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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:	Whittlesey
Base:	Fenland

HEALTH (EVER DIAGNOSED WITH)

HEART & LUNGS



2%

Index: 99

Coronary heart disease



13%

Index: 98

Asthma



1%

Index: 100

Chronic bronchitis



1%

Index: 99

Emphysema



18%

Index: 99

Cholesterol (taking medication for)

OTHER



18%

Index: 100

High blood pressure



2%

Index: 100

Stroke



23%

Index: 98

BMI > 30



7%

Index: 99

Diabetes



1%

Index: 99

Any kind of liver condition

KEY INSIGHTS

- Issues such as Chronic bronchitis are about 0% below the base average.
- Incidents of High blood pressure are 0% above in this profile than in the base.
- Approximately 15% Does not enjoy general happiness. This is 1% below the base.

WELLBEING



5%

Index: 98

Has Depression



8%

Index: 96

Feels downhearted / depressed in the past 4 weeks



22%

Index: 96

Poor general health



15%

Index: 99

Does not enjoy general happiness



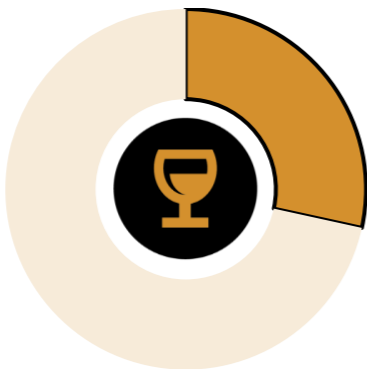
9%

Index: 97

Does not feel a sense of self-worth

BEHAVIOURS

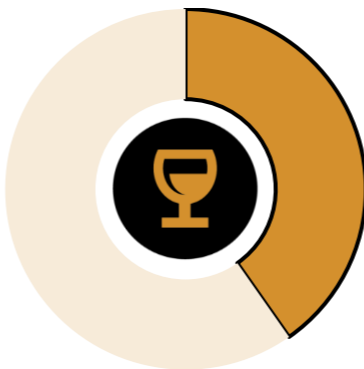
> 3 units per day (Women)



28%

Index: 99

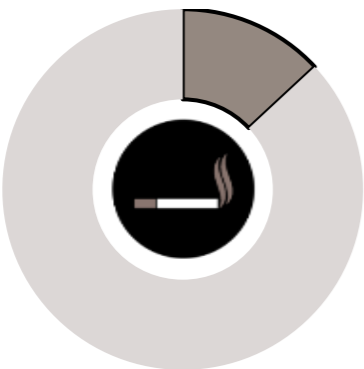
> 4 units per day (Men)



40%

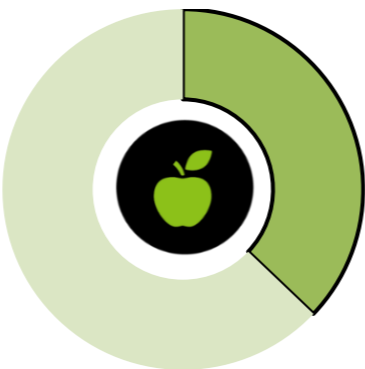
Index: 99

Current cigarette smoker



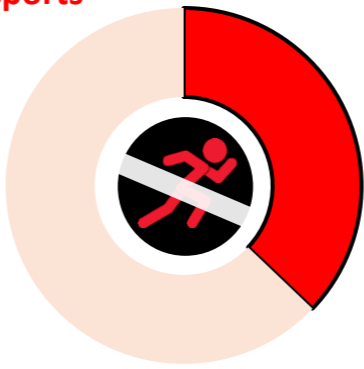
13%

Eats fruit 3 or less days per week



37%

Never does moderate intensity sports



40%

KEY INSIGHTS

- About 13% are likely to be current cigarette smokers. This is 7% below the base average.
- Circa 3% smoke 20+ cigarettes per day, which is 7% below the base.
- 8% are likely to say they never eat fruit and 40% never do moderate intensity sports, which are 6% below and 3% below the base average respectively.
- Full fat milk is likely to be drunk by approximately 13%, 5% below the base average, with white bread being eaten by about 31%, which is 4% below.

