

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.

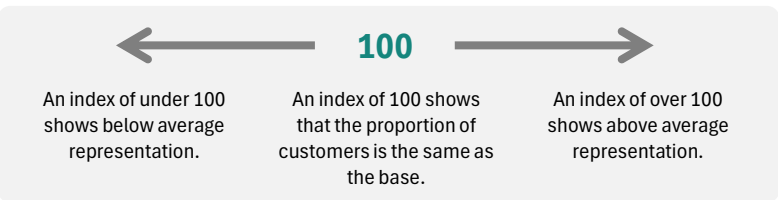
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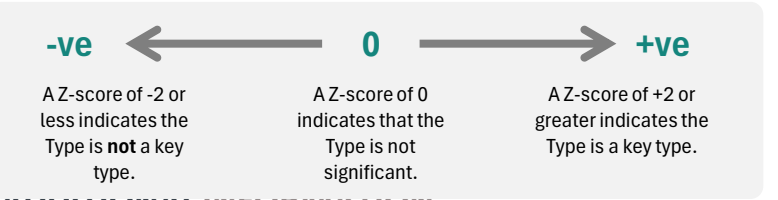
INTERPRETING THE REPORT

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

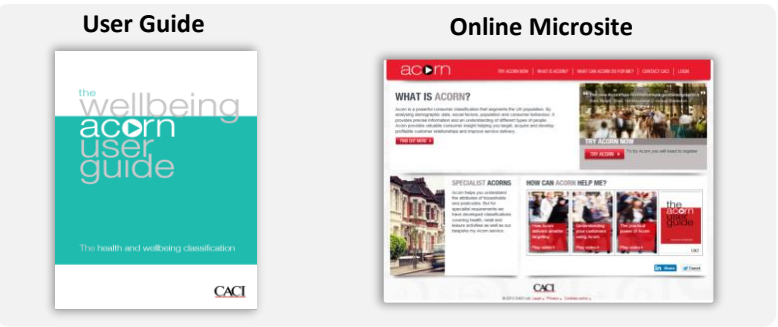


Z-SCORE



ADDITIONAL INFORMATION

Click on the documents below for more information on Wellbeing Acorn.



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:	Wisbech
Base:	Fenland

HEALTH (EVER DIAGNOSED WITH)

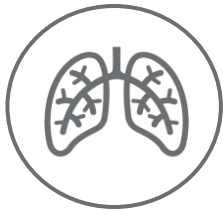
HEART & LUNGS



2%
Index: 104
Coronary heart disease



14%
Index: 107
Asthma



1%
Index: 113
Chronic bronchitis



1%
Index: 110
Emphysema



19%
Index: 102
Cholesterol (taking medication for)

OTHER



18%
Index: 99
High blood pressure



2%
Index: 105
Stroke



25%
Index: 105
BMI > 30



8%
Index: 106
Diabetes



2%
Index: 104
Any kind of liver condition

KEY INSIGHTS

- Issues such as Chronic bronchitis are about 13% above the base average.
- Incidents of Diabetes are 6% above in this profile than in the base.
- Approximately 10% Feels downhearted / depressed in the past 4 weeks. This is 18% above the base.

WELLBEING



5%
Index: 108
Has Depression



10%
Index: 118
Feels downhearted / depressed in the past 4 weeks



26%
Index: 115
Poor general health



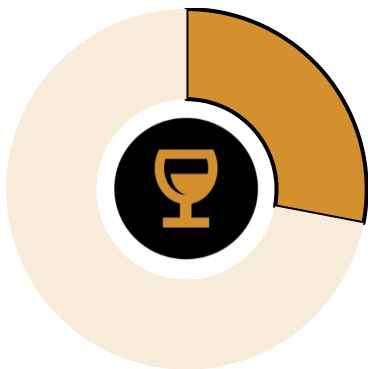
16%
Index: 106
Does not enjoy general happiness



