

A map of the United Kingdom, including Great Britain and Ireland, overlaid with a dense grid of small, irregular polygons. The map is colored in shades of blue and teal. The word "Challenge" is written vertically in a large, bold, black serif font over the right side of the map.

Challenge

Livability

Livability approached Metrix Data Science to develop a charity segmentation tool that could be applied across the entire 47 million UK adult population.

Livability sought to gain insight into how the wider public perceptions of charity, especially motivations for giving to charity, could be utilised to broaden their appeal.

It all adds up to

Livability

What we did:



- Metrix Data Science worked alongside Livability to design a quantitative questionnaire, the results of which would form the basis of a UK wide segmentation.
- Metrix Data Science carried out a large survey across a sample of the UK adult population.
- From the survey, a K-means clustering exercise was undertaken to highlight distinct segments based on their attitudes towards charity giving.

It all adds up to

Livability

Output

The analysis produced eight statistically significant segments incorporating geo-demographics and TGI data.

The segments were used to drive donor CRM as well as by the research department to understand how to broaden the appeal of the charity beyond its existing customer base.



It all adds up to

Livability

Livability's media agency then purchased relevant media for each segment, and their creative agency designed relevant and targeted communications for each segment.