WELLBEING ACORN PROFILE OVERVIEW



Profile: Whittlesey

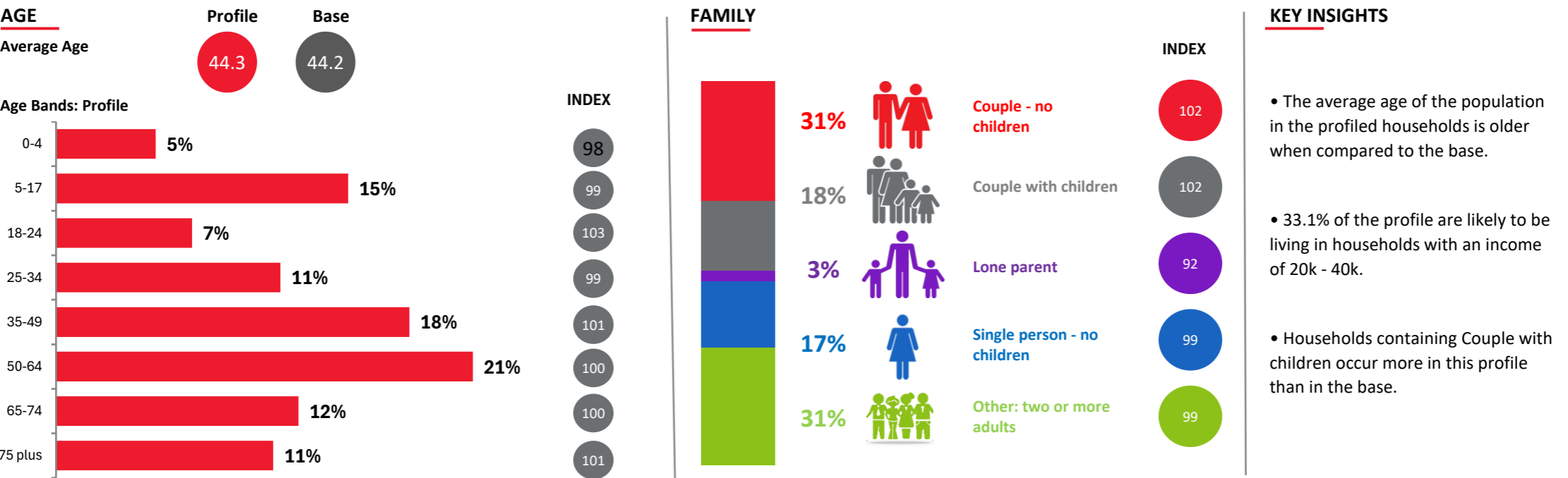
Base: Fenland

Index: 93

Index: 97

Index: 97

DEMOGRAPHICS



FAMILY

INDEX

31%

Couple - no children

102

18%

Couple with children

102

3%

Lone parent

92

17%

Single person - no children

99

31%

Other: two or more adults

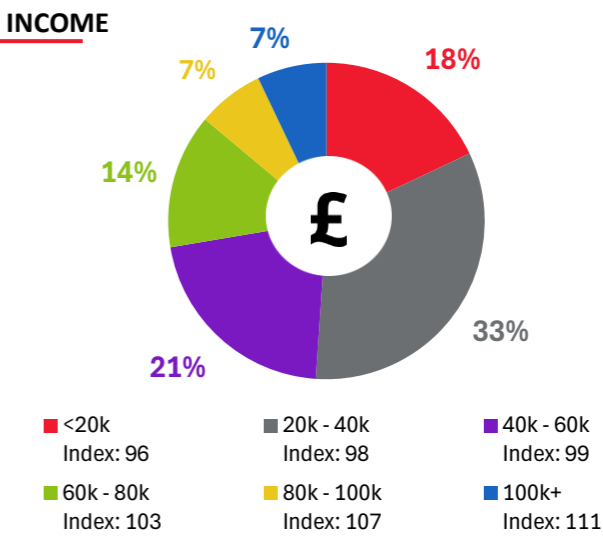
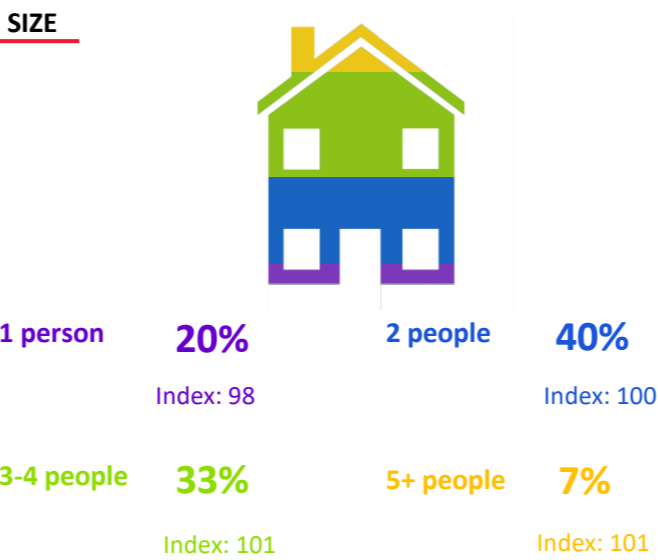
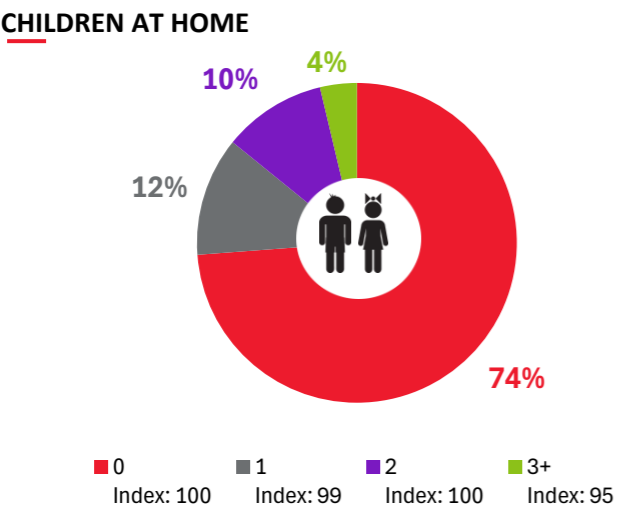
99

