

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.

## WELLBEING ACORN - WHAT IS IT?



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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.

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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:	St Ives
Base:	Huntingdonshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 99

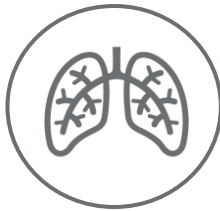
Coronary heart disease



13%

Index: 102

Asthma



1%

Index: 105

Chronic bronchitis



0%

Index: 98

Emphysema



16%

Index: 100

Cholesterol (taking medication for)

OTHER



17%

Index: 99

High blood pressure



2%

Index: 105

Stroke



21%

Index: 102

BMI > 30



7%

Index: 102

Diabetes



1%

Index: 104

Any kind of liver condition

KEY INSIGHTS

• Issues such as Chronic bronchitis are about 5% above the base average.

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

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

WELLBEING



5%

Index: 105

Has Depression



9%

Index: 109

Feels downhearted / depressed in the past 4 weeks



22%

Index: 108

Poor general health



15%

Index: 103

Does not enjoy general happiness



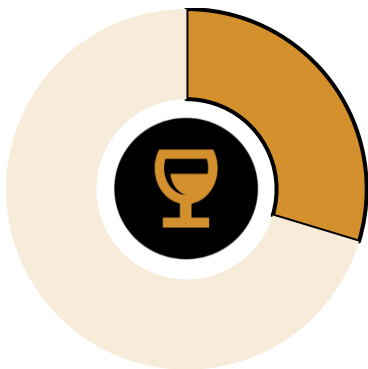
10%

Index: 106

Does not feel a sense of self-worth

BEHAVIOURS

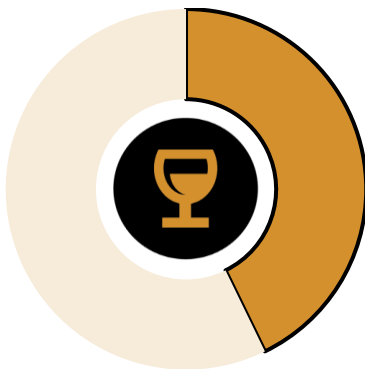
> 3 units per day (Women)



30%

Index: 98

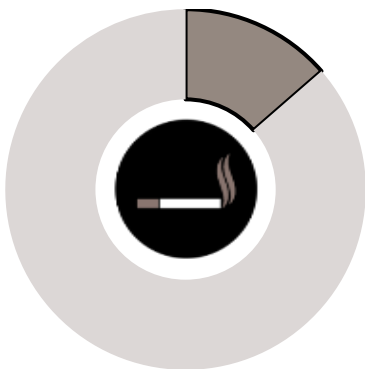
> 4 units per day (Men)



43%

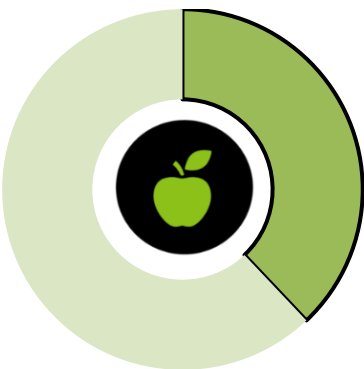
Index: 102

Current cigarette smoker



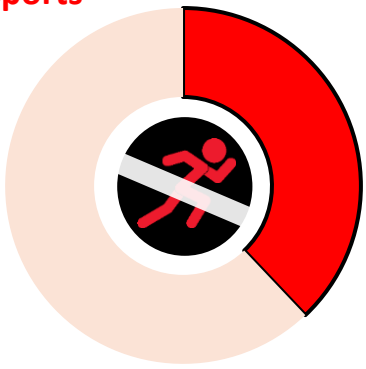
14%

Eats fruit 3 or less days per week



38%

Never does moderate intensity sports



38%

KEY INSIGHTS

• About 14% are likely to be current cigarette smokers. This is 11% above the base average.

