

Golden Insight 8

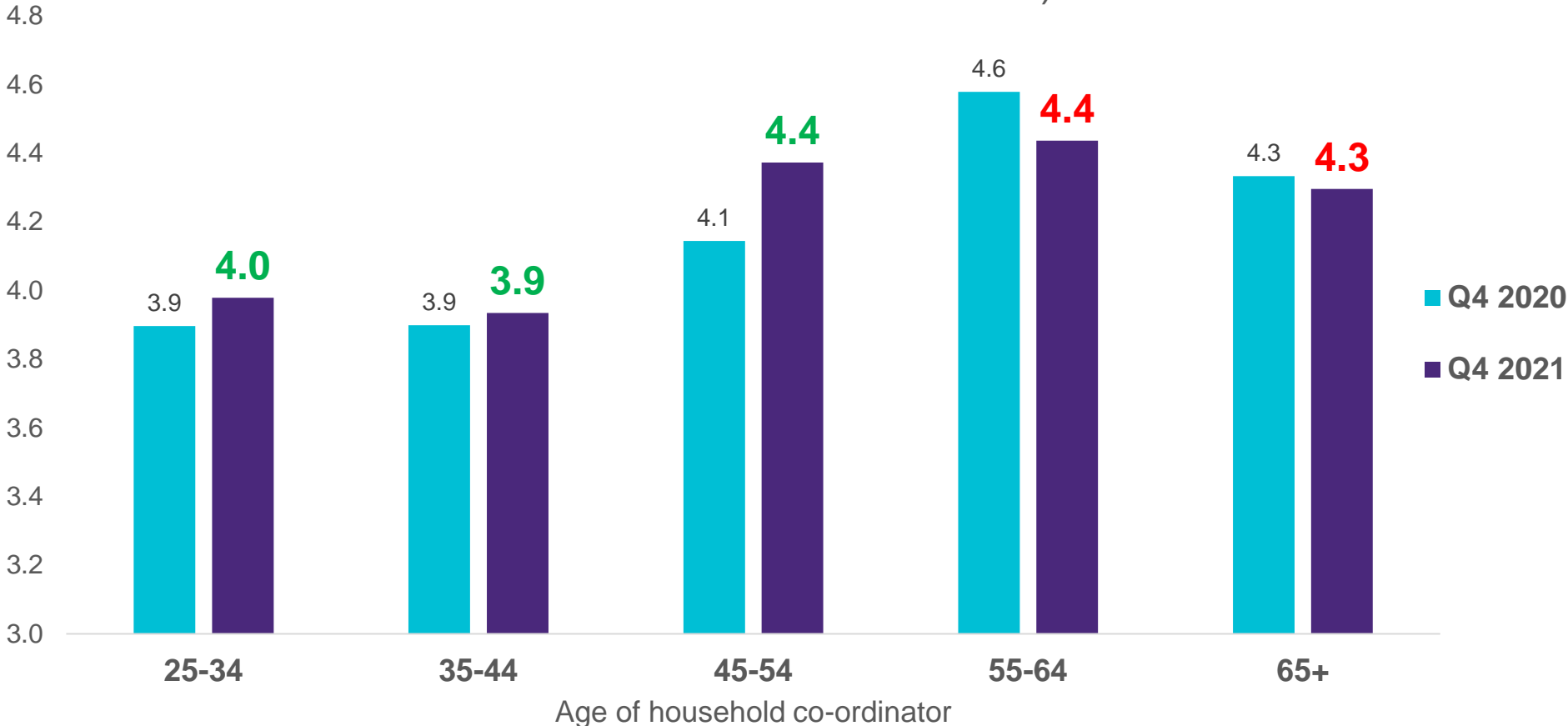
Time to target young people with mail



Mail Media Metrics

Increased frequency of mail interaction is driven by younger audiences

Mail Frequency of Interaction by Age (Direct Mail, Door Drops and Business Mail Combined)



In the travel sector, younger audiences are more likely to plan a future holiday than respond immediately

Performance Indices	55-64 year olds	25-34 year olds	
PURCHASE	100	105	Up to: 5% more likely
PLAN LARGE PURCHASE	100	192	x2 more likely