11%
Index: 113
Does not feel a sense of self-worth

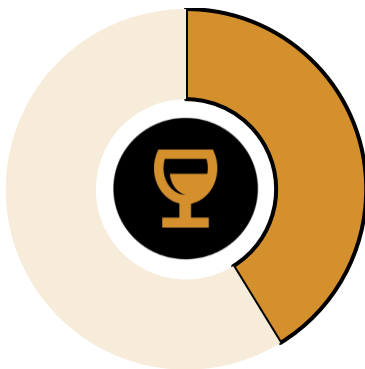
BEHAVIOURS

> 3 units per day (Women)



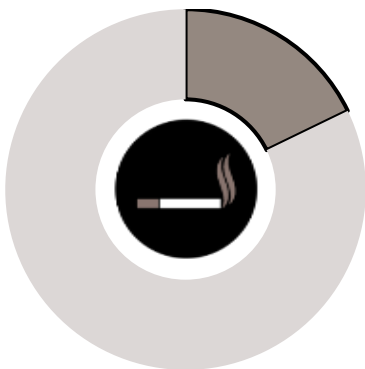
Index: 98

> 4 units per day (Men)



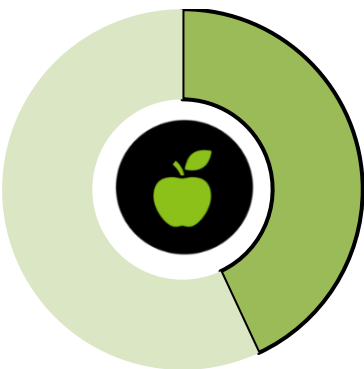
Index: 102

Current cigarette smoker



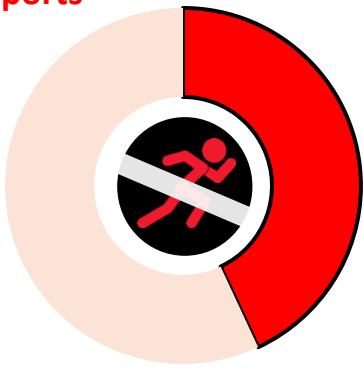
18%

Eats fruit 3 or less days per week



43%

Never does moderate intensity sports



45%

KEY INSIGHTS

- About 18% are likely to be current cigarette smokers. This is 26% above the base average.
- Circa 4% smoke 20+ cigarettes per day, which is 30% above the base.
- 11% are likely to say they never eat fruit and 45% never do moderate intensity sports, which are 24% above and 10% above the base average respectively.
- Full fat milk is likely to be drunk by approximately 16%, 17% above the base average, with white bread being eaten by about 35%, which is 12% above.

