

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.

CACI

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## WELLBEING ACORN - WHAT IS IT?



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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	<div>Group 1</div> <div>Health Challenges</div>	<div>1</div> Limited Living <div>2</div> Poorly Pensioners <div>3</div> Hardship Heartlands <div>4</div> Elderly Ailments <div>5</div> Countryside Complacency
2	<div>Group 2</div> <div>At Risk</div>	<div>6</div> Dangerous Dependencies <div>7</div> Struggling Smokers <div>8</div> Despondent Diversity <div>9</div> Everyday Excesses <div>10</div> Respiratory Risks <div>11</div> Anxious Adversity <div>12</div> Perilous Futures <div>13</div> Regular Revellers
3	<div>Group 3</div> <div>Caution</div>	<div>14</div> Rooted Routines <div>15</div> Borderline Behaviours <div>16</div> Countryside Concerns <div>17</div> Everthing in Moderation <div>18</div> Cultural Concerns
4	<div>Group 4</div> <div>Healthy</div>	<div>19</div> Relishing Retirement <div>20</div> Perky Pensioners <div>21</div> Sensible Seniors <div>22</div> Gym & Juices <div>23</div> Happy Families <div>24</div> Five-A-Day Greys <div>25</div> Healthy, Wealthy & Wine

WELLBEING ACORN PROFILE OVERVIEW



Profile:	St Neots
Base:	Huntingdonshire

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 101

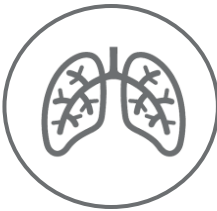
Coronary heart disease



13%

Index: 104

Asthma



1%

Index: 109

Chronic bronchitis



0%

Index: 105

Emphysema



17%

Index: 102

Cholesterol (taking medication for)

OTHER



17%

Index: 100

High blood pressure



2%

Index: 108

Stroke



22%

Index: 104

BMI > 30



7%

Index: 106

Diabetes



1%

Index: 105

Any kind of liver condition

KEY INSIGHTS

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

• Incidents of Stroke are 8% above in this profile than in the base.

• Approximately 9% Feels downhearted / depressed in the past 4 weeks. This is 14% above the base.

WELLBEING



5%

Index: 106

Has Depression



9%

Index: 114

Feels downhearted / depressed in the past 4 weeks



23%

Index: 113

Poor general health



15%

Index: 104

Does not enjoy general happiness



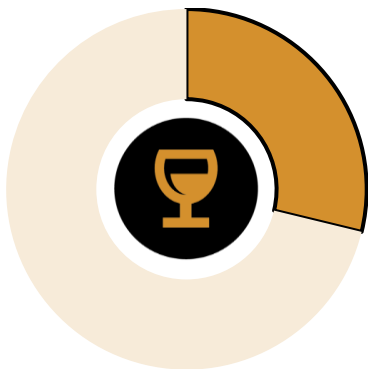
10%

Index: 109

Does not feel a sense of self-worth

BEHAVIOURS

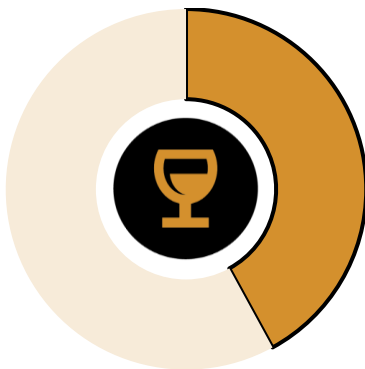
> 3 units per day (Women)



29%

Index: 95

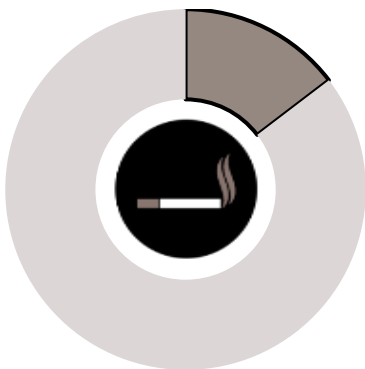
> 4 units per day (Men)