• Circa 3% smoke 20+ cigarettes per day, which is 10% above the base.

• 8% are likely to say they never eat fruit and 38% never do moderate intensity sports, which are 12% above and 4% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 13%, 3% above the base average, with white bread being eaten by about 31%, which is 6% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: St Ives

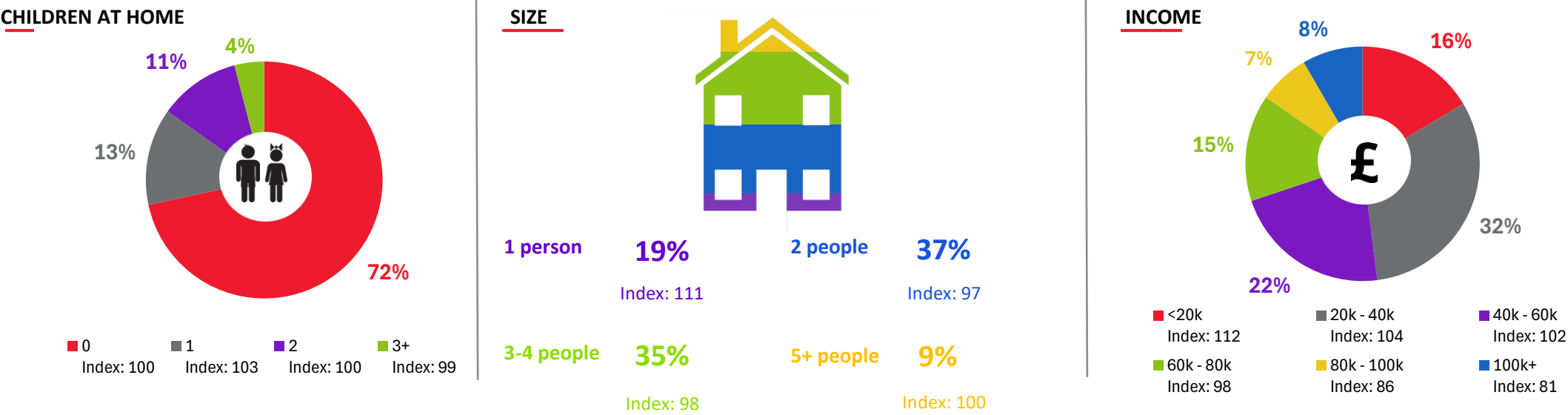
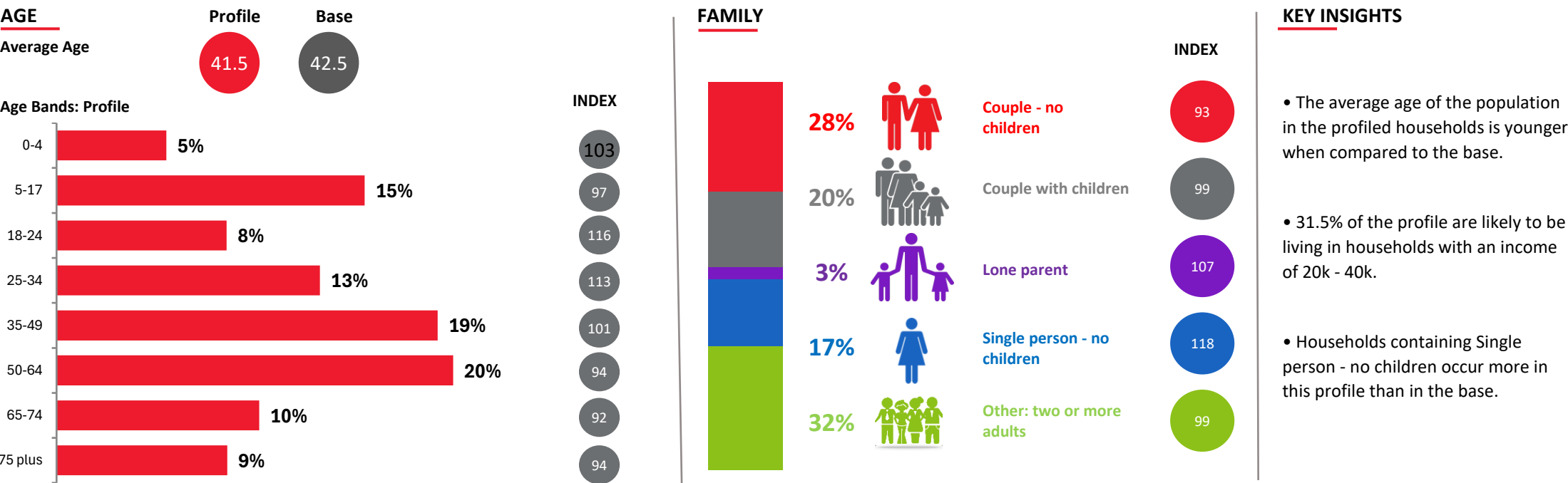
Base: Huntingdonshire

