

[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?



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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:	Littleport
Base:	East Cambridgeshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 106

Coronary heart disease



13%

Index: 103

Asthma



1%

Index: 116

Chronic bronchitis



1%

Index: 114

Emphysema



18%

Index: 107

Cholesterol (taking medication for)

OTHER



18%

Index: 104

High blood pressure



2%

Index: 115

Stroke



23%

Index: 110

BMI > 30



7%

Index: 112

Diabetes



1%

Index: 107

Any kind of liver condition

KEY INSIGHTS

- Issues such as Chronic bronchitis are about 16% above the base average.
- Incidents of Stroke are 15% above in this profile than in the base.
- Approximately 22% Poor general health. This is 15% above the base.

WELLBEING



5%

Index: 105

Has Depression



8%

Index: 114

Feels downhearted / depressed in the past 4 weeks



22%

Index: 115

Poor general health



15%

Index: 103

Does not enjoy general happiness



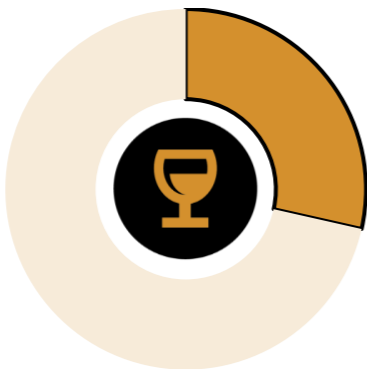
9%

Index: 108

Does not feel a sense of self-worth

BEHAVIOURS

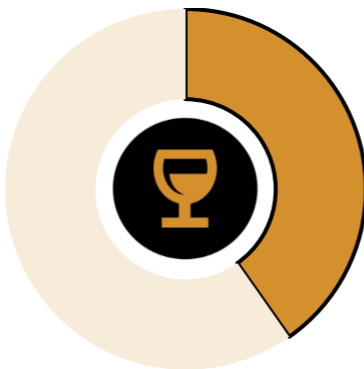
> 3 units per day (Women)



29%

Index: 93

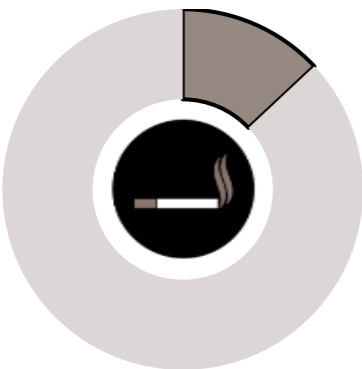
> 4 units per day (Men)



40%

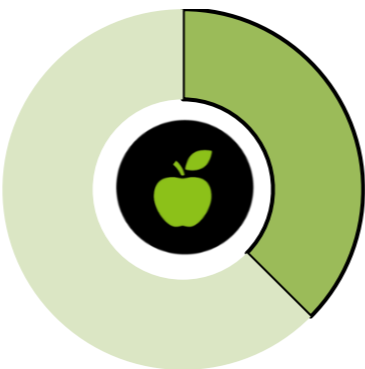
Index: 96

Current cigarette smoker



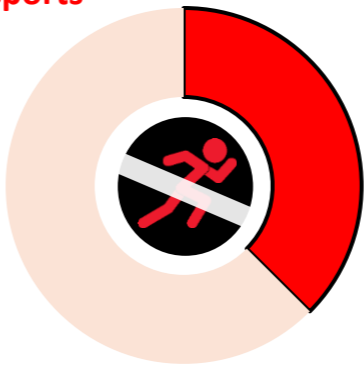
13%

Eats fruit 3 or less days per week



37%

Never does moderate intensity sports



39%

KEY INSIGHTS

- About 13% are likely to be current cigarette smokers. This is 21% above the base average.
- Circa 3% smoke 20+ cigarettes per day, which is 27% above the base.
- 8% are likely to say they never eat fruit and 39% never do moderate intensity sports, which are 22% above and 12% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 13%, 8% above the base average, with white bread being eaten by about 31%, which is 12% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: Littleport