KEY INSIGHTS

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

33.1% of the profile are likely to be living in households with an income of 20k - 40k.

Households containing Couple with children occur more in this profile than in the base.



WELLBEING ACORN GROUP PROFILE



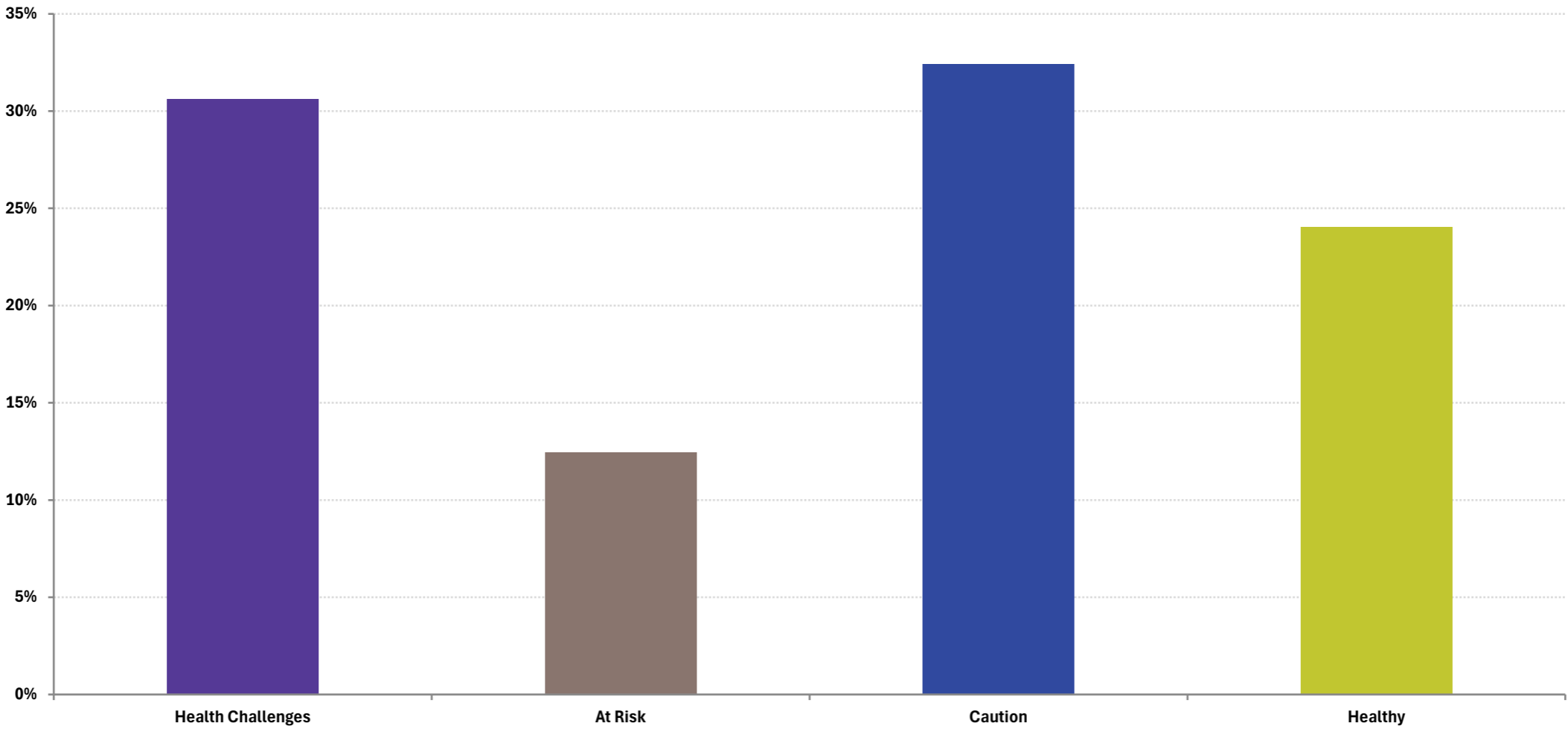
Profile: Whittlesey

Base: Fenland

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	2,592	30.6	30,238	29.0	8.6	3.3	106			
2. At Risk	1,053	12.4	18,500	17.7	5.7	-12.7	70			
3. Caution	2,746	32.4	34,278	32.8	8.0	-0.8	99			
4. Healthy	2,036	24.1	19,559	18.7	10.4	12.5	128			
Not Private Households	38	0.4	1,778	1.7	2.1	-8.9	26			
Total	8,465		104,353		8.1					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE

Profile: Whittlesey

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	138	1.6	910	0.9	15.2	7.5	187			
1.2 Poorly Pensioners	194	2.3	4,120	3.9	4.7	-7.8	58			
1.3 Hardship Heartlands	130	1.5	2,672	2.6	4.9	-6.0	60			
1.4 Elderly Ailments	1,565	18.5	17,996	17.2	8.7	3.0	107			
1.5 Countryside Complacency	565	6.7	4,540	4.4	12.4	10.5	153			
2. At Risk										
2.6 Dangerous Dependencies	40	0.5	1,397	1.3	2.9	-6.9	35			