WELLBEING ACORN PROFILE OVERVIEW



Profile: Wisbech

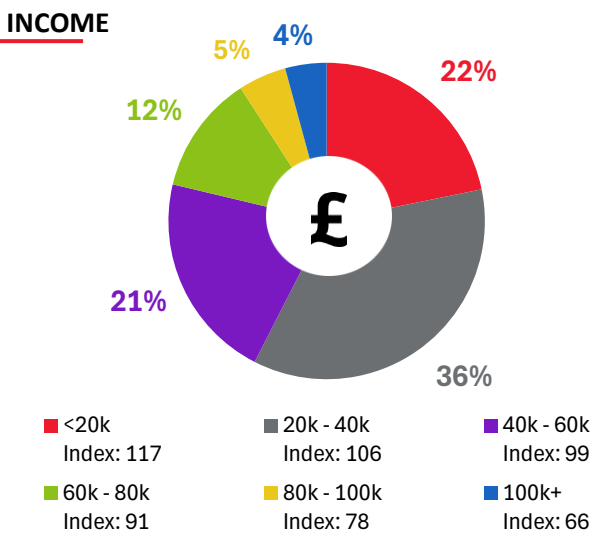
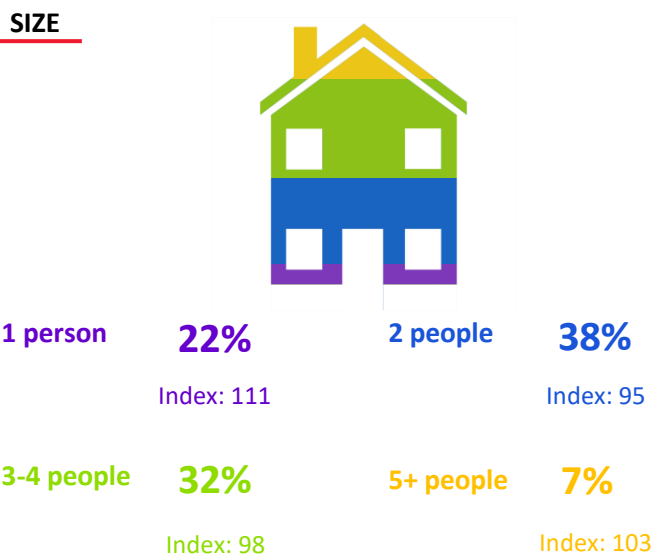
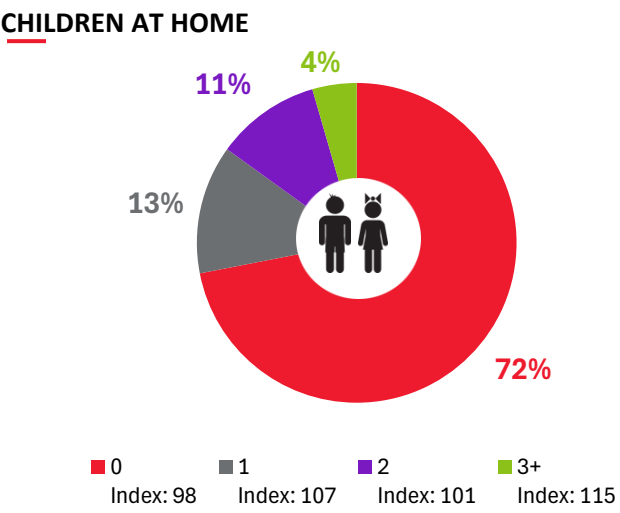
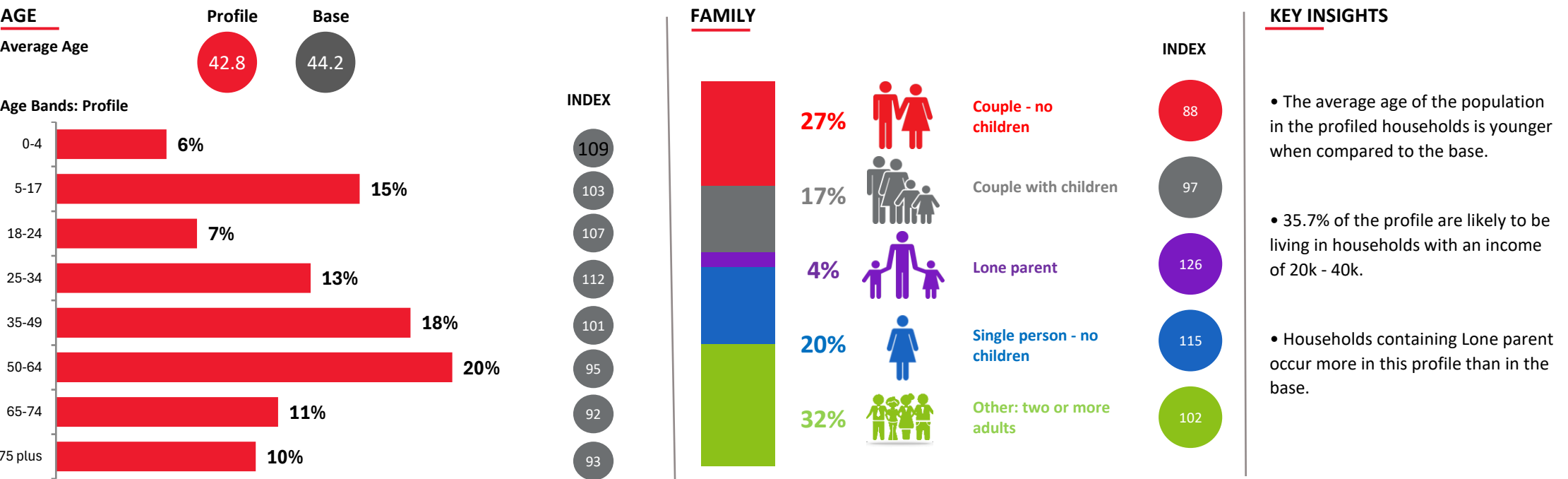
Base: Fenland

