

[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.

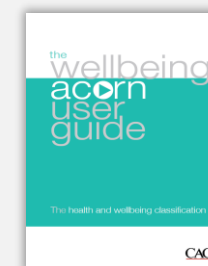
A Z-score of 0 indicates that the Type is not significant.

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.

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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:

Soham

Base:

East Cambridgeshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 98

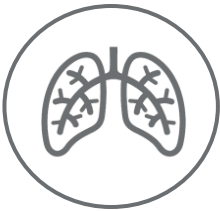
Coronary heart disease



13%

Index: 103

Asthma



1%

Index: 106

Chronic bronchitis



0%

Index: 106

Emphysema



17%

Index: 100

Cholesterol (taking medication for)

OTHER



17%

Index: 98

High blood pressure



2%

Index: 105

Stroke



22%

Index: 104

BMI > 30



7%

Index: 105

Diabetes



1%

Index: 105

Any kind of liver condition

KEY INSIGHTS

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

• Incidents of Diabetes are 5% above in this profile than in the base.

• Approximately 8% Feels downhearted / depressed in the past 4 weeks. This is 14% above the base.

WELLBEING



5%

Index: 104

Has Depression



8%

Index: 114

Feels downhearted / depressed in the past 4 weeks



21%

Index: 111

Poor general health



15%

Index: 104

Does not enjoy general happiness



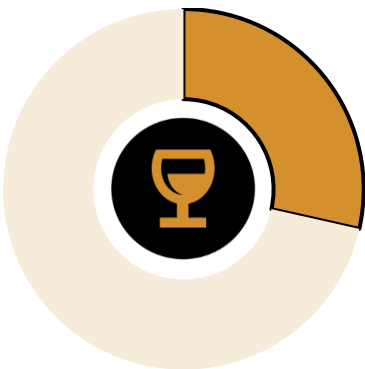
9%

Index: 108

Does not feel a sense of self-worth

BEHAVIOURS

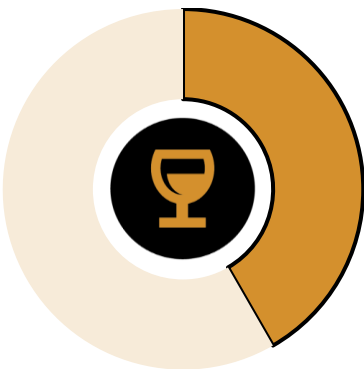
> 3 units per day (Women)



29%

Index: 93

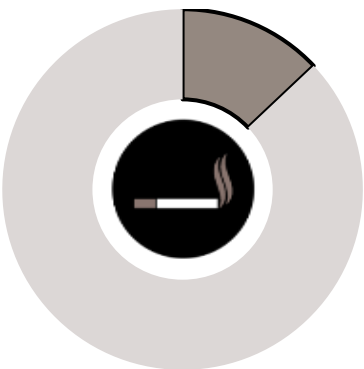
> 4 units per day (Men)



42%

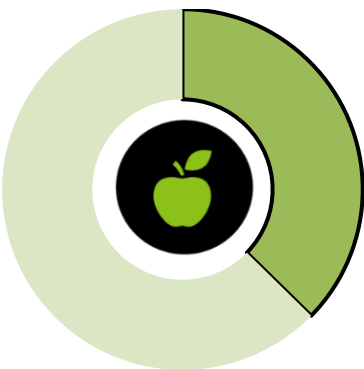
Index: 100

Current cigarette smoker



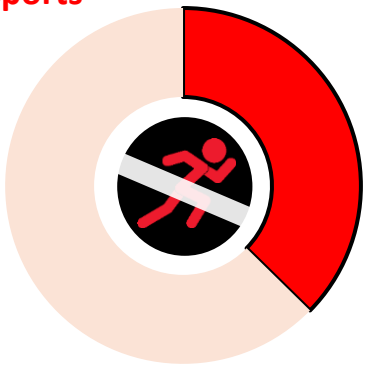
13%

Eats fruit 3 or less days per week



37%

Never does moderate intensity sports



38%

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 21% above the base.

