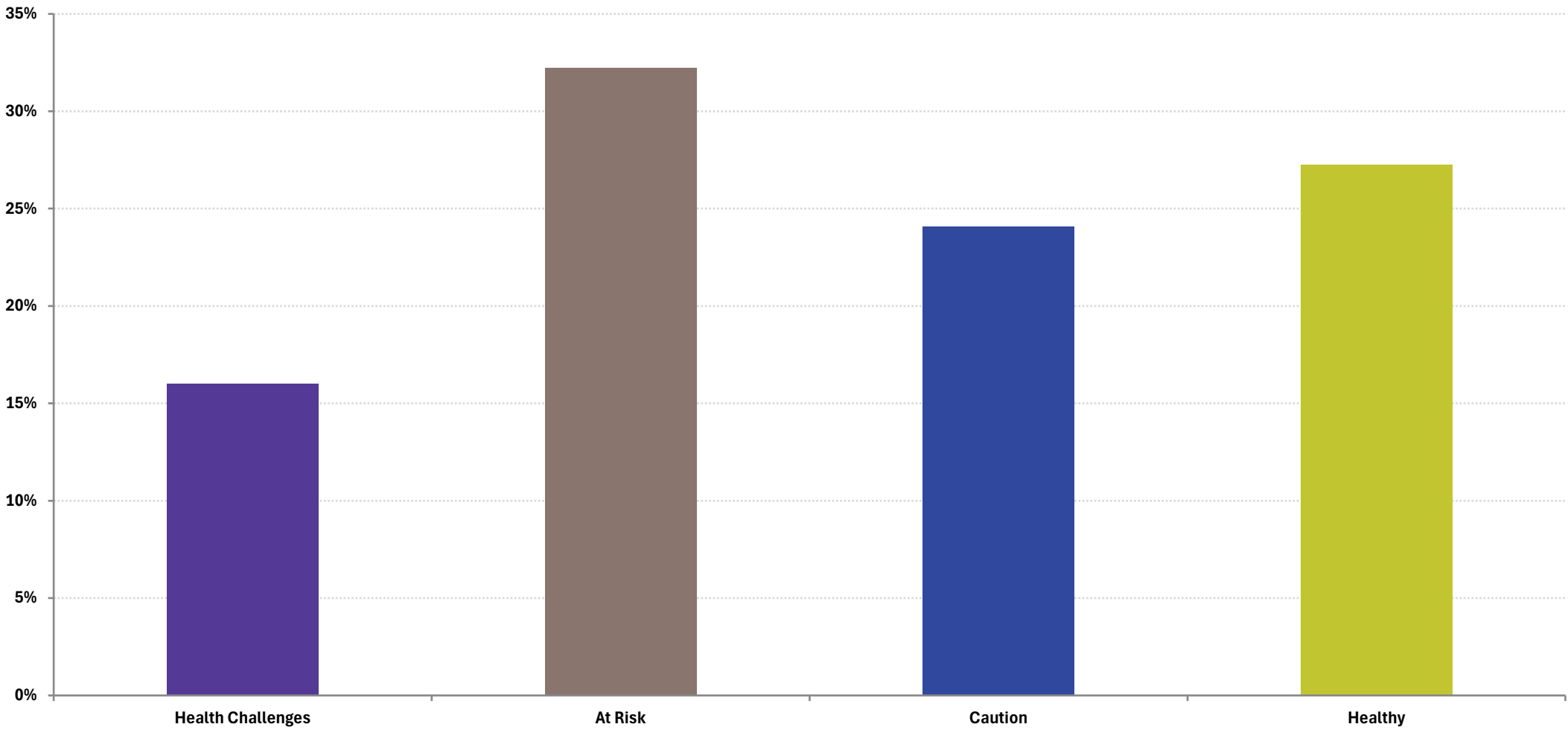
Base:

Huntingdonshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<div>1. Health Challenges</div>	1,756	16.0	22,395	12.2	7.8	12.0	131			
<div>2. At Risk</div>	3,535	32.2	21,110	11.5	16.7	67.7	279			
<div>3. Caution</div>	2,644	24.1	52,053	28.5	5.1	-10.2	85			
<div>4. Healthy</div>	2,991	27.3	84,650	46.3	3.5	-40.0	59			
<div>Not Private Households</div>	47	0.4	2,610	1.4	1.8	-8.8	30			
Total	10,973		182,818		6.0					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile:

Huntingdon

Base:

Huntingdonshire



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	126	1.1	1,058	0.6	11.9	7.8	198			
1.2 Poorly Pensioners	188	1.7	3,916	2.1	4.8	-3.1	80			
1.3 Hardship Heartlands	779	7.1	4,507	2.5	17.3	31.2	287			
1.4 Elderly Ailments	605	5.5	5,512	3.0	11.0	15.3	183			
1.5 Countryside Complacency	58	0.5	7,402	4.0	0.8	-18.7	13			
2. At Risk										
2.6 Dangerous Dependencies	80	0.7	176	0.1	45.5	21.3	756			
2.7 Struggling Smokers	508	4.6	1,854	1.0	27.4	37.7	456			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	892	8.1	6,213	3.4	14.4	27.3	239			
2.10 Respiratory Risks	237	2.2	2,190	1.2	10.8	9.2	180			
2.11 Anxious Adversity	1,306	11.9	7,439	4.1	17.6	41.5	292			
2.12 Perilous Futures	337	3.1	2,380	1.3	14.2	16.3	236			
2.13 Regular Revellers	175	1.6	858	0.5	20.4	17.2	339			
3. Caution										
3.14 Rooted Routines	686	6.2	8,437	4.6	8.1	8.1	135			
3.15 Borderline Behaviours	1,026	9.3	11,829	6.5	8.7	12.2	144			
3.16 Countryside Concerns	312	2.8	14,262	7.8	2.2	-19.4	36			
3.17 Everthing in Moderation	620	5.6	17,525	9.6	3.5	-14.1	59			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	259	2.4	24,639	13.5	1.1	-34.1	17			
4.20 Perky Pensioners	68	0.6	11,841	6.5	0.6	-25.0	10			
4.21 Sensible Seniors	153	1.4	1,833	1.0	8.3	4.1	139			
4.22 Gym & Juices	24	0.2	251	0.1	9.6	2.3	159			
4.23 Happy Families	1,160	10.6	14,845	8.1	7.8	9.3	130			
4.24 Five-A-Day Greys	77	0.7	11,501	6.3	0.7	-24.1	11			
4.25 Healthy, Wealthy & Wine	1,250	11.4	19,740	10.8	6.3	1.9	105			
Not Private Households										
60 Active Communal Population	0	0.0	531	0.3	0.0	-5.7	0			
61 Inactive Communal Population	47	0.4	2,079	1.1	2.3	-7.0	38			
62 Business addresses without residential population	19	0.2	0	0.0	0.0	0.0	0			
Total	10,992		182,818		6.0					