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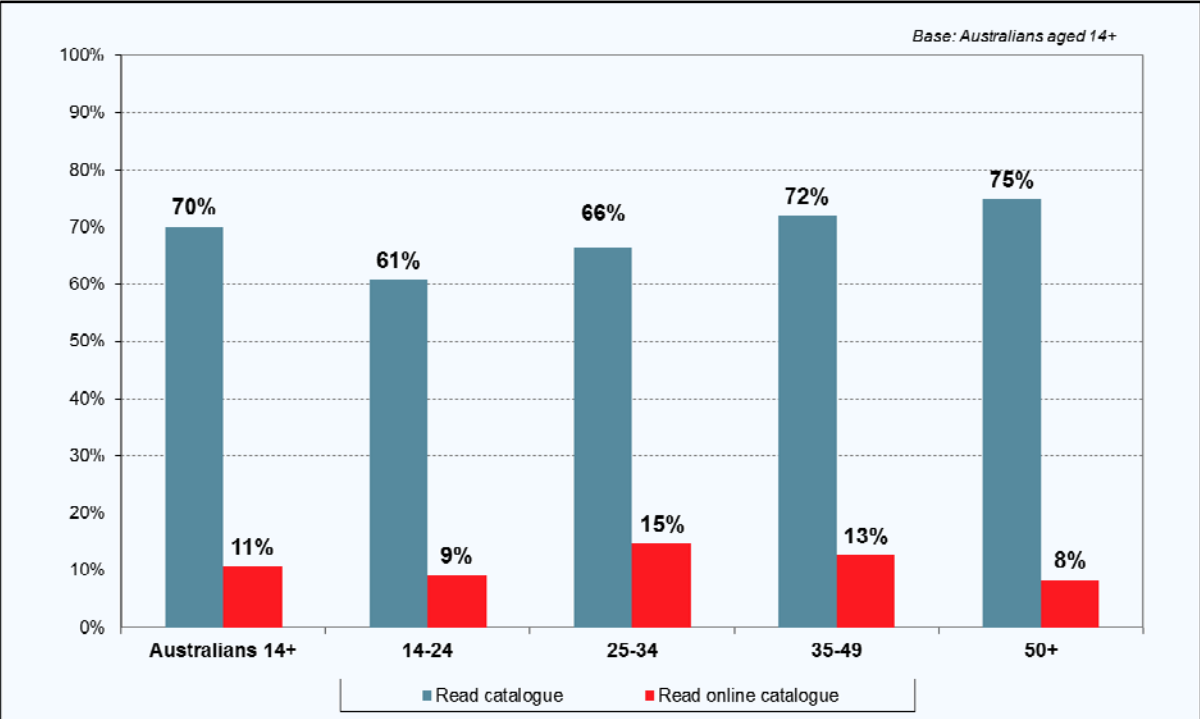
Thursday, 20 December 2012

70% of Australians still read catalogues

In these days of Internet shopping and ‘No Junk Mail’ stickers on letterboxes, the fact that 70% of Australians aged 14+ read printed catalogues is perhaps surprising — especially when compared to the relatively low number (11%) who read online catalogues according to the latest Roy Morgan research.

Australians aged 50+ lead the charge, with 75% reading or looking into printed catalogues (and just 8% of them accessing the online variety). Most likely to read online catalogues is the 25-34 age bracket (15%). Interestingly, for a generation that has grown up using the Internet, this same group also comprises a healthy readership (66%) of printed catalogues.

Print vs online: Australians’ catalogue reading habits revealed



Source: Roy Morgan Single Source (Australia), July 2011 – June 2012, Australians 14+ (n = 53,511).

FOR IMMEDIATE RELEASE

Andrew Braun, Director Mobile, Internet & Technology, Roy Morgan Research, says:

“Coming up to the Christmas season is the peak time for catalogues, and printed catalogues are still a popular option for retailers. This is not surprising given how many people read them.

“Further research from Roy Morgan for the year to June 2012 reveals that the most popular catalogues are from Department/ Discount stores, Supermarkets, and Furniture/Hardware/Electrical stores. These catalogues are most likely to be read or looked into by Australians aged 50+.

“As Australians aged 25-34 are the likeliest to read online catalogues, it makes sense that they are also the most likely to make purchases online. Indeed, in an average month, 42% of this age group will buy something via the Internet.”

[Click here](#) to view our extensive range of [Media Most Useful Profiles](#), including [Catalogues](#), [Internet](#), [Magazines](#) and more, or our range of [Media Profiles](#) including [internet](#), [social media](#), [television](#), [pay TV](#), [radio](#) and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

For comments or more information please contact:

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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.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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