

Discover your *edge*

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Catalogues hit the mark with shoppers

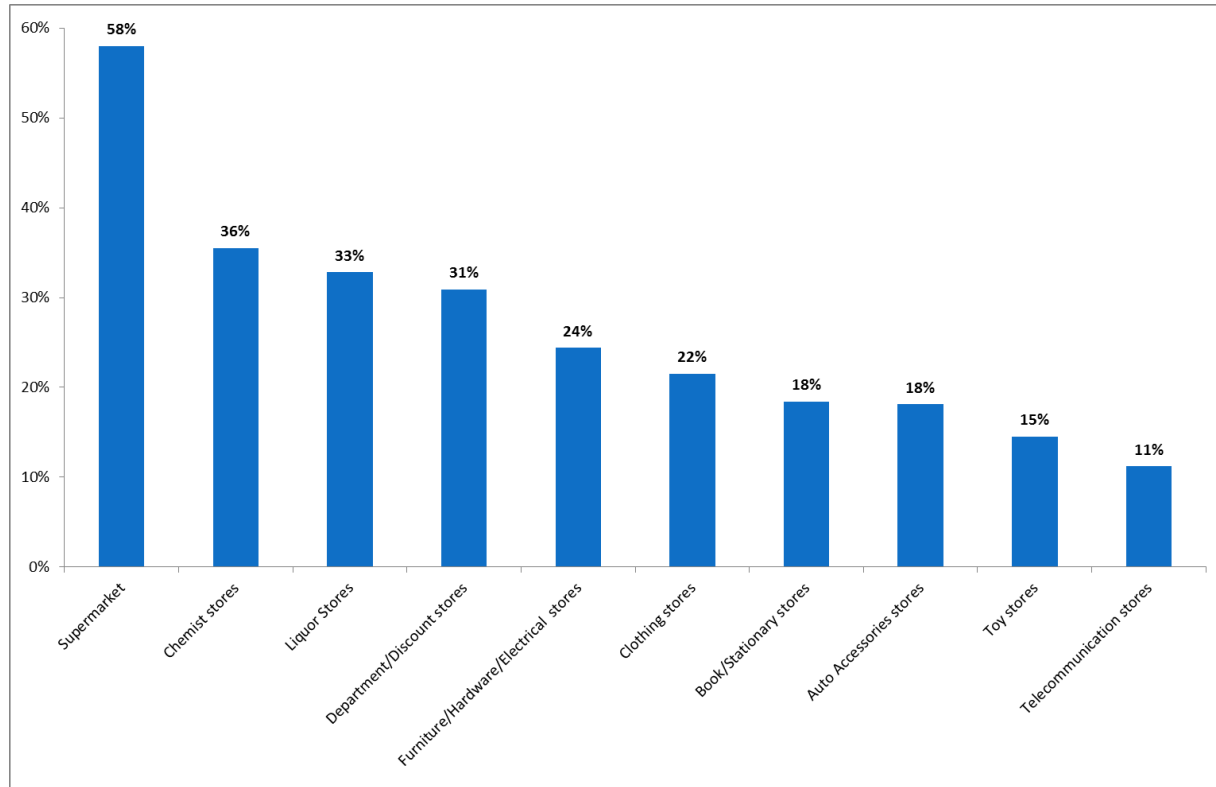
Over 10 million Australians 14+ (53%) read one or more catalogues in an average week in the year to September 2014—and 5.8 million (56% of readers) bought a product as a result of seeing it in a catalogue, data from Roy Morgan Research shows.

3.2m Australians (17%) read eight or more catalogues per week, 3.1m (16%) read four to seven and 3.9m read one to three.

8 million (41%) Australians read supermarket catalogues in an average week, and 58% of those buy from supermarket catalogues. When it comes to prompting purchase among readers, the next strongest catalogues are for Chemists (36% of readers buy something from catalogue), Liquor stores (33%), and Department/Discount stores (31%).

24% of readers of Furniture/Hardware/Electrical catalogues make a purchase from the likes of a Bunnings, Dick Smith, or Ikea catalogues, followed by 22% of Clothing catalogue readers, 18% of Book/Stationery or Auto Accessories catalogue readers, 15% of those who browsing toy store catalogues and 11% of telecommunications store catalogue readers.

% of Catalogue readers who buy something from the same catalogue category



Source: Roy Morgan Single Source October 2013 – September 2014, sample = 50,587 Australians 14+

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Tim Martin, General Manager - Media, Roy Morgan Research, says:

“Catalogues delivered to Australians’ homes are enabling advertisers to reach consumers who are in buying mode, on the look-out for new products or in the market for good deals. Catalogues are information rich, they inform and really do enable those shoppers who are ready to buy in store, via the phone, or online. The impact of catalogue readership is immediate, with increased sales activity (in store, phone and online) being the key measure of the advertiser’s return on investment.

“Australians continue to rate catalogues as one of the most useful media for selection and purchase of products across a wide range of categories, from groceries and alcohol, electronics and white goods, holidays, clothes, cosmetics and toys.

“Roy Morgan’s market research and insights into how Australians use catalogues are used by media agencies, advertisers and the leading direct marketing firms.”

To learn more about how to identify, understand and reach Australians who read and buy from catalogues, please contact:

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Related Research

View our profile of Australians using [Catalogues or Direct Mail](#) or browse our [Media Most Useful](#) reports covering a range of product and service categories.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.