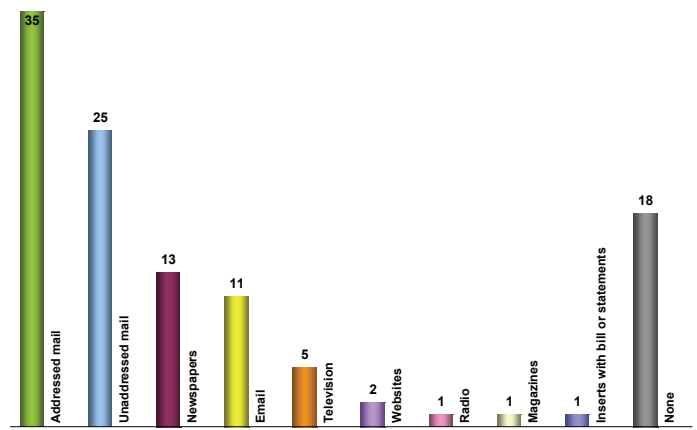




What media should
**government departments
& local councils**
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from government departments & local councils via:

35% Addressed mail **25%** Unaddressed mail **13%** Newspapers

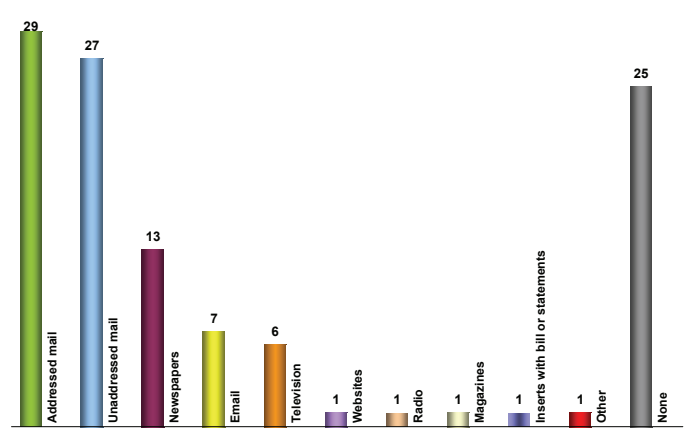
Key demographics

- Whilst addressed mail is their first preference, 18-29 year olds show a greater preference for email than the average.
- There is a strong preference for newspapers by those aged 65+.

INSIGHTS

People prefer print when it comes to communications from government departments and local councils, with addressed mail topping the list. While the often personal nature of government communications may help to explain this, it also signals the opportunity for government to target key messages at individual citizens.

CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from government departments & local councils via:

29% Addressed mail **27%** Unaddressed mail **13%** Newspapers

Key demographics

- The preferences across demographic groups is very consistent.
- People aged under 40 years have the highest overall preference for these communications, with fewer of them selecting “none” than the average.

SPOTLIGHT ON DIRECT MAIL

Addressed mail continues to be a strong channel for government, suggesting audiences prefer mail when it comes to formal and important communications.