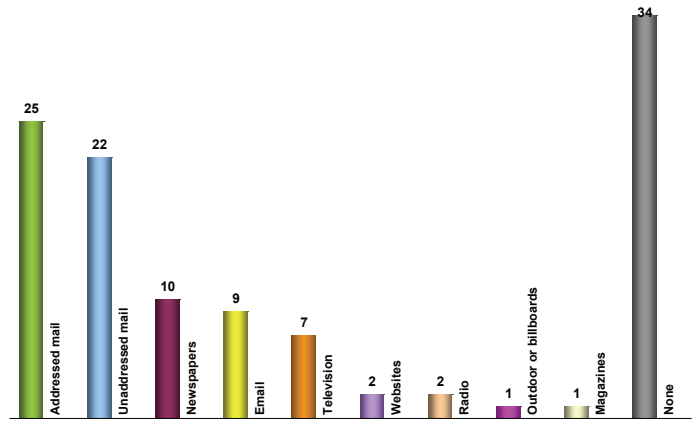




What media should
political parties
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



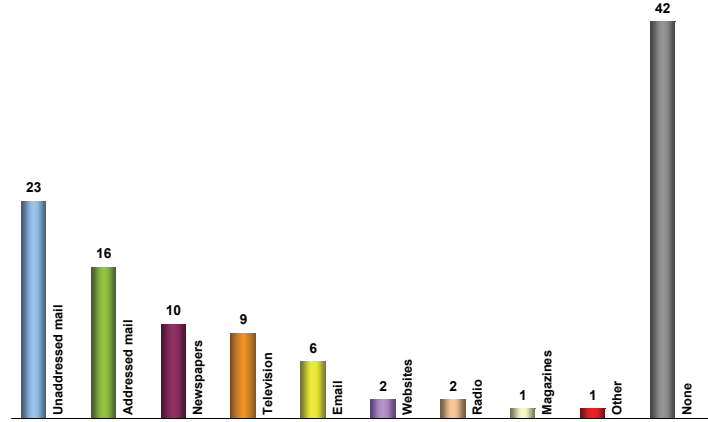
Existing members prefer to receive promotional communications from political parties via:

25% Addressed mail **22%** Unaddressed mail **10%** Newspapers

Key demographics

- Preference for email is higher amongst those aged 18-39 and those households earning over \$50k.
- On average, 34% of respondents requested no communications from charities.

CUSTOMER ACQUISITION PREFERRED MEDIA



Non-members prefer to receive promotional communications from political parties via:

23% Unaddressed mail **16%** Addressed mail **10%** Newspapers

Key demographics

- Responses are fairly consistent across the groups, though television appears in the top 3 preferences for regional respondents, those aged 18-29 and those earning over \$100k.

INSIGHTS

A high incidence of “none” in the results suggests that any available improvement in targeting would be likely to pay dividends for political parties.

SPOTLIGHT ON DIRECT MAIL

The ability to target and personalise addressed mail helps explain the preferences indicated, and why it should be a key media in any marketing mix for a political party.