Communications Matrix

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Communications Matrix

Acorn divides the population on a hierarchical basis into 64 types which nest into 22 groups and then 7 categories. 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 methods. The Communications Matrix (Figures 1 to 4) illustrates the types of marketing methods preferred when researching, submitting, enquiring or receiving information from the Local Authority for each of the 22 Acorn groups.

The communication matrix is broken down into four sections:

- *Figure 1:* **Receiving information related to local services (council, local health service, other public sector body)** - This refers to the types of communication method people are more likely to have received from local services

- *Figure 2:* **Making an enquiry (or complaint) about local services (council, local health service, other public sector body)** - This refers to the types of communication methods people are likely to use to make an enquiry or complaint about local services

- *Figure 3:* **Submitting information to Local Authority –** This refers to the types of communication method people are likely to use to submit information to the Local Authority

- *Figure 4:* **Researching information about local services (council, local health service, other public sector body)** (Figure 4) – This refers to the type of communication method people are likely to choose when researching information about local services

For example, the people in the **Commuter Belt Wealth** Acorn group would more likely prefer to receive information related to local services via email or website rather than face-to-face, by mail, social media, telephone call or text message however, this group would be similar to the UK average if receiving information related to local services via mobile app. Those people that fall into the Acorn group **Tenant Living** are less likely to prefer to receive information related to local services via email but are more likely than the UK average to receive information via all the other communication methods. The key for all four of the communication matrices is as follows:
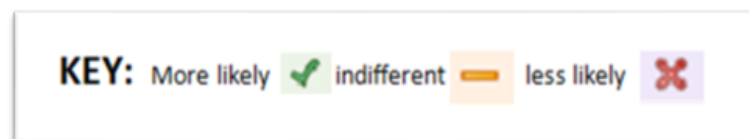

KEY: More likely ✔ indifferent ▬ less likely ✖

Figure 1: Acorn Likelihood of Receiving information related to local services (council, local health service, other public sector body)

Receiving information related to local services (council, local health service, other public sector body) by:		Email	Face to face and /or visit	Mail	Mobile app	Social media, e.g. Twitter	Telephone call (mobile/ landline)	Text message	Website (inc. chatbot)
Luxury Lifestyles	**Exclusive Addresses**	✗	✗	✗	✓	✓	✓	✗	✗
	Flourishing Capital	✗	✗	✗	✓	✓	✓	✗	✓
	Upmarket Families	✗	✗	✗	✓	✓	✓	✗	✗
Established Affluence	**Commuter Belt Wealth**	✓	✗	✗	—	✗	✗	✗	✓
	Prosperous Professionals	✗	✗	✗	—	✗	✗	✓	✓
Thriving Neighbourhoods	**Mature Success**	✗	✗	✓	—	✗	—	✗	✓
	Settled Suburbia	✓	✗	✓	✗	✗	✗	✗	✓
	Metropoliton Surroundings	—	✓	✓	✗	✗	✓	✗	—
	Up-and-coming Urbanites	✗	✗	✓	✓	✗	✗	✓	✓
	Aspiring Communities	—	✗	✓	—	✗	✗	✗	✓
Steadfast Communities	**Semi-Rural Maturity**	✓	✓	✓	✗	—	—	✗	✗
	Traditional Homeowners	—	✗	✗	✓	✗	—	✗	✗
	Family Renters	✓	✓	✓	✗	✓	—	✗	✗
	Urban Diversity	✗	✓	✓	—	✓	✓	✓	✗
	Stable Seniors	✓	✓	✓	—	✗	✗	✗	✗
Stretched Society	**Tenant Living**	✗	✓	✓	✓	✓	✓	✓	✓
	Limited Budgets	✗	✗	✓	—	✓	—	✓	✗
	Hard-Up Households	✗	✓	—	✗	✓	✓	✓	—
Low Income Living	**Cash-Strapped Families**	✗	—	—	✗	✓	✓	✓	✗
	Constrained Pensioners	—	✗	✗	✗	✗	✓	—	✓
	Challenging Circumstances	—	—	✗	✗	✗	✓	✗	✗
Not Private Households	**Not Private Households**	—	—	—	—	—	—	—	—

