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

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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

wellbeing
acorn

Profile: **March**

Base: **Fenland**

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS

2%
Index: 104
Coronary heart disease

13%
Index: 101
Asthma
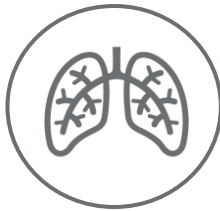
1%
Index: 109
Chronic bronchitis

1%
Index: 103
Emphysema

19%
Index: 105
Cholesterol (taking medication for)

OTHER

19%
Index: 103
High blood pressure

2%
Index: 109
Stroke

24%
Index: 102
BMI > 30

8%
Index: 105
Diabetes

2%
Index: 103
Any kind of liver condition

KEY INSIGHTS

• Issues such as Chronic bronchitis are about 9% above the base average.

• Incidents of Stroke are 9% above in this profile than in the base.

• Approximately 24% Poor general health. This is 5% above the base.

WELLBEING

5%
Index: 101
Has Depression

9%
Index: 103
Feels downhearted / depressed in the past 4 weeks

24%
Index: 105
Poor general health
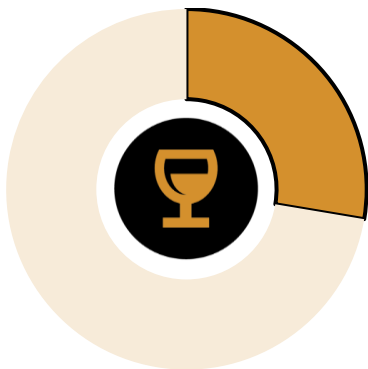
15%
Index: 100
Does not enjoy general happiness

10%
Index: 102
Does not feel a sense of self-worth

BEHAVIOURS

KEY INSIGHTS

> 3 units per day (Women)

28%

Index: 97

> 4 units per day (Men)
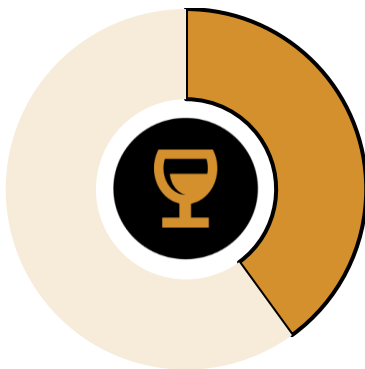
40%

Index: 99

Current cigarette smoker
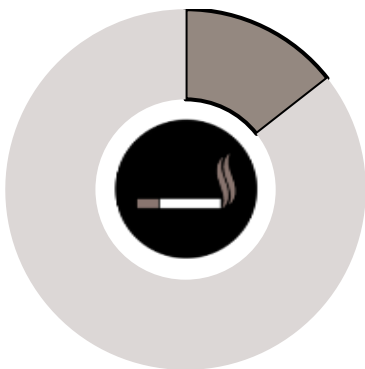
14%

Eats fruit 3 or less days per week
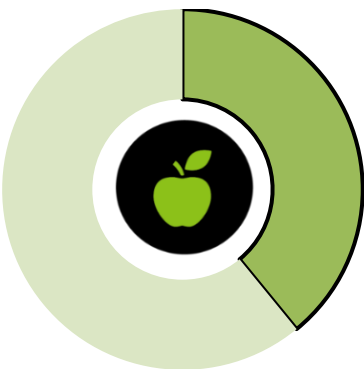
39%

Never does moderate intensity sports

42%
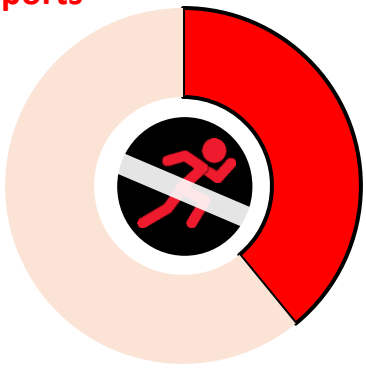
• About 14% are likely to be current cigarette smokers. This is 2% above the base average.

• Circa 3% smoke 20+ cigarettes per day, which is 2% above the base.

• 9% are likely to say they never eat fruit and 42% never do moderate intensity sports, which are 5% above and 3% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 14%, 1% below the base average, with white bread being eaten by about 32%, which is 2% above.

