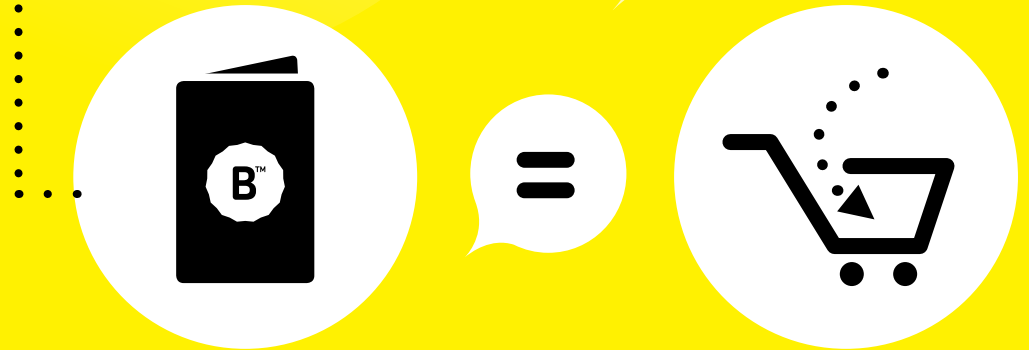


CATALOGUES INFLUENCE **PURCHASING DECISIONS**

Australians consider catalogues the
SECOND MOST USEFUL
media for providing
information when
PURCHASING
a product or service



58%

of Australians who have
read a catalogue in the last
7 days have bought from a
catalogue in the last 7 days

58%

of Australians who have
read a supermarket
catalogue in the last 7
days have bought from a
supermarket catalogue in
the last 7 days



vopp.com.au

*Source: Roy Morgan Research Single Source (Australia 14+): April 2015 – March 2016

*Australians aged 14+