Index: 111

Index: 106

Index: 104

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



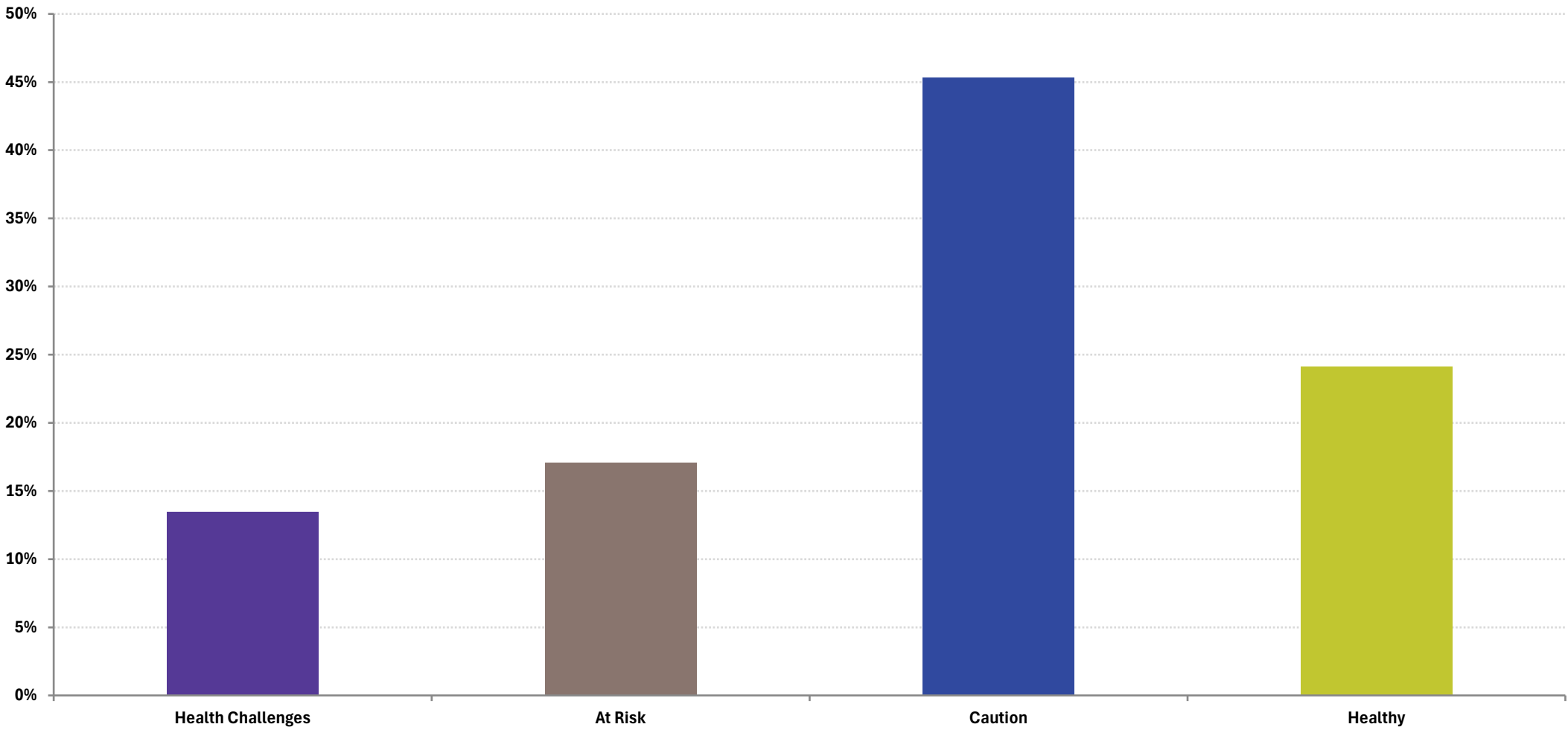
Profile: St Ives

Base: Huntingdonshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	1,070	13.5	22,395	12.2	4.8	3.3	110			
2. At Risk	1,356	17.1	21,110	11.5	6.4	15.4	148			
3. Caution	3,602	45.3	52,053	28.5	6.9	33.3	159			
4. Healthy	1,917	24.1	84,650	46.3	2.3	-39.7	52			
Not Private Households	2	0.0	2,610	1.4	0.1	-10.5	2			
Total	7,947		182,818		4.3					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: St Ives

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	165	2.1	1,058	0.6	15.6	17.6	359			
1.2 Poorly Pensioners	196	2.5	3,916	2.1	5.0	2.0	115			
1.3 Hardship Heartlands	200	2.5	4,507	2.5	4.4	0.3	102			
1.4 Elderly Ailments	416	5.2	5,512	3.0	7.5	11.6	174			
1.5 Countryside Complacency	93	1.2	7,402	4.0	1.3	-13.0	29			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	176	0.1	0.0	-2.8	0			
2.7 Struggling Smokers	0	0.0	1,854	1.0	0.0	-9.0	0			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	910	11.4	6,213	3.4	14.6	39.6	337			
2.10 Respiratory Risks	109	1.4	2,190	1.2	5.0	1.4	114			