Index: 126

Index: 112

Index: 110

DEMOGRAPHICS



WELLBEING ACORN GROUP PROFILE



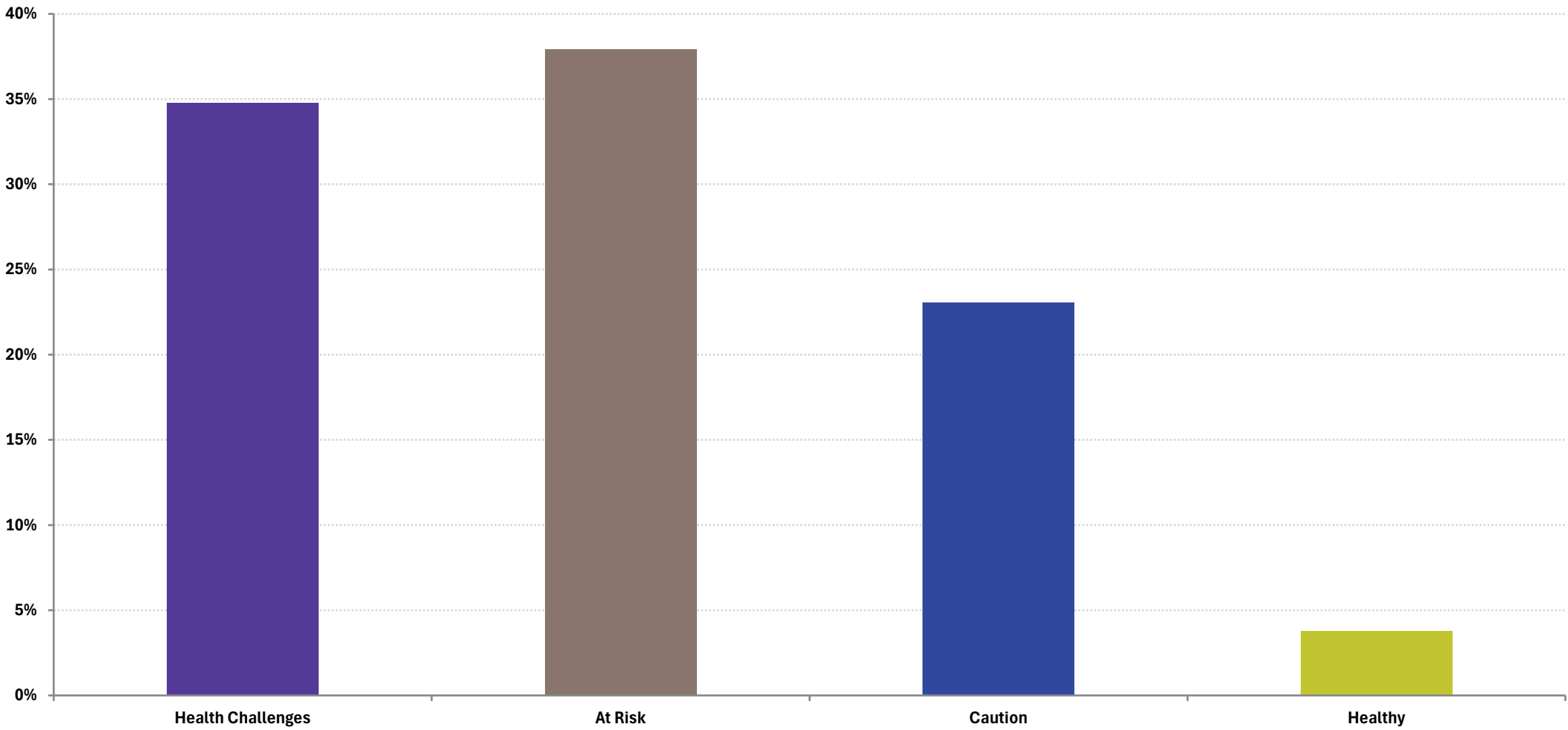
Profile: Wisbech

Base: Fenland

Wellbeing Acorn Group Description	Profile	%	Base	%	Penetration %	Z-Score	Index	0	100	200
1. Health Challenges	3,909	34.8	30,238	29.0	12.9	13.5	120			
2. At Risk	4,266	37.9	18,500	17.7	23.1	56.1	214			
3. Caution	2,592	23.1	34,278	32.8	7.6	-22.1	70			
4. Healthy	427	3.8	19,559	18.7	2.2	-40.6	20			
Not Private Households	51	0.5	1,778	1.7	2.9	-10.2	27			
Total	11,245		104,353		10.8					

WELLBEING ACORN GROUP PROFILE

☐ Show Base



WELLBEING ACORN TYPE PROFILE



Profile: Wisbech

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	197	1.7	910	0.9	21.6	10.0	200			
1.2 Poorly Pensioners	762	6.8	4,120	3.9	18.5	15.3	171			
1.3 Hardship Heartlands	825	7.3	2,672	2.6	30.9	32.0	286			
1.4 Elderly Ailments	1,944	17.2	17,996	17.2	10.8	0.0	100			
1.5 Countryside Complacency	181	1.6	4,540	4.4	4.0	-14.3	37			
2. At Risk										
2.6 Dangerous Dependencies	543	4.8	1,397	1.3	38.9	32.1	360			
2.7 Struggling Smokers	316	2.8	1,632	1.6	19.4	10.6	179			
2.8 Despondent Diversity	0	0.0	0	0.0	0.0	0.0	0			
2.9 Everyday Excesses	1,127	10.0	5,457	5.2	20.7	22.7	191			