42%

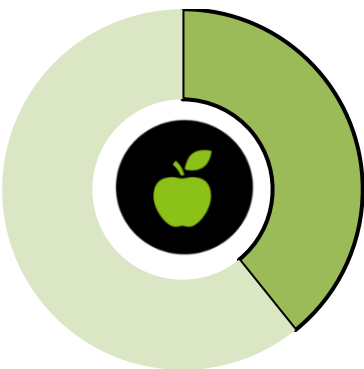
Index: 101

Current cigarette smoker



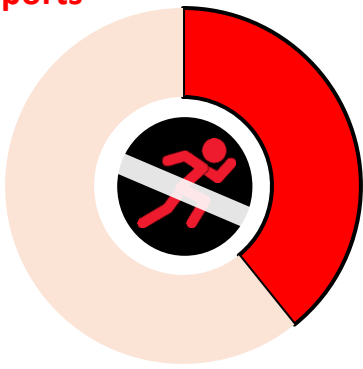
15%

Eats fruit 3 or less days per week



39%

Never does moderate intensity sports



40%

KEY INSIGHTS

• About 15% are likely to be current cigarette smokers. This is 20% above the base average.

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

• 9% are likely to say they never eat fruit and 40% never do moderate intensity sports, which are 19% above and 9% above the base average respectively.

• Full fat milk is likely to be drunk by approximately 14%, 10% above the base average, with white bread being eaten by about 32%, which is 10% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: St Neots

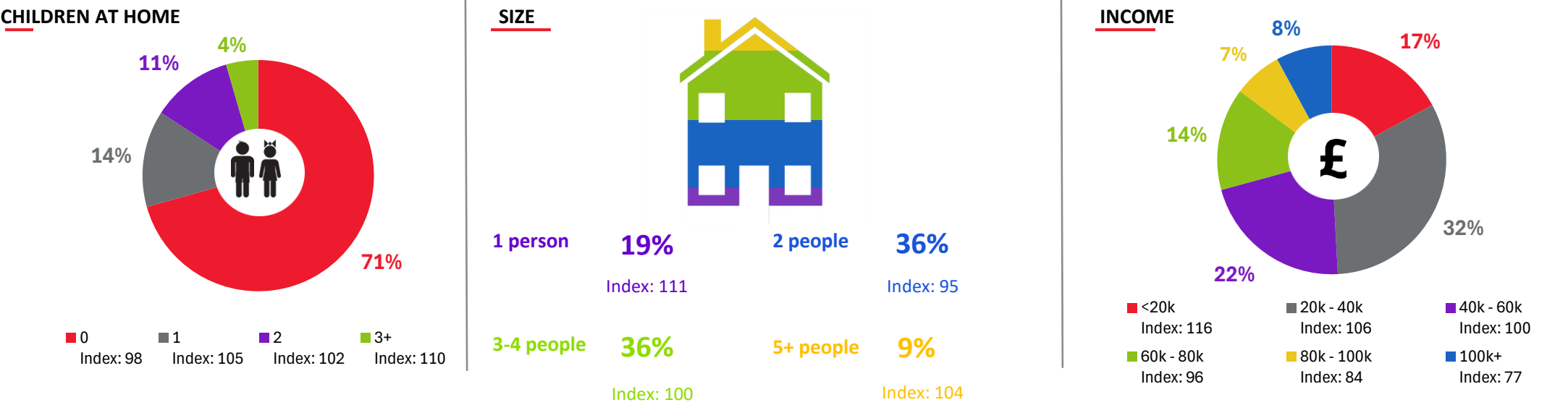
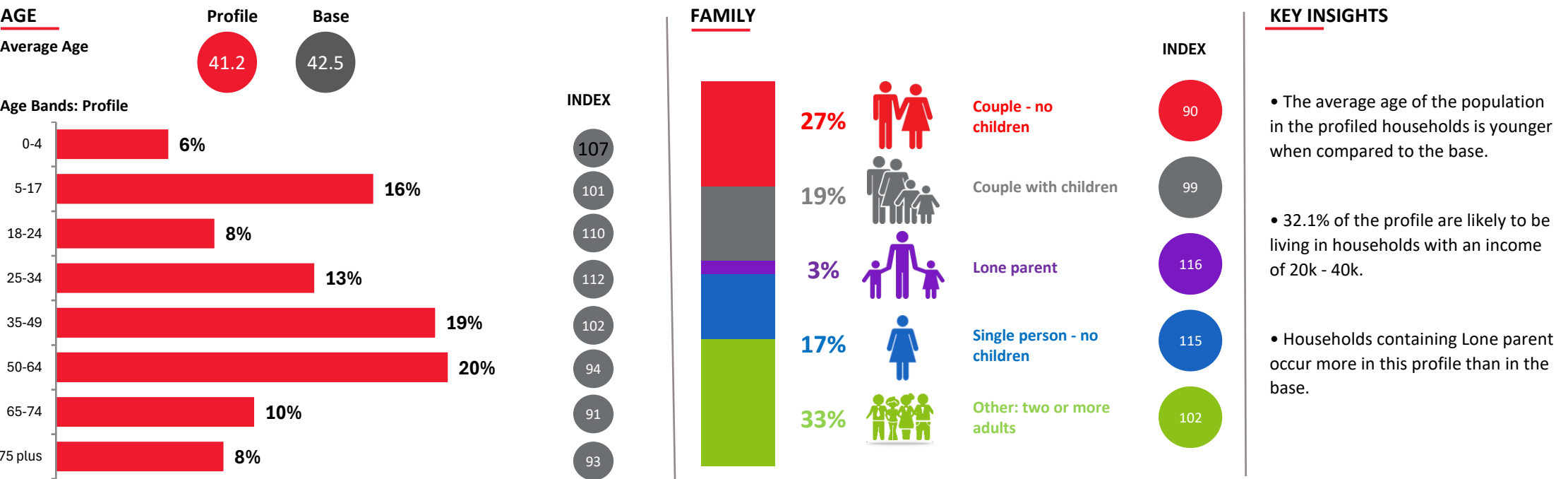
Base: Huntingdonshire

