

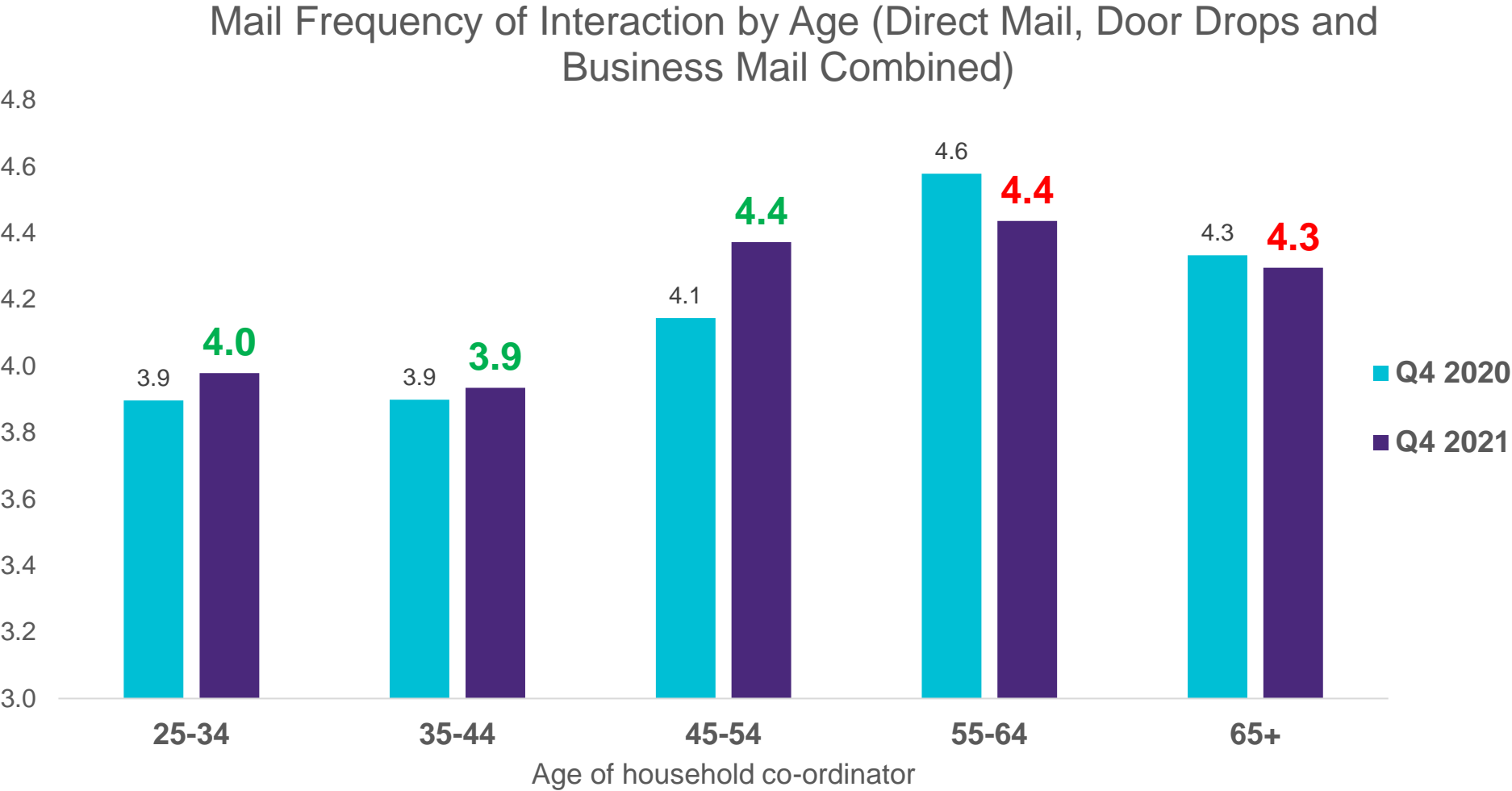
Golden Insight 8

Time to target young people with Door Drops



Mail Media Metrics

Increased frequency of Door Drop and mail interaction is driven by younger audiences



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
PLAN LARGE PURCHASE	100	192

Up to:
5% more likely
x2 more likely