

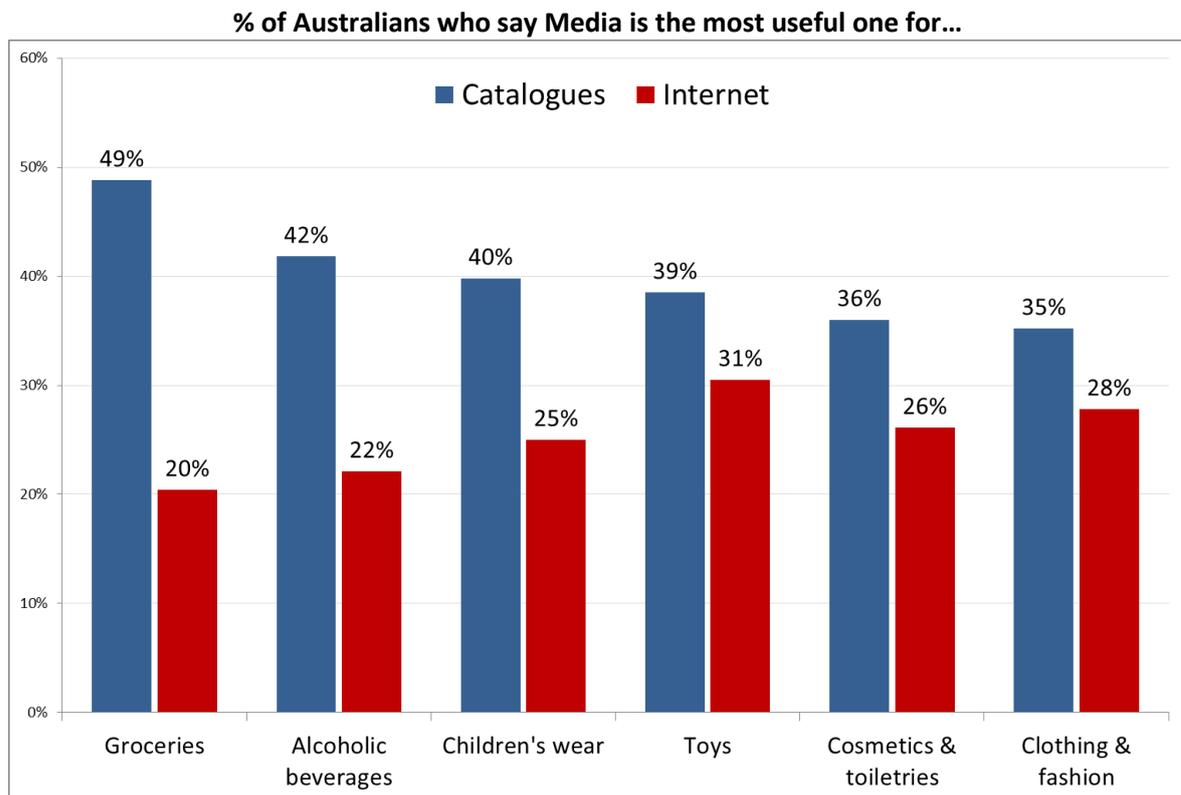
Wednesday, 29 April 2015

Fit to print: 12m say catalogues most useful media

Over 12 million Australians say Catalogues are the most useful media for providing information on what to buy in one or more product categories. In fact, Catalogues remain the number one go-to media source for groceries, clothes, toys, alcohol and cosmetics, the latest media data from Roy Morgan Research shows.

Almost half of Australians 14+ (49%) cite Catalogues as the Media Most Useful when purchasing groceries—more than double the number saying the Internet is handiest (20%). Catalogues also have a strong advantage when it comes to consumers wanting to buy alcoholic beverages (42% vs 22% for Internet), children's wear (40% vs 25%), toys (39% vs 31%), cosmetics and toiletries (36% vs 26%) and clothing and fashion (35% vs 28%).

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Source: *Roy Morgan Single Source, January 2014 – December 2014, sample n = 51,969 Australians 14+.*

Across every one of the 28 product categories, either Catalogues or Internet rank as the most-cited Media Most Useful. In categories where Catalogues win, the Internet comes second; in all other categories, the Internet wins.

Aside from the six product categories above where Catalogues are the media more Australians deem useful than any other, there are a further nine where Catalogues rank second: appliances large and small, CDs/DVDs and books, car parts/accessories, home interiors/furnishings and entertainment/electronics, computers/computer supplies and mobile phones/providers.

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Categories where catalogues rank 1st or 2nd by % who say it's the Media Most Useful

A used motor vehicle	A new motor vehicle	Car/auto parts and accessories	Real estate	Home improvements or renovations	Home interiors or furnishings	Home entertainment/electronics
Large kitchen/laundry appliances	Small electrical appliances	CDs/DVDs	Books	Toys	Cosmetics & toiletries	Clothing & fashion
Children's wear	Groceries	Alcoholic beverages	A home loan or other loans	Finance/investment products	Insurance	Computers, computer supplies/peripherals
Mobile phones/phone providers	Services, such as plumbers, electricians	Employment/jobs	Entertainment/movie listings	Restaurants	Travel or accommodation	Health, wellbeing & fitness

Media Most Useful rank: **1st** **2nd**

Source: *Roy Morgan Single Source, January 2014 – December 2014, sample n = 51,969 Australians 14+.*

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

"In a media landscape that often just assumes people are turning to the internet for information when purchasing or selecting any product, catalogues in fact lead the way for more than 12 million Australians.

"This high regard for catalogues resonates with the increase we've seen in overall catalogue readership over the last 12 months: 54% of Australians now read at least one catalogue during the week– up from 50% in 2013.

"This actually now puts catalogues just ahead of hard copy newspapers which, excluding community newspapers, are read by 53% of us in an average seven day period.

"Roy Morgan's market research insights into how Australians use catalogues are used by media agencies, advertisers and leading direct marketing firms"

To understand more about which media different types of Australians say is the most useful for information when purchasing or selecting products, contact:

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Please click on this link to the [Roy Morgan Online Store](#)

Related Research

View our profiles of Australian consumers by which they say is the [Media Most Useful](#) for providing information on a range of products.

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.

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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