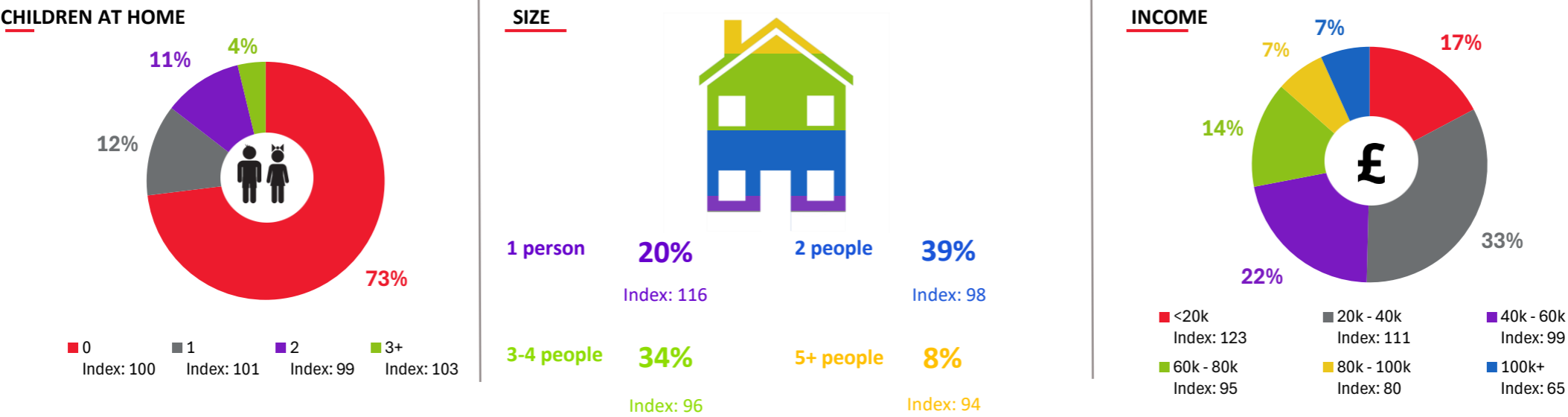
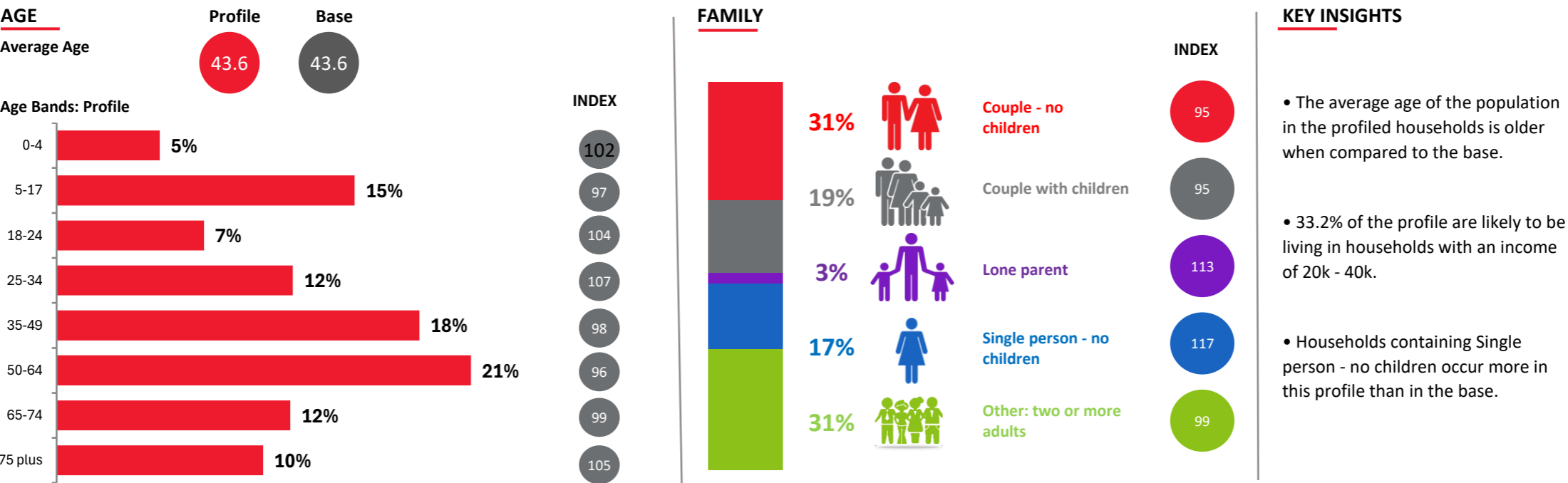
Base: East Cambridgeshire

