



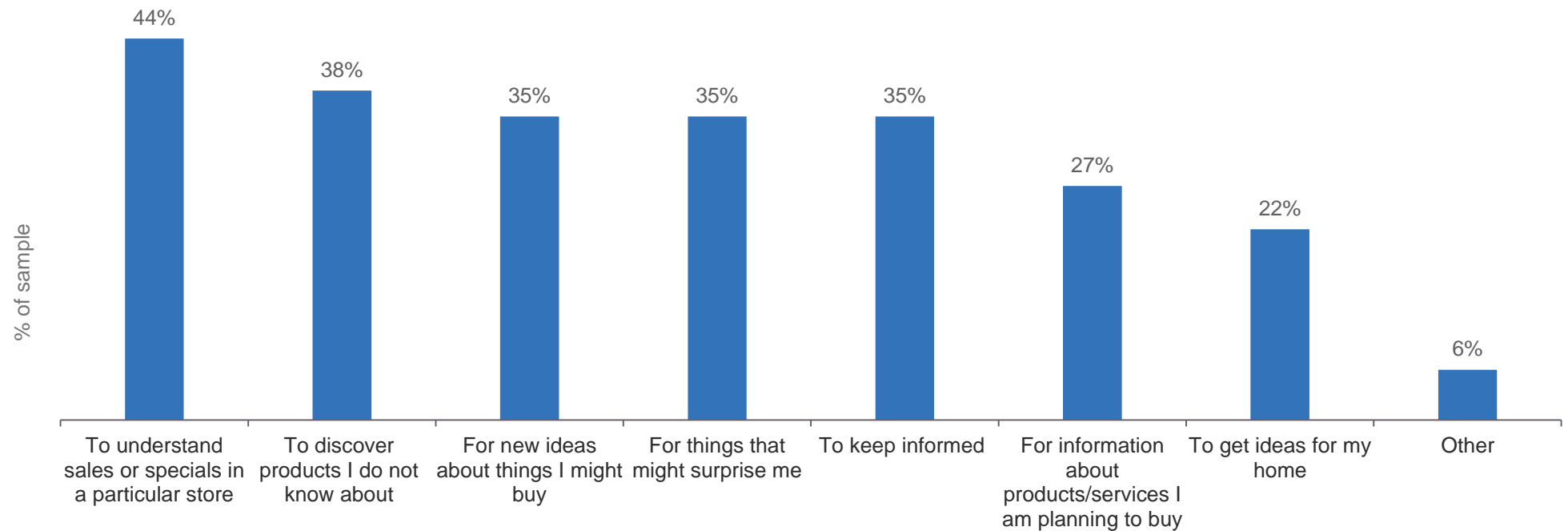
# Australasian Catalogue Association

ACRS Omnibus Tracker Results - February 2016



44% of Australian shoppers reported to read unaddressed catalogues and flyers to understand sales or specials in a particular store. Shoppers also read unaddressed catalogues and flyers to *discover new products* (38%), to gather *new ideas about future purchases* (35%), for things that might surprise them (35%) and to *keep informed* (35%).

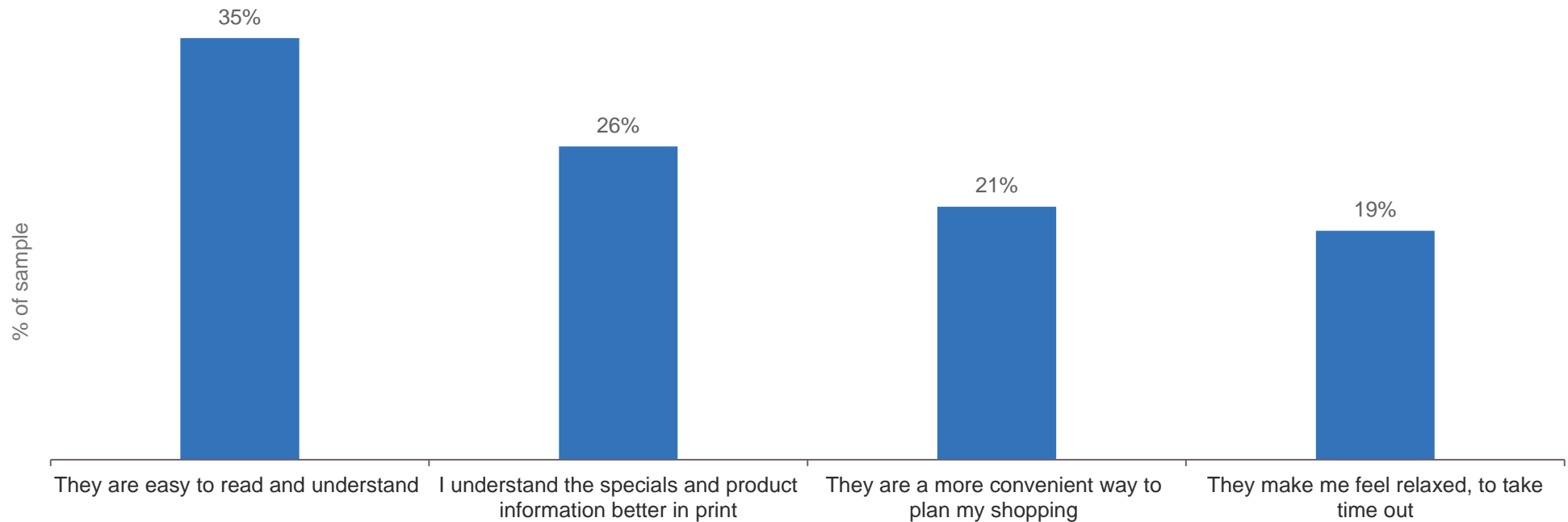
**Question:** *Why do you read unaddressed catalogues/flyers that you receive in your letterbox?*



