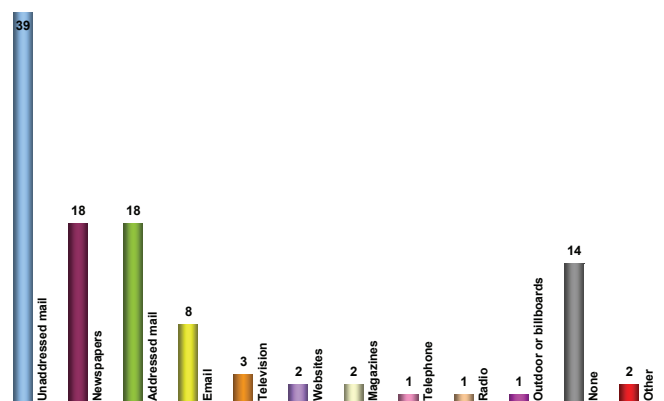




What media should  
**local businesses**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from local businesses via:

**39%**

Unaddressed mail

**18%**

Newspapers

**18%**

Addressed mail

## Key demographics

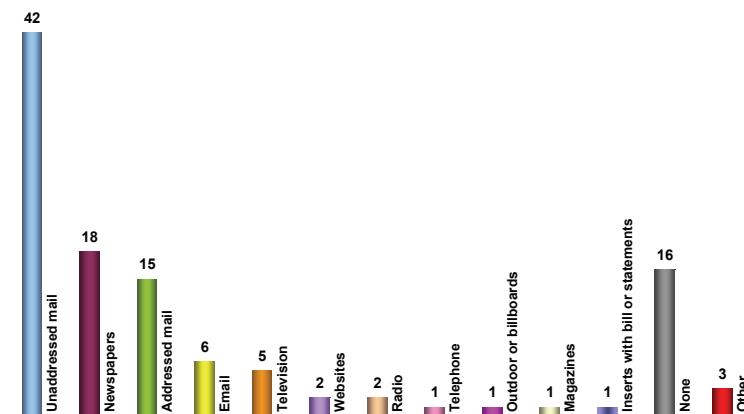
- People aged 18-29 have a higher preference for addressed mail and email than the average.
- Those aged over 65 named newspapers as their most preferred channel, followed by unaddressed mail.

Base: Home Local business customers n = 503

## INSIGHTS

Along with unaddressed mail, the importance of newspapers in communicating local business messages is important.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from local businesses via:

**42%**

Unaddressed mail

**18%**

Newspapers

**15%**

Addressed mail

## Key demographics

- Regional respondents show a higher preference for newspapers than the average, as do people aged over 40 years.
- More than twice as many 18-29 year olds had a preference for email against the total.

Base: Home Local business customers n = 501

## SPOTLIGHT ON DIRECT MAIL

Addressed mail is the third most preferred channel, suggesting it could be used in combination with unaddressed mail or newspapers to deliver more addressed messages or to reinforce other activity.