• 8% are likely to say they never eat fruit and 38% never do moderate intensity sports, which are 20% above and 9% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 13%, 12% above the base average, with white bread being eaten by about 31%, which is 11% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile:

Soham

Base:

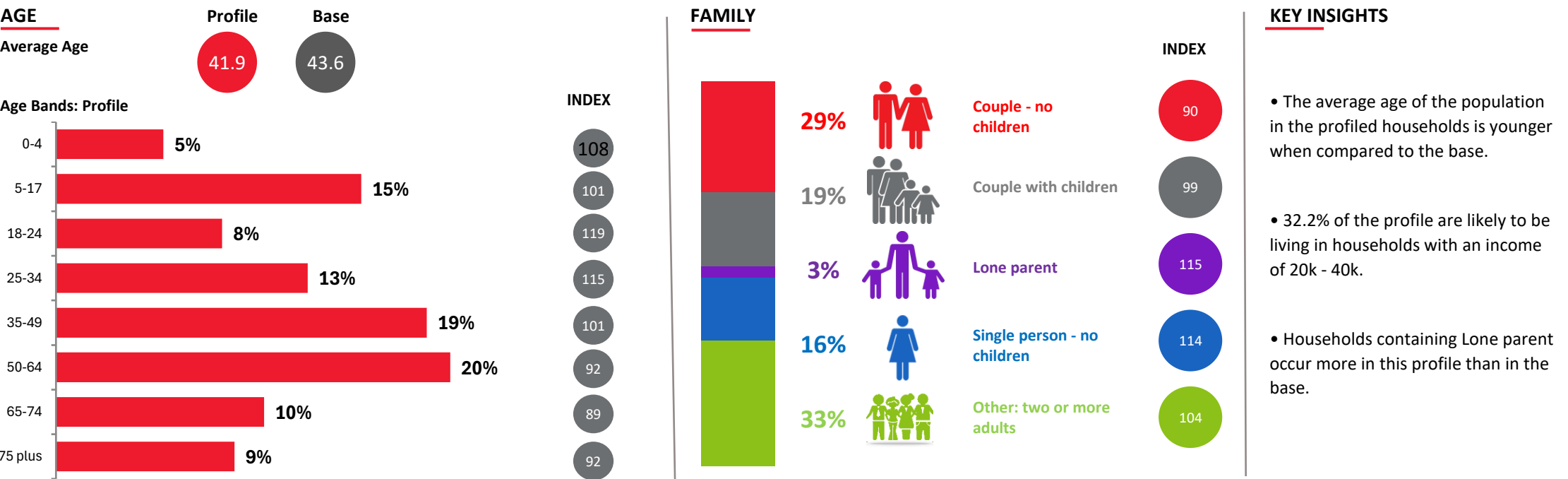
East Cambridgeshire

Index: 121

Index: 110

Index: 109

DEMOGRAPHICS



FAMILY

INDEX

29%

Couple - no children

90

19%

Couple with children

99

3%

Lone parent