2.10 Respiratory Risks	1,738	15.4	6,880	6.6	25.3	37.8	234			
2.11 Anxious Adversity	145	1.3	1,501	1.4	9.7	-1.4	89			
2.12 Perilous Futures	397	3.5	1,633	1.6	24.3	16.7	225			
2.13 Regular Revellers	0	0.0	0	0.0	0.0	0.0	0			
3. Caution										
3.14 Rooted Routines	769	6.8	7,425	7.1	10.4	-1.2	96			
3.15 Borderline Behaviours	91	0.8	2,108	2.0	4.3	-9.2	40			
3.16 Countryside Concerns	1,105	9.8	19,716	18.9	5.6	-24.6	52			
3.17 Everthing in Moderation	627	5.6	5,029	4.8	12.5	3.7	115			
3.18 Cultural Concerns	0	0.0	0	0.0	0.0	0.0	0			
4. Healthy										
4.19 Relishing Retirement	179	1.6	3,832	3.7	4.7	-11.8	43			
4.20 Perky Pensioners	90	0.8	9,666	9.3	0.9	-31.0	9			
4.21 Sensible Seniors	57	0.5	1,524	1.5	3.7	-8.4	35			
4.22 Gym & Juices	1	0.0	6	0.0	16.7	0.4	154			
4.23 Happy Families	18	0.2	1,068	1.0	1.7	-9.1	16			
4.24 Five-A-Day Greys	9	0.1	589	0.6	1.5	-6.9	14			
4.25 Healthy, Wealthy & Wine	73	0.6	2,874	2.8	2.5	-13.7	24			
Not Private Households										
60 Active Communal Population	3	0.0	217	0.2	1.4	-4.2	13			
61 Inactive Communal Population	48	0.4	1,561	1.5	3.1	-9.4	28			
62 Business addresses without residential population	25	0.2	0	0.0	0.0	0.0	0			
Total	11,270		104,353		10.8					