Index: 121

Index: 110

Index: 112

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



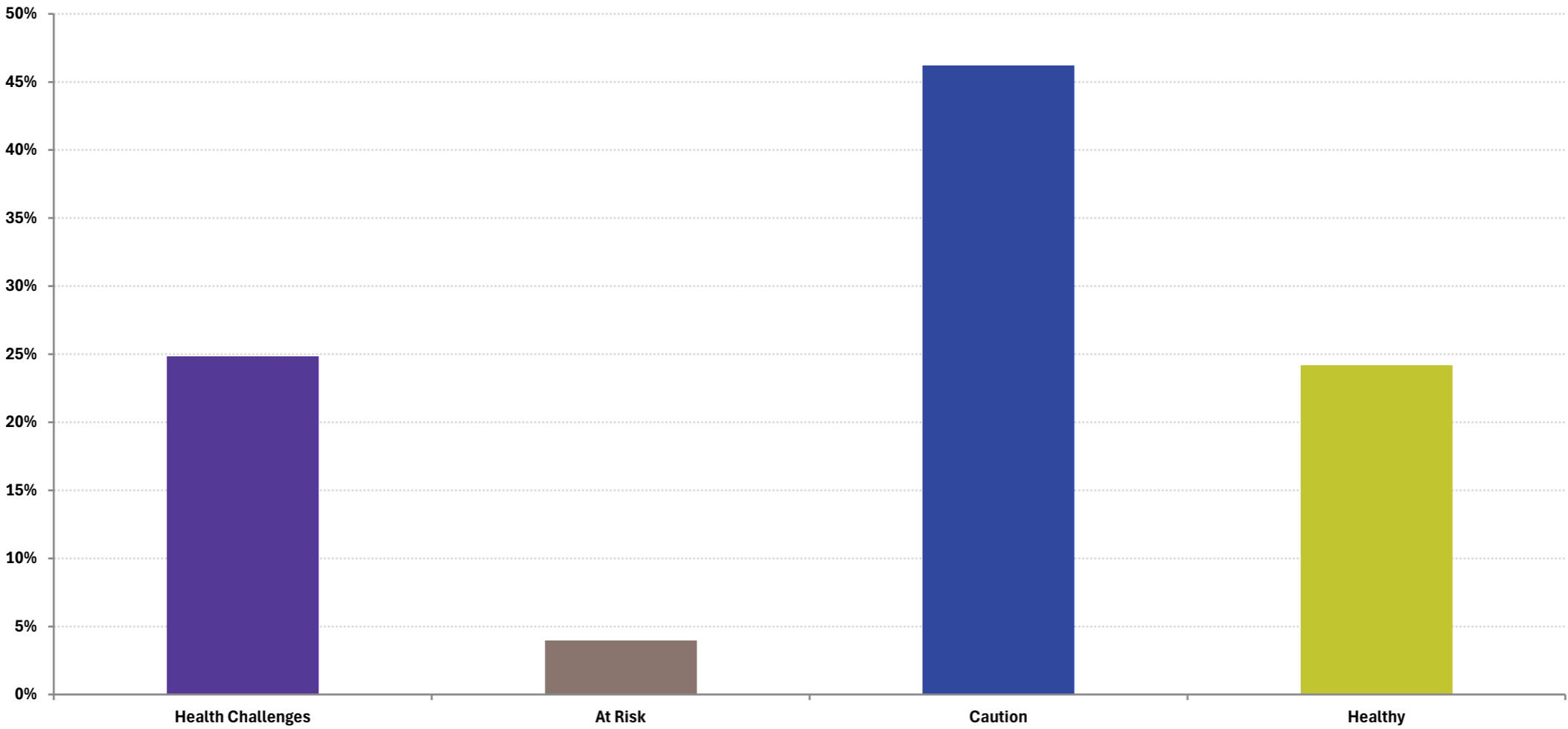
Profile: Littleport

Base: East Cambridgeshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,094	24.9	7,720	8.7	14.2	38.1	286			
2. At Risk	174	4.0	3,938	4.4	4.4	-1.5	89			
3. Caution	2,034	46.2	32,581	36.6	6.2	13.2	126			
4. Healthy	1,063	24.2	43,735	49.2	2.4	-33.2	49			
Not Private Households	35	0.8	955	1.1	3.7	-1.8	74			
Total	4,400		88,929		4.9					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: Littleport

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	68	1.5	684	0.8	9.9	5.9	201			
1.2 Poorly Pensioners	156	3.5	492	0.6	31.7	26.8	641			
1.3 Hardship Heartlands	12	0.3	354	0.4	3.4	-1.3	69			
1.4 Elderly Ailments	490	11.1	3,698	4.2	13.3	23.2	268			
1.5 Countryside Complacency	368	8.4	2,492	2.8	14.8	22.4	298			
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	-1.7	0			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	81	1.8	1,405	1.6	5.8	1.4	117			
2.10 Respiratory Risks	27	0.6	826	0.9	3.3	-2.2	66			
2.11 Anxious Adversity	66	1.5	794	0.9	8.3	4.3	168			
2.12 Perilous Futures	0	0.0	403	0.5	0.0	-4.5	0			
2.13 Regular Revellers	0	0.0	453	0.5	0.0	-4.7	0			
3. Caution										
3.14 Rooted Routines	438	10.0	3,627	4.1	12.1	19.7	244			
3.15 Borderline Behaviours	402	9.1	6,561	7.4	6.1	4.5	124			
3.16 Countryside Concerns	607	13.8	13,573	15.3	4.5	-2.7	90			
3.17 Everthing in Moderation	587	13.3	8,820	9.9	6.7	7.6	135			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	39	0.9	12,663	14.2	0.3	-25.3	6			
4.20 Perky Pensioners	722	16.4	11,187	12.6	6.5	7.7	130			
4.21 Sensible Seniors	0	0.0	1,309	1.5	0.0	-8.1	0			
4.22 Gym & Juices	0	0.0	135	0.2	0.0	-2.6	0			
4.23 Happy Families	219	5.0	7,604	8.6	2.9	-8.5	58			
4.24 Five-A-Day Greys	0	0.0	3,253	3.7	0.0	-12.9	0			
4.25 Healthy, Wealthy & Wine	83	1.9	7,584	8.5	1.1	-15.8	22			
Not Private Households										
60 Active Communal Population	0	0.0	106	0.1	0.0	-2.3	0			
61 Inactive Communal Population	35	0.8	849	1.0	4.1	-1.1	83			
62 Business addresses without residential population	0	0.0	0	0.0	0.0	0.0	0			
Total	4,400		88,929		4.9					