115

16%

Single person - no children

114

33%

Other: two or more adults

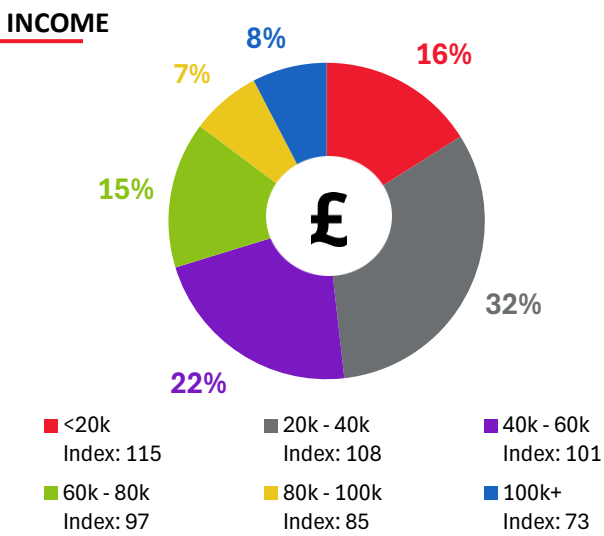
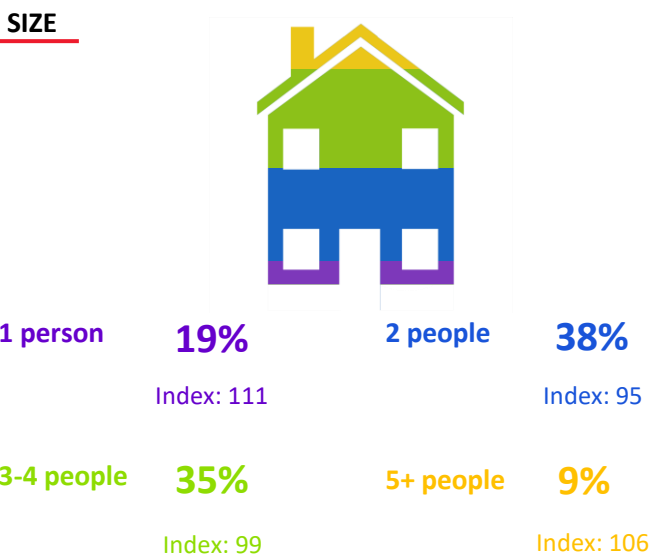
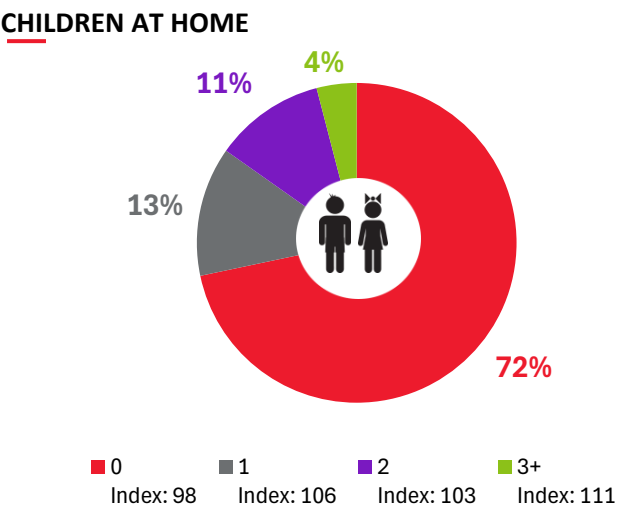
104

KEY INSIGHTS

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

32.2% of the profile are likely to be living in households with an income of 20k - 40k.

Households containing Lone parent occur more in this profile than in the base.



WELLBEING ACORN GROUP PROFILE



Profile:

Soham

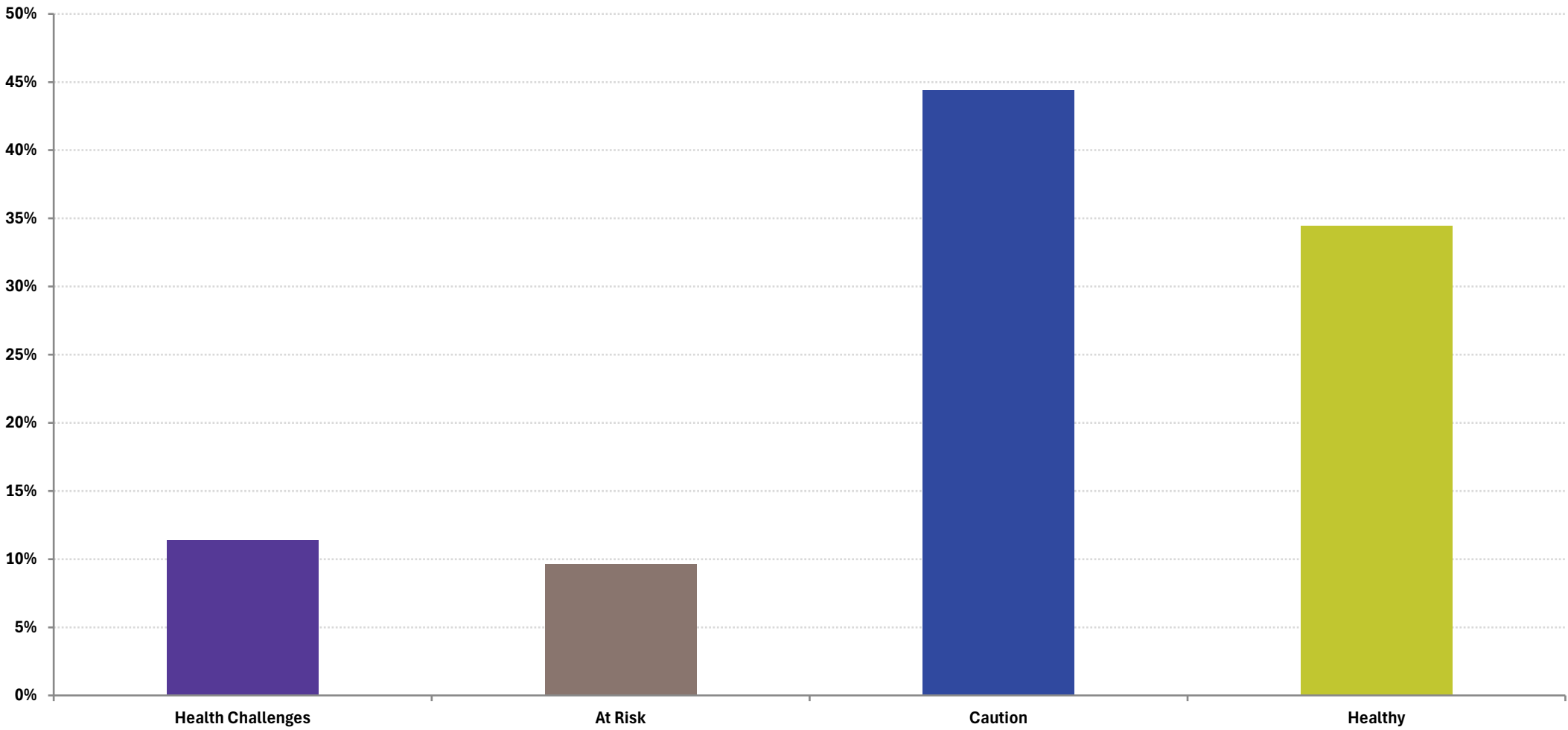
Base:

East Cambridgeshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
<div>1. Health Challenges</div>	631	11.4	7,720	8.7	8.2	7.2	131			
<div>2. At Risk</div>	534	9.7	3,938	4.4	13.6	18.9	218			
<div>3. Caution</div>	2,454	44.4	32,581	36.6	7.5	11.9	121			
<div>4. Healthy</div>	1,905	34.4	43,735	49.2	4.4	-21.9	70			
<div>Not Private Households</div>	6	0.1	955	1.1	0.6	-7.0	10			
Total	5,530		88,929		6.2					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile:

Soham

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	64	1.2	684	0.8	9.4	3.3	150			
1.2 Poorly Pensioners	34	0.6	492	0.6	6.9	0.6	111			
1.3 Hardship Heartlands	94	1.7	354	0.4	26.6	15.4	427			
1.4 Elderly Ailments	279	5.0	3,698	4.2	7.5	3.3	121			
1.5 Countryside Complacency	160	2.9	2,492	2.8	6.4	0.4	103			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	0	0.0	0.0	0.0	0			
2.7 Struggling Smokers	21	0.4	57	0.1	36.8	9.3	592			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	176	3.2	1,405	1.6	12.5	9.6	201			
2.10 Respiratory Risks	249	4.5	826	0.9	30.1	27.7	485			
2.11 Anxious Adversity	49	0.9	794	0.9	6.2	-0.1	99			
2.12 Perilous Futures	39	0.7	403	0.5	9.7	2.8	156			
2.13 Regular Revellers	0	0.0	453	0.5	0.0	-5.3	0			
3. Caution										
3.14 Rooted Routines	527	9.5	3,627	4.1	14.5	20.5	234			
3.15 Borderline Behaviours	945	17.1	6,561	7.4	14.4	27.6	232			
3.16 Countryside Concerns	466	8.4	13,573	15.3	3.4	-14.1	55			
3.17 Everthing in Moderation	516	9.3	8,820	9.9	5.9	-1.5	94			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	87	1.6	12,663	14.2	0.7	-27.0	11			
4.20 Perky Pensioners	916	16.6	11,187	12.6	8.2	8.9	132			
4.21 Sensible Seniors	30	0.5	1,309	1.5	2.3	-5.7	37			
4.22 Gym & Juices	0	0.0	135	0.2	0.0	-2.9	0			
4.23 Happy Families	685	12.4	7,604	8.6	9.0	10.2	145			
4.24 Five-A-Day Greys	0	0.0	3,253	3.7	0.0	-14.5	0			
4.25 Healthy, Wealthy & Wine	187	3.4	7,584	8.5	2.5	-13.7	40			
Not Private Households										
60 Active Communal Population	0	0.0	106	0.1	0.0	-2.6	0			
61 Inactive Communal Population	6	0.1	849	1.0	0.7	-6.5	11			
62 Business addresses without residential population	0	0.0	0	0.0	0.0	0.0	0			
Total	5,530		88,929		6.2					