Figure 2: Acorn likelihood of making an enquiry (or complaint) about local services (council, local health service, other public sector body)

Making an enquiry (or complaint) about local services (council, local health service, other public sector body) by:		Email	Face to face and /or visit	Mail	Mobile app	Social media, e.g. Twitter	Telephone call (mobile/ landline)	Text message	Website (inc. chatbot)
Luxury Lifestyles	Exclusive Addresses	✔	✖	✔	✖	✔	✖	✔	✖
Luxury Lifestyles	Flourishing Capital	▬	✖	✔	✖	✔	✔	✖	✔
Luxury Lifestyles	Upmarket Families	✖	✖	✔	✖	✔	✔	✔	✔
Established Affluence	Commuter Belt Wealth	✔	✖	✖	✔	✖	▬	✖	▬
Established Affluence	Prosperous Professionals	✔	✖	✖	✔	✖	▬	✔	✖
Thriving Neighbourhoods	Mature Success	✔	✖	✖	✖	✖	▬	✖	▬
Thriving Neighbourhoods	Settled Suburbia	✔	✖	✔	✖	✖	▬	✖	▬
Thriving Neighbourhoods	Metropoliton Surroundings	✔	✖	✔	✔	✔	✖	✖	✖
Thriving Neighbourhoods	Up-and-coming Urbanites	✔	✖	✖	✖	✖	✖	✖	✔
Thriving Neighbourhoods	Aspiring Communities	✔	✖	✔	✖	✖	▬	✖	✔
Steadfast Communities	Semi-Rural Maturity	✖	✔	✔	✖	✖	✔	✖	▬
Steadfast Communities	Traditional Homeowners	✖	✖	✔	✔	✔	✖	✔	▬
Steadfast Communities	Family Renters	✔	✔	✔	▬	✔	▬	✔	✖
Steadfast Communities	Urban Diversity	✖	✔	✔	✔	▬	▬	✔	▬
Steadfast Communities	Stable Seniors	✖	✔	✖	▬	✔	▬	✔	▬
Stretched Society	Tenant Living	✔	✔	✔	✖	✔	✖	✔	▬
Stretched Society	Limited Budgets	▬	✖	✔	✖	✔	✔	✔	▬
Stretched Society	Hard-Up Households	✖	✔	✔	✖	✔	▬	✔	▬
Low Income Living	Cash-Strapped Families	✖	▬	✔	✔	✔	✔	✔	▬
Low Income Living	Constrained Pensioners	✖	✖	✖	✖	✔	✔	✔	▬
Low Income Living	Challenging Circumstances	✖	▬	✔	▬	✔	✔	✖	▬
Not Private Households	Not Private Households	▬	▬	✖	✔	✖	✖	✔	✖