Notes: Sample size= 504; Other includes "I don't receive catalogues", "Curiosity", "To save money", "Compare prices"

Catalogues and flyers are particularly liked by Australian shoppers because *they are easy to read and understand* (35%). 28% of shoppers also reported that they *understand specials and product information better when in print*.

**Question:** *What do you like most about catalogues/flyers?*

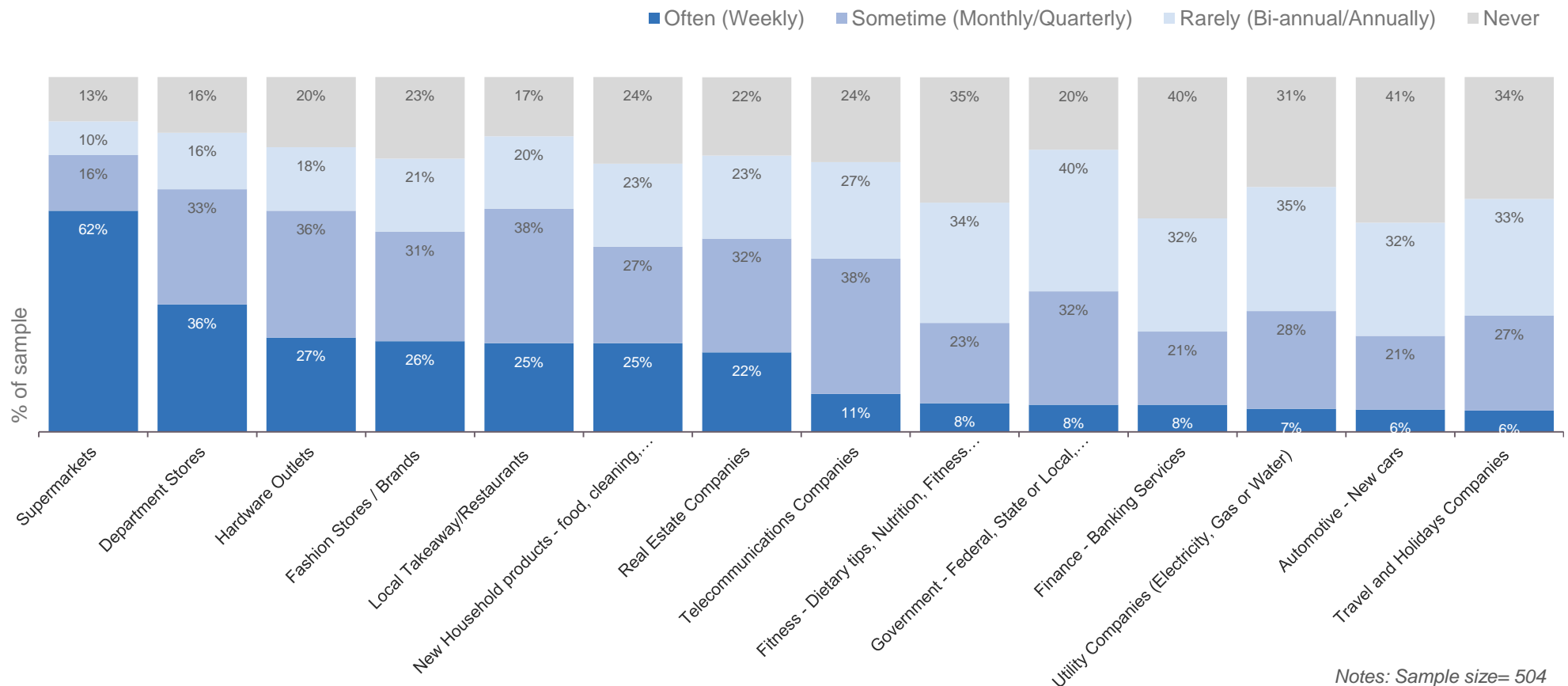


Notes: Sample size= 504

# Frequency of Receiving Unaddressed Catalogues

Supermarket catalogues and flyers are the unaddressed letterbox material received most often by shoppers, with 62% of the sample reporting to receive them on a weekly basis. Subsequently, Department stores (36%), Hardware outlets (27%), Fashion store/ brands (26%), Local takeaway/ restaurants (25%) are other major categories in which shoppers receive unaddressed letterbox material from the most frequently.