Index: 120

Index: 110

Index: 109

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



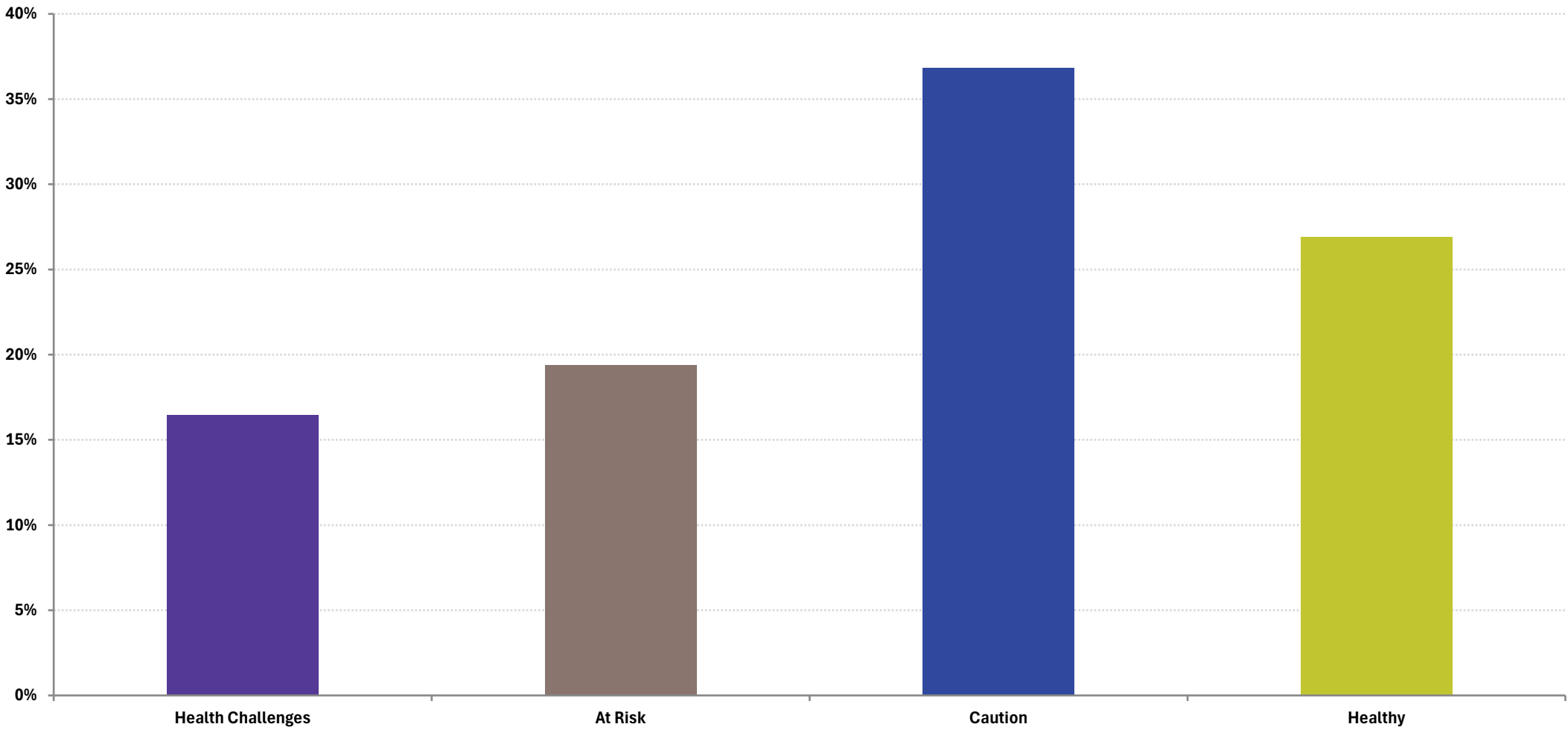
Profile: St Neots

Base: Huntingdonshire

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	2,501	16.5	22,395	12.2	11.2	15.8	134			
2. At Risk	2,945	19.4	21,110	11.5	14.0	30.2	168			
3. Caution	5,599	36.9	52,053	28.5	10.8	22.9	129			
4. Healthy	4,091	26.9	84,650	46.3	4.8	-47.9	58			
Not Private Households	58	0.4	2,610	1.4	2.2	-10.9	27			
Total	15,194		182,818		8.3					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: St Neots

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	263	1.7	1,058	0.6	24.9	18.7	299			
1.2 Poorly Pensioners	652	4.3	3,916	2.1	16.6	18.2	200			
1.3 Hardship Heartlands	683	4.5	4,507	2.5	15.2	16.1	182			
1.4 Elderly Ailments	667	4.4	5,512	3.0	12.1	9.9	145			
1.5 Countryside Complacency	236	1.6	7,402	4.0	3.2	-15.6	38			
2. At Risk										
2.6 Dangerous Dependencies	0	0.0	176	0.1	0.0	-3.8	0			
2.7 Struggling Smokers	56	0.4	1,854	1.0	3.0	-8.0	36			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	858	5.6	6,213	3.4	13.8	15.2	166			
2.10 Respiratory Risks	369	2.4	2,190	1.2	16.8	13.9	202			