2.11 Anxious Adversity	154	1.9	7,439	4.1	2.1	-9.6	48			
2.12 Perilous Futures	60	0.8	2,380	1.3	2.5	-4.3	58			
2.13 Regular Revellers	123	1.5	858	0.5	14.3	14.1	330			
3. Caution										
3.14 Rooted Routines	471	5.9	8,437	4.6	5.6	5.6	128			
3.15 Borderline Behaviours	1,161	14.6	11,829	6.5	9.8	29.5	226			
3.16 Countryside Concerns	751	9.4	14,262	7.8	5.3	5.5	121			
3.17 Everthing in Moderation	1,219	15.3	17,525	9.6	7.0	17.4	160			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	440	5.5	24,639	13.5	1.8	-20.7	41			
4.20 Perky Pensioners	91	1.1	11,841	6.5	0.8	-19.3	18			
4.21 Sensible Seniors	0	0.0	1,833	1.0	0.0	-9.0	0			
4.22 Gym & Juices	9	0.1	251	0.1	3.6	-0.6	82			
4.23 Happy Families	665	8.4	14,845	8.1	4.5	0.8	103			
4.24 Five-A-Day Greys	208	2.6	11,501	6.3	1.8	-13.5	42			
4.25 Healthy, Wealthy & Wine	504	6.3	19,740	10.8	2.6	-12.8	59			
Not Private Households										
60 Active Communal Population	1	0.0	531	0.3	0.2	-4.6	4			
61 Inactive Communal Population	1	0.0	2,079	1.1	0.0	-9.5	1			
62 Business addresses without residential population	4	0.1	0	0.0	0.0	0.0	0			
Total	7,951		182,818		4.3					