





Targeting communications and intervention

Segment	Description	Communications channels	
		Most likely to respond to	Least likely to respond to
Segment 3 	Low income older couples approaching retirement, living in low rise council housing.	<ul style="list-style-type: none"> Local Newspapers Face to Face Mobile Phone 	<ul style="list-style-type: none"> Internet Telephone Post
Segment 4 	Childless, young, high rise council tenants with issues of social isolation.	<ul style="list-style-type: none"> Local Newspapers Face to Face SMS Text 	<ul style="list-style-type: none"> Internet Telephone Post
Segment 5 	Vulnerable young families or lone parents living on council estates.	<ul style="list-style-type: none"> Local Newspapers Face to Face SMS Text 	<ul style="list-style-type: none"> Internet Telephone Magazines
Segment 12 	Transient young singles with weak support networks, living in a mixture of housing	<ul style="list-style-type: none"> SMS Text Face to Face Internet 	<ul style="list-style-type: none"> Local Newspapers Telephone Post