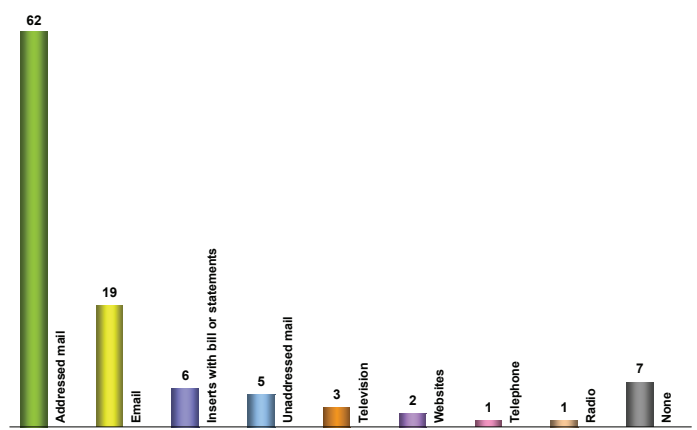




What media should
utilities companies
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of utilities prefer to receive promotional communications via:

62% Addressed mail
19% Email
6% Inserts with bills or statements

Key demographics

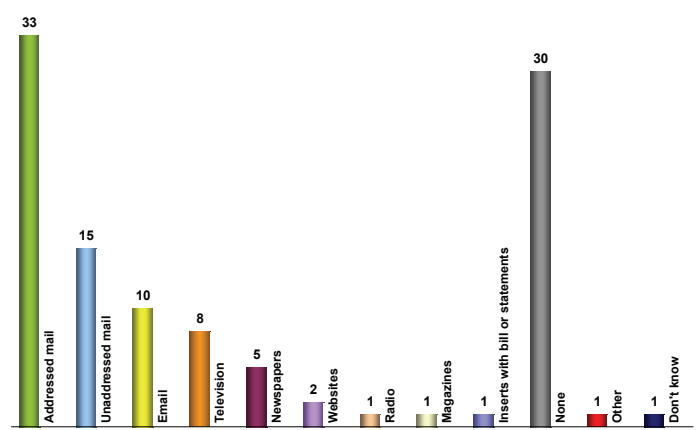
- Those aged over 55 years showed the highest preference for addressed mail, with people aged 30-39 showing the highest preference for email.
- Those in regional and rural locations were significantly less likely to prefer email communications.

Base: Utilities customers n = 503

INSIGHTS

Where there is an existing relationship, it's clear from the results that customers prefer more personal, targeted communications, whereas prospective customers are more open to less personal channels.

CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of utilities prefer to receive promotional communications via:

33% Addressed mail
15% Unaddressed mail
10% Email

Key demographics

- Prospective customers in rural locations had the highest preference for addressed mail, almost 40% above the average.
- Those aged 55-64 had the highest preference for email, though addressed mail was still their preferred channel.

Base: Utilities customers n = 501

SPOTLIGHT ON DIRECT MAIL

With addressed mail the clear preference for existing customers, followed by email, this would suggest a combination of the two channels could lift results.