Figure 3: Acorn likelihood of submitting information to the Local Authority

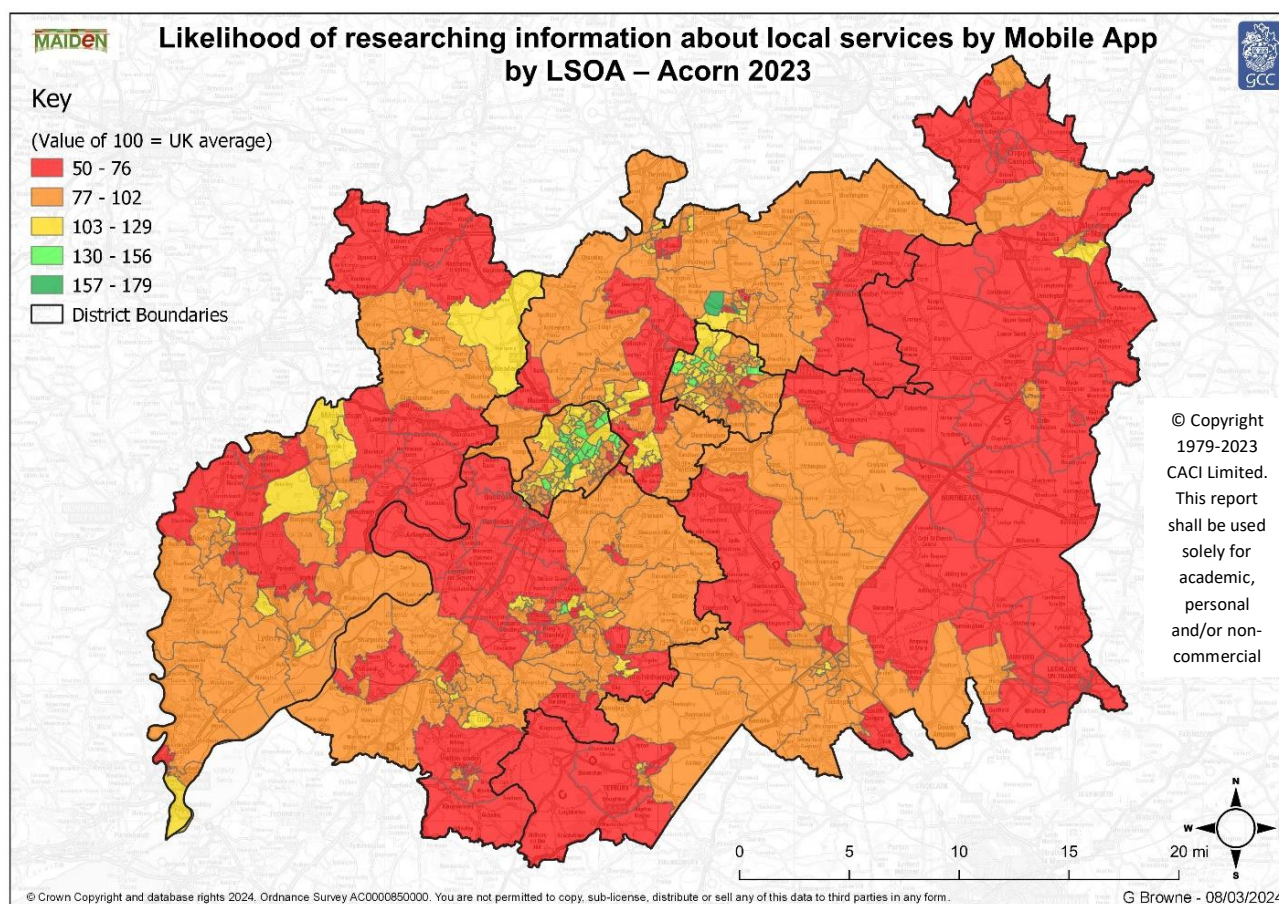| Submitting information to Local Authority by:		Email	Face to face and /or visit	Mail	Mobile app	Social media, e.g. Twitter	Telephone call (mobile /landline)	Text message	Website (inc. chatbot)
Luxury Lifestyles	Exclusive Addresses	✗	✗	✗	—	✓	✓	✓	✗
	Flourishing Capital	✗	✗	✗	✓	✓	✗	✗	✓
	Upmarket Families	✗	✗	✗	—	✓	—	✓	✓
Established Affluence	Commuter Belt Wealth	✓	✗	✓	✗	✗	✗	✗	✓
	Prosperous Professionals	✓	✗	✓	✗	✓	✗	✗	✗
Thriving Neighbourhoods	Mature Success	✓	✗	✓	✗	✗	✗	✗	✓
	Settled Suburbia	✓	✗	✗	✗	—	✗	✗	✓
	Metropoliton Surroundings	✓	✗	—	✗	✓	✓	✗	✗
	Up-and-coming Urbanites	✗	✓	✗	—	✗	✗	✗	✓
	Aspiring Communities	✓	✗	—	✗	✗	✗	✗	✓
Steadfast Communities	Semi-Rural Maturity	✗	✓	✓	✗	✗	—	✗	✓
	Traditional Homeowners	—	✗	—	✓	—	✗	✓	—
	Family Renters	✓	✓	—	—	✗	—	✓	✗
	Urban Diversity	—	✗	✗	✗	✓	✓	✓	—
	Stable Seniors	✗	✓	—	✗	—	✓	✓	—
Stretched Society	Tenant Living	—	✓	—	✓	—	✗	✓	✗
	Limited Budgets	—	✓	—	✓	✗	✗	✓	✗
	Hard-Up Households	✗	✓	✓	✓	—	✓	—	✗
Low Income Living	Cash-Strapped Families	✗	✓	✗	✓	✓	✓	✓	—
	Constrained Pensioners	—	✗	✗	✗	✗	✓	✗	—
	Challenging Circumstances	✗	✗	✗	—	✗	✗	✓	✗
Not Private Households	Not Private Households	✓	✗	—	—	✗	✗	✓	✗