WELLBEING ACORN PROFILE OVERVIEW

wellbeing acorn

Profile: **March**
Base: **Fenland**

Index: 102   Index: 102   Index: 103

DEMOGRAPHICS

AGE

	Profile	Base
Average Age	44.6	44.2

Age Bands: Profile   INDEX

Band	Profile %	Index
0-4	5%	99
5-17	14%	97
18-24	7%	101
25-34	12%	102
35-49	18%	99
50-64	21%	99
65-74	12%	101
75 plus	11%	105

FAMILY

INDEX

		Index
31%	Couple - no children	100
17%	Couple with children	97
3%	Lone parent	99
19%	Single person - no children	110
30%	Other: two or more adults	97

KEY INSIGHTS

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

• 34.7% 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

10%   4%
12%
74%

■ 0 Index: 101   ■ 1 Index: 98   ■ 2 Index: 96   ■ 3+ Index: 97

SIZE

1 person	**21%** Index: 107	2 people	**40%** Index: 100
3-4 people	**32%** Index: 97	5+ people	**7%** Index: 97

INCOME

5%
6%
13%
21%
20%
35%

■ <20k Index: 108   ■ 20k - 40k Index: 103   ■ 40k - 60k Index: 99
■ 60k - 80k Index: 96   ■ 80k - 100k Index: 89   ■ 100k+ Index: 85

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WELLBEING ACORN GROUP PROFILE

wellbeing acorn

Profile: **March**
Base: **Fenland**

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	3,936	37.1	30,238	29.0	13.0	18.4	**128**			
2. At Risk	1,819	17.1	18,500	17.7	9.8	-1.6	97			
3. Caution	4,000	37.7	34,278	32.8	11.7	10.6	**115**			
4. Healthy	842	7.9	19,559	18.7	4.3	-28.6	42			
Not Private Households	24	0.2	1,778	1.7	1.3	-11.8	13			
Total	**10,621**		**104,353**		**10.2**					

WELLBEING ACORN GROUP PROFILE

☐ Show Base

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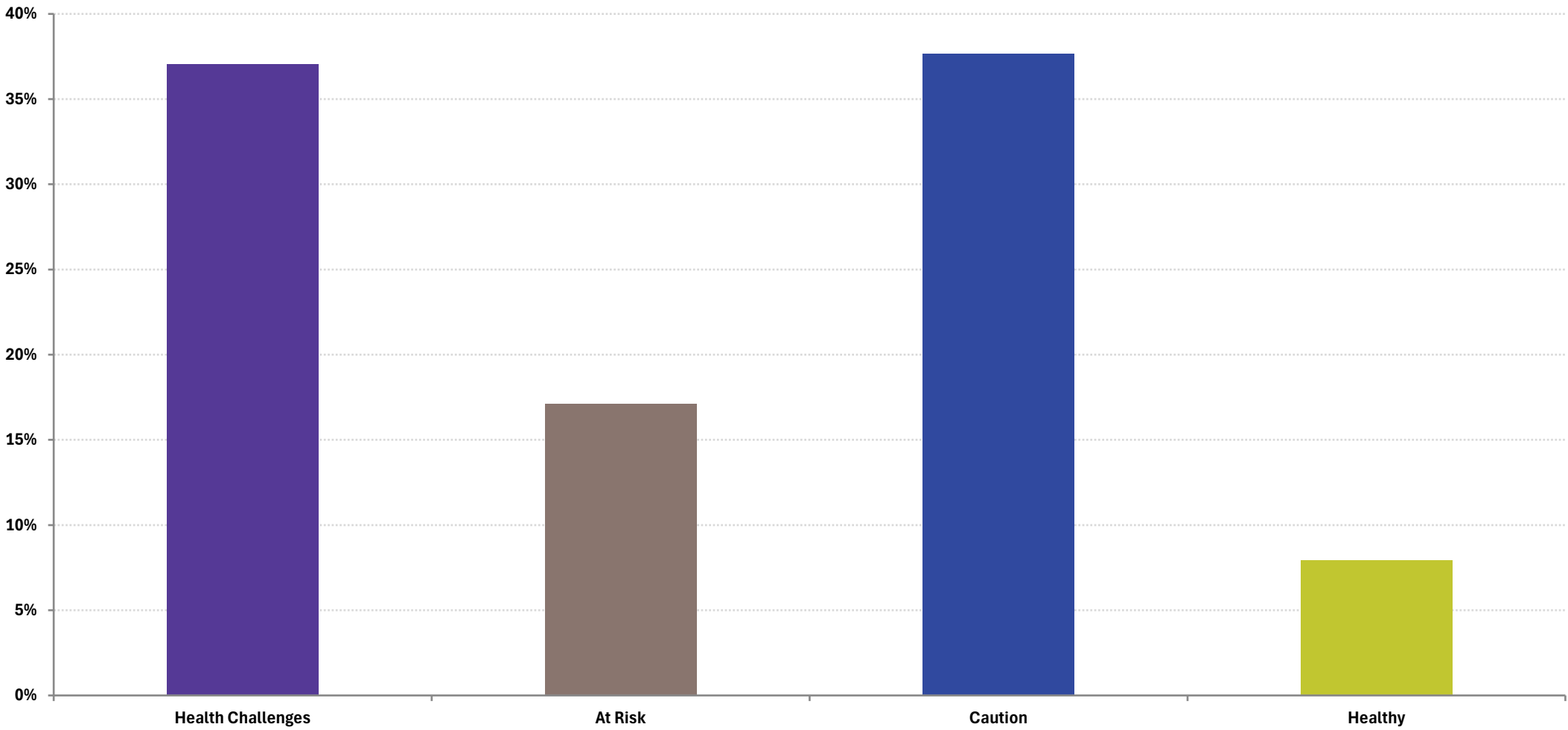
WELLBEING ACORN TYPE PROFILE

