

# D.I.Y

DIY projects have become more than a weekend job, they've become a hobby and many Australian families, with The Block, House Rules, Selling Homes Australia and other reality shows leading the way, have become keenly engaged with all things DIY.

Families undertaking DIY home improvement renovations and repairs are investing in their largest and most important asset – their home. Growth in house prices encouraged homeowners to improve their existing homes through DIY renovations.



## 24%

of Australians are more likely to read catalogues because 'they sometimes inspire new ideas'.

## 52%

of Australians who intend to use a power tool around the home in the next 12 months read catalogues to discover new products.

## 71%

of Australians read their catalogues for 5-9 minutes spending an average 6 minutes reading catalogues.

## 1 in 5

catalogue readers who made a major purchase (a major purchase is over \$1000 or more) from a catalogue bought an item they were not intending to buy before they saw it advertised.

## 20%

of Australians are more likely to make a special trip to the store to buy a product after seeing it in a Furniture/ Electrical/ Hardware/ Auto Store catalogue.

## 1 in 3

catalogue readers have shared a catalogue with a friend, family member or neighbour. Of this cohort, 1 in 4 are aged between 35 and 49. A key DIY consumer group.

Source: Roy Morgan Research (Australians 14+: April 2018 – March 2019 (Catalogue Path to Purchase & Catalogue Attitude collected from Jan19)

# GENERAL

## AUSTRALIA'S 13.4 MILLION CATALOGUE READERS BY GENERATION SHOWS:



**3.16 MILLION**  
BABY BOOMERS

**3.16 MILLION**  
GENERATION X

**47%**

Nearly half of catalogue readers (47%) have made a special trip to a store to buy a product after seeing it in a catalogue - which they otherwise would not have seen without reading the catalogue.

**53%**

More than half (53%) of catalogue readers find catalogues more useful than other forms of advertising.

**31%**

Of the 13.4 million Australians who read catalogues, 31% read them cover-to-cover.

**11,113,000**

Australians have read unaddressed mail in the last 7 days.

**6 in 10**

Australians made a purchase within 7 days of reading a catalogue.

**54%**

Catalogues are considered the first or second most useful medium in 54% of categories.

Source: Roy Morgan Research, Catalogue Stands Apart from Other Channels, March 2019