**Question:** How often do you receive catalogues/flyers as unaddressed letterbox material from companies in the following categories?

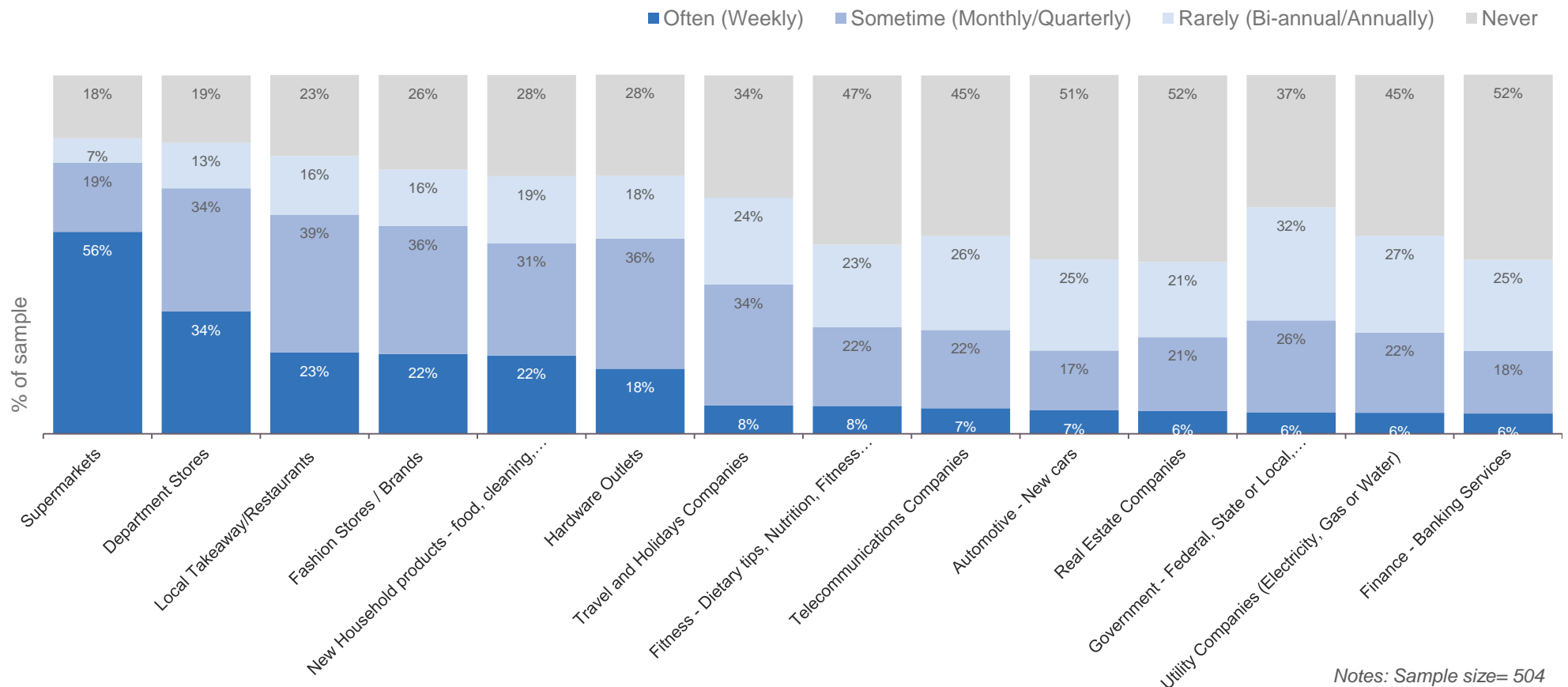


Notes: Sample size= 504

# Preferred Frequency of Receiving Unaddressed Catalogues

56% of shoppers would like to receive unaddressed catalogues and flyers by *Supermarkets* on a weekly basis, followed by *Department stores*, and *Local takeaway/ restaurants* (23%).

**Question:** From which categories would you like to receive catalogues/flyers as unaddressed letterbox material from companies in the following categories?

