

Friday, 21 August 2015

More Australians now read catalogues than metro newspapers

Catalogues continue to expand their reach, with more Australians (14+) now reading catalogues during an average week than either Newspapers (excluding Local/Community) or Local/Community Newspapers, the latest media data from Roy Morgan Research shows.

Now almost 10.5 million Australians read or looked into one or more catalogues during an average week in the year to June 2015, back up to a level not seen since 2012—and the growth looks set to continue.

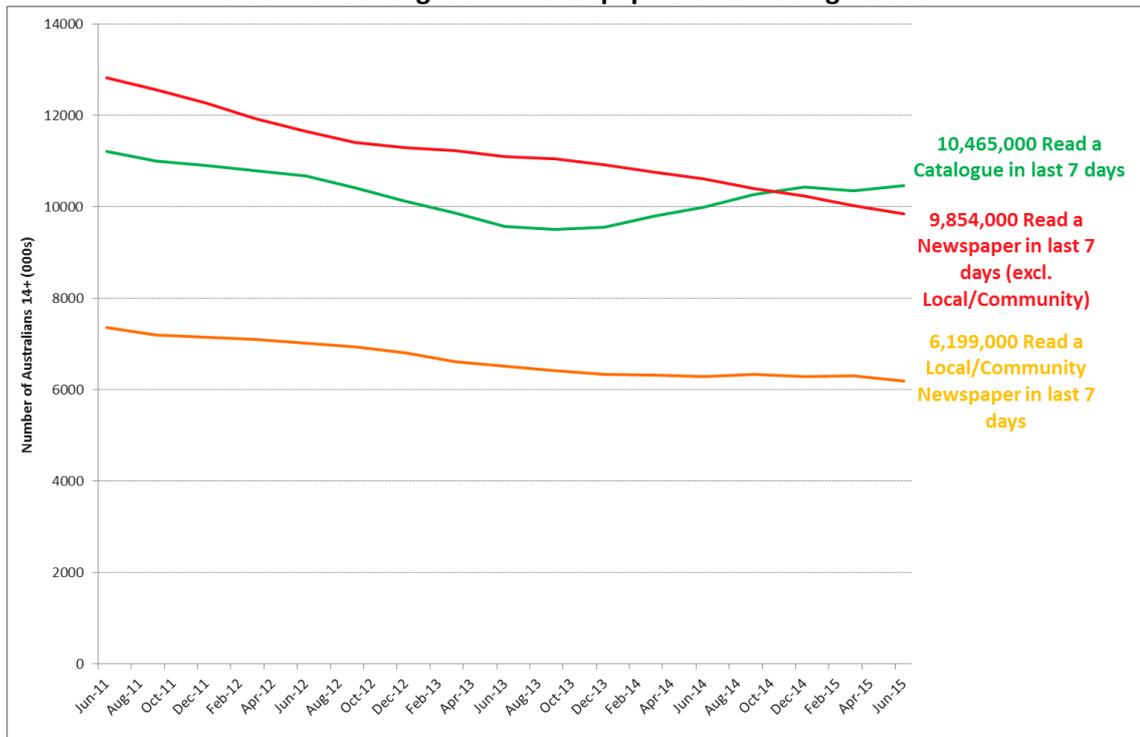
From over 11 million in 2011, catalogue readership declined to around 9.5 million Australians in 2013. But Catalogue readership rebounded, bucking the continuing downward trend for newspapers.

At the end of last year, catalogue readership surpassed that for non-community Newspapers, and the gap has continued to widen. Today, catalogues reach over 600,000 more readers in an average seven-day period than these newspapers, and around 4.3 million more than local/community newspapers.

The combined net weekly reach of all newspapers including local and community papers in the year to June 2015 is 12.3 million Australians, down from 14.6 million in the year to June 2012.

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Reach of Catalogues and Newspapers in an average week



Source: [Roy Morgan Single Source](#), July 2010 – June 2015, average annual sample n = 51,280 Australians 14+.

Michele Levine - CEO, Roy Morgan Research, says:

"If the recent upward trend for catalogues continues, their weekly reach is heading towards the combined reach of all newspapers, including local and community papers.

"With reach dipping just below half in 2013, catalogues have recovered strongly: 54% of Australians now read at least one during the week.

"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 Roy Morgan's media reach and profiling data, contact:

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

Related Research

View our profiles of Australian consumers who Catalogues are 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 throughout Australia, as well as in Indonesia, 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.

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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