



Communications Matrix 2022

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acorn

Communications Matrix

Acorn divides the population on a hierarchical basis into 62 types which nest into 18 groups and then 5 main categories, with an additional category of non-private households. Acorn provides us with a description of each type, group and category and information about their likely characteristics and behaviours. An Acorn index of 100 represents the UK average for each variable.

Information provided by the CACI Acorn customer segmentation tool can be used to understand the best ways of communicating with customers and citizens as different categories, groups and types respond to different marketing messages. The Communications Matrix (Figure 1 and 2) illustrates the types of marketing likely seen, or received, during the last few weeks for each of the 18 Acorn groups and the types of marketing citizens are prepared to respond to, request information from, or make purchases from in the future.

The communication matrix is broken down into two sections:

- **Channels received** (Figure 1)- This refers to the types of marketing people have seen, or received, during the last few weeks
- **Future responses** (Figure 2) - This refers to the types of marketing people are prepared to respond to, request information from, or make purchases from in the future
- **Get info/marketing on local services, events and news via Email at LSOA** (Figure 3)

For example, for those citizens falling within the 'Lavish Lifestyles' Acorn group would be less likely to have seen or received leaflets via door or newspaper or mobile messages than the other types of marketing. For those living within the 'Countryside Communities' group they would be less likely to have seen or received leaflets or samples in the street or shop compared to the other types of marketing. Residents falling into the 'Difficult Circumstances' Acorn group would likely be prepared to respond to or request information via mobile message or telemarketing in the future.

Figure 1: Channels Received – Types of marketing seen, or received, during the last few weeks

	Category 1 Affluent Achievers			Category 2 Rising Prosperity		Category 3 Comfortable Communities					Category 4 Financially Stretched				Category 5 Urban Adversity		
	Group A Lavish Lifestyles	Group B Executive Wealth	Group C Mature Money	Group D City Sophisticat es	Group E Career Climbers	Group F Countryside Communiti es	Group G Successful Suburbs	Group H Steady Neighbourh oods	Group I Comfortabl e Seniors	Group J Starting Out	Group K Student Life	Group L Modest Means	Group M Striving Families	Group N Poorer Pensioners	Group O Young Hardship	Group P Struggling Estates	Group Q Difficult Circumstan ces
Channels Received (Types of marketing seen, or received, during the last few weeks)																	
Leaflets - Door or Newspaper	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	×	—
Mail Occupant	✓	✓	✓	—	—	✓	—	—	✓	✓	×	×	×	×	×	×	×
Cold or Warm Mail	✓	✓	✓	—	—	✓	✓	—	✓	✓	×	×	×	×	×	×	×
Newspaper, Mag Ads or Cust Mags	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	×	×	×	×	×	×	×
TV or Radio	✓	✓	✓	—	—	✓	—	✓	✓	✓	—	×	—	—	×	×	×
Leaflets or Samples Street or Shop	✓	✓	✓	✓	—	×	—	—	—	✓	✓	×	×	×	—	×	×
Posters	✓	✓	✓	✓	✓	—	✓	✓	—	✓	✓	×	×	×	×	×	×
Email	✓	✓	✓	✓	✓	✓	✓	✓	—	✓	✓	×	×	×	×	×	×
Internet Ads	✓	✓	✓	✓	✓	✓	✓	✓	×	✓	✓	×	×	×	×	×	×
Mobile Message	—	✓	—	—	—	—	—	—	×	✓	—	—	×	×	—	—	—
Telemarketing	✓	✓	✓	×	×	✓	✓	✓	✓	—	×	×	×	—	×	×	×
Cinema Ads	✓	✓	✓	✓	✓	—	—	—	×	✓	✓	×	×	×	×	×	×