2.11 Anxious Adversity	1,021	6.7	7,439	4.1	13.7	16.5	165			
2.12 Perilous Futures	494	3.2	2,380	1.3	20.8	21.2	249			
2.13 Regular Revellers	147	1.0	858	0.5	17.1	9.0	206			
3. Caution										
3.14 Rooted Routines	1,373	9.0	8,437	4.6	16.3	25.9	195			
3.15 Borderline Behaviours	1,254	8.2	11,829	6.5	10.6	8.9	127			
3.16 Countryside Concerns	970	6.4	14,262	7.8	6.8	-6.6	82			
3.17 Everthing in Moderation	2,002	13.2	17,525	9.6	11.4	14.9	137			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	622	4.1	24,639	13.5	2.5	-33.9	30			
4.20 Perky Pensioners	159	1.0	11,841	6.5	1.3	-27.2	16			
4.21 Sensible Seniors	78	0.5	1,833	1.0	4.3	-6.1	51			
4.22 Gym & Juices	40	0.3	251	0.1	15.9	4.2	191			
4.23 Happy Families	1,632	10.7	14,845	8.1	11.0	11.8	132			
4.24 Five-A-Day Greys	444	2.9	11,501	6.3	3.9	-17.1	46			
4.25 Healthy, Wealthy & Wine	1,116	7.3	19,740	10.8	5.7	-13.8	68			
Not Private Households										
60 Active Communal Population	20	0.1	531	0.3	3.8	-3.6	45			
61 Inactive Communal Population	38	0.2	2,079	1.1	1.8	-10.3	22			
62 Business addresses without residential population	27	0.2	0	0.0	0.0	0.0	0			
Total	15,221		182,818		8.3					