Profile: March
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	273	2.6	910	0.9	30.0	18.8	**294**			
1.2 Poorly Pensioners	402	3.8	4,120	3.9	9.8	-0.9	96			
1.3 Hardship Heartlands	267	2.5	2,672	2.6	10.0	-0.3	98			
1.4 Elderly Ailments	2,778	26.1	17,996	17.2	15.4	24.2	**151**			
1.5 Countryside Complacency	216	2.0	4,540	4.4	4.8	-11.7	47			
2. At Risk										
2.6 Dangerous Dependencies	6	0.1	1,397	1.3	0.4	-11.5	4			
2.7 Struggling Smokers	208	2.0	1,632	1.6	12.7	3.3	**125**			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	806	7.6	5,457	5.2	14.8	10.9	**145**			
2.10 Respiratory Risks	539	5.1	6,880	6.6	7.8	-6.3	77			
2.11 Anxious Adversity	138	1.3	1,501	1.4	9.2	-1.2	90			
2.12 Perilous Futures	122	1.1	1,633	1.6	7.5	-3.5	73			
2.13 Regular Revellers	0	0.0	0	0.0	0.0	0.0	0			
3. Caution										
3.14 Rooted Routines	1,253	11.8	7,425	7.1	16.9	18.7	**166**			
3.15 Borderline Behaviours	274	2.6	2,108	2.0	13.0	4.1	**128**			
3.16 Countryside Concerns	1,822	17.1	19,716	18.9	9.2	-4.6	91			
3.17 Everthing in Moderation	651	6.1	5,029	4.8	12.9	6.3	**127**			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	199	1.9	3,832	3.7	5.2	-9.9	51			
4.20 Perky Pensioners	229	2.2	9,666	9.3	2.4	-25.3	23			
4.21 Sensible Seniors	175	1.6	1,524	1.5	11.5	1.6	113			
4.22 Gym & Juices	0	0.0	6	0.0	0.0	-0.8	0			
4.23 Happy Families	126	1.2	1,068	1.0	11.8	1.7	116			
4.24 Five-A-Day Greys	27	0.3	589	0.6	4.6	-4.3	45			
4.25 Healthy, Wealthy & Wine	86	0.8	2,874	2.8	3.0	-12.3	29			
Not Private Households										
60 Active Communal Population	1	0.0	217	0.2	0.5	-4.5	5			
61 Inactive Communal Population	23	0.2	1,561	1.5	1.5	-10.9	14			
62 Business addresses without residential population	12	0.1	0	0.0	0.0	0.0	0			
Total	**10,633**		**104,353**		**10.2**					