KEY: More likely  indifferent  less likely 

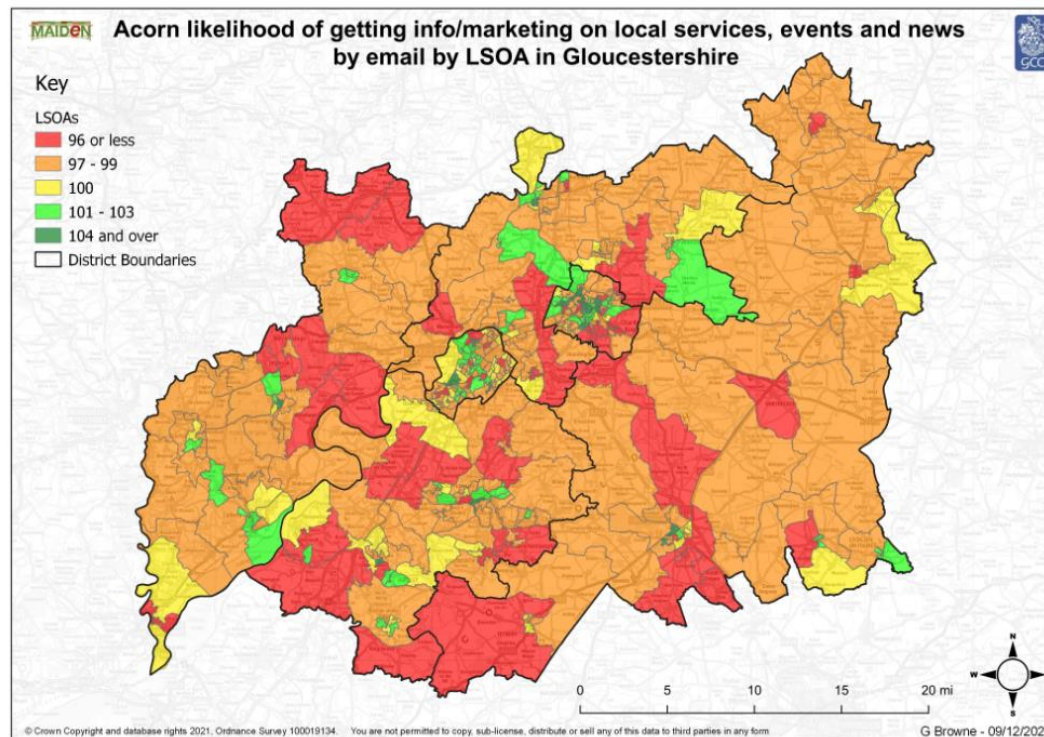
Figure 2: Future Responses – Types of marketing prepared to respond to, request information from, or make purchases from in the future

	Category 1 Affluent Achievers			Category 2 Rising Prosperity		Category 3 Comfortable Communities					Category 4 Financially Stretched				Category 5 Urban Adversity		
	Group A Lavish Lifestyles	Group B Executive Wealth	Group C Mature Money	Group D City Sophisticates	Group E Career Climbers	Group F Countryside Communities	Group G Successful Suburbs	Group H Steady Neighbourhoods	Group I Comfortable Seniors	Group J Starting Out	Group K Student Life	Group L Modest Means	Group M Striving Families	Group N Poorer Pensioners	Group O Young Hardship	Group P Struggling Estates	Group Q Difficult Circumstances
Future Responses (Types of marketing prepared to respond to, request information from, or make purchases from in the future)																	
Leaflets - Door or Newspaper	✗	—	—	✓	✓	✗	✗	✗	✗	✗	✓	✓	—	—	—	✓	—
Mail Occupant	✗	—	✓	✓	✓	—	—	✗	✓	—	—	✗	—	✗	—	—	✗
Cold or Warm Mail	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
Newspaper, Mag Ads or Cust Mags	✓	✓	✓	✓	✓	—	✓	✗	—	—	—	—	✗	✗	✗	✗	✗
TV or Radio	✗	✗	✗	✓	✓	—	—	—	✗	✓	✓	✓	✗	✗	✗	✓	—
Leaflets or Samples Street or Shop	—	—	—	✓	✓	—	—	—	—	✓	✓	—	—	✗	—	✗	✗
Posters	✓	✓	✓	✓	✓	—	—	✗	✗	—	✓	✗	✗	✗	—	—	✗
Internet Ads	✓	✓	—	✓	✓	✗	✗	✗	✗	✓	✓	✓	✗	✗	✗	✓	✗
Mobile Message	✗	✗	✗	✓	✓	✗	—	✗	—	✓	✓	—	✗	✓	✓	✓	✓
Telemarketing	✗	✗	✗	✓	—	—	—	—	—	—	✗	✗	✗	✓	✓	✓	✓
Email	✓	✓	✓	✓	✓	✓	—	—	✗	✓	✓	✗	✗	✗	✗	✗	✗
Cold Email	—	—	—	✓	✓	—	—	—	✗	✓	✗	✗	✗	—	—	—	—
Warm Email	✓	✓	✓	✓	✓	✓	—	—	✗	✓	✓	✗	✗	✗	✗	✗	✗
Cinema Ads	✓	✓	✓	✓	✓	✗	—	✗	—	✓	✓	✗	✗	✗	✗	✗	✗
On Pack	✗	✓	✓	✓	✓	—	—	—	—	✓	✓	✗	✗	✗	✗	✗	✗

KEY: More likely ✓ indifferent — less likely ✗

You can choose one or more variables from the extensive list from Acorn, and calculate the likelihood of people in an area responding to that method. In this example, we look at the variable **'Get info/marketing on local services, events, and news - Email'** at Lower Super Output Area (LSOA) for Gloucestershire.

Figure 3: Map of Acorn likelihood of getting info/marketing on local services, events or news via email, by LSOA in Gloucestershire



Pitville 2, Leckhampton 2 and Charlton Kings 4 are least likely to get info/marketing on local services, events and news via email whereas Matson and Robinswood 1, Lansdown 1, Hesters Way 3, Pittville 3 and Cirencester Chesterton 1 are most likely.

More information about Acorn can be found on [Inform Gloucestershire](#).