Figure 4: Acorn likelihood of researching information about local services (council, local health service, other public sector body)

Researching information about local services (council, local health service, other public sector body) by:		Email	Face to face and /or visit	Mail	Mobile app	Social media, e.g. Twitter	Telephone call (mobile /landline)	Text message	Website (inc. chatbot)
Luxury Lifestyles	Exclusive Addresses	✓	✓	✗	✗	✓	—	✗	✗
Luxury Lifestyles	Flourishing Capital	✗	✓	✗	✗	✓	—	✗	✓
Luxury Lifestyles	Upmarket Families	✗	✓	✗	✗	✓	—	✗	✓
Established Affluence	Commuter Belt Wealth	—	✗	—	✗	✗	✗	✗	✓
Established Affluence	Prosperous Professionals	—	✗	✗	✗	✗	✓	✗	✓
Thriving Neighbourhoods	Mature Success	—	✓	—	✗	✓	—	✗	✓
Thriving Neighbourhoods	Settled Suburbia	✓	✗	—	✗	✗	—	✗	✓
Thriving Neighbourhoods	Metropoliton Surroundings	—	✓	✗	✓	✓	✓	✓	✗
Thriving Neighbourhoods	Up-and-coming Urbanites	✗	✗	—	✗	✗	✗	✗	✓
Thriving Neighbourhoods	Aspiring Communities	—	✓	—	✗	—	—	✗	✓
Steadfast Communities	Semi-Rural Maturity	✓	✓	✓	✗	✗	✗	✗	—
Steadfast Communities	Traditional Homeowners	✓	✗	✓	✓	✓	✗	✗	✗
Steadfast Communities	Family Renters	✓	✓	✓	✓	—	✗	✗	✗
Steadfast Communities	Urban Diversity	✗	✓	✓	✓	—	✓	✓	✗
Steadfast Communities	Stable Seniors	—	✗	✓	—	—	✗	✗	—
Stretched Society	Tenant Living	✓	✓	—	✓	✓	✗	✓	✗
Stretched Society	Limited Budgets	—	✓	✗	✓	✗	✓	✓	✗
Stretched Society	Hard-Up Households	—	✗	—	✗	✓	✗	✗	✓
Low Income Living	Cash-Strapped Families	✗	✓	✓	✗	—	✓	✓	—
Low Income Living	Constrained Pensioners	—	✗	✗	✗	—	✓	✗	—
Low Income Living	Challenging Circumstances	✗	✓	—	✗	✓	✓	✓	—
Not Private Households	Not Private Households	✗	✓	—	✓	✓	✓	✓	✗

You can choose one or more variables from the extensive list from Acorn, and calculate the likelihood of people in an area receiving or responding to a particular communication method. *Figure 5* looks at the variable **'Researching information about local services by Mobile App'** at Lower Super Output Area (LSOA) for Gloucestershire.

Figure 5: Map of Acorn likelihood of researching information about local services by Mobile App at LSOA

The Stanleys 2, Stroud Central 1, Westbury on Severn, North Leach 2 and Tetbury East and Rural are least likely to research information about local services by mobile app whereas Barton and Tredworth 5, Matson and Robinswood 5, Grange 1, Tuffley 1 and Cleeve West 1 are most likely.

More information about Acorn can be found on Inform Gloucestershire under Insight: Our Residents.