2.7 Struggling Smokers	28	0.3	1,632	1.6	1.7	-9.1	21			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	336	4.0	5,457	5.2	6.2	-5.2	76			
2.10 Respiratory Risks	436	5.1	6,880	6.6	6.3	-5.4	78			
2.11 Anxious Adversity	139	1.6	1,501	1.4	9.3	1.6	114			
2.12 Perilous Futures	74	0.9	1,633	1.6	4.5	-5.1	56			
2.13 Regular Revellers	0	0.0	0	0.0	0.0	0.0	0			
3. Caution										
3.14 Rooted Routines	363	4.3	7,425	7.1	4.9	-10.1	60			
3.15 Borderline Behaviours	423	5.0	2,108	2.0	20.1	19.5	247			
3.16 Countryside Concerns	1,614	19.1	19,716	18.9	8.2	0.4	101			
3.17 Everthing in Moderation	346	4.1	5,029	4.8	6.9	-3.2	85			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	201	2.4	3,832	3.7	5.2	-6.4	65			
4.20 Perky Pensioners	943	11.1	9,666	9.3	9.8	5.9	120			
4.21 Sensible Seniors	98	1.2	1,524	1.5	6.4	-2.3	79			
4.22 Gym & Juices	0	0.0	6	0.0	0.0	-0.7	0			
4.23 Happy Families	268	3.2	1,068	1.0	25.1	19.6	309			
4.24 Five-A-Day Greys	17	0.2	589	0.6	2.9	-4.5	36			
4.25 Healthy, Wealthy & Wine	509	6.0	2,874	2.8	17.7	18.3	218			
Not Private Households										
60 Active Communal Population	0	0.0	217	0.2	0.0	-4.2	0			
61 Inactive Communal Population	38	0.4	1,561	1.5	2.4	-7.9	30			
62 Business addresses without residential population	4	0.0	0	0.0	0.0	0.0	0			
Total	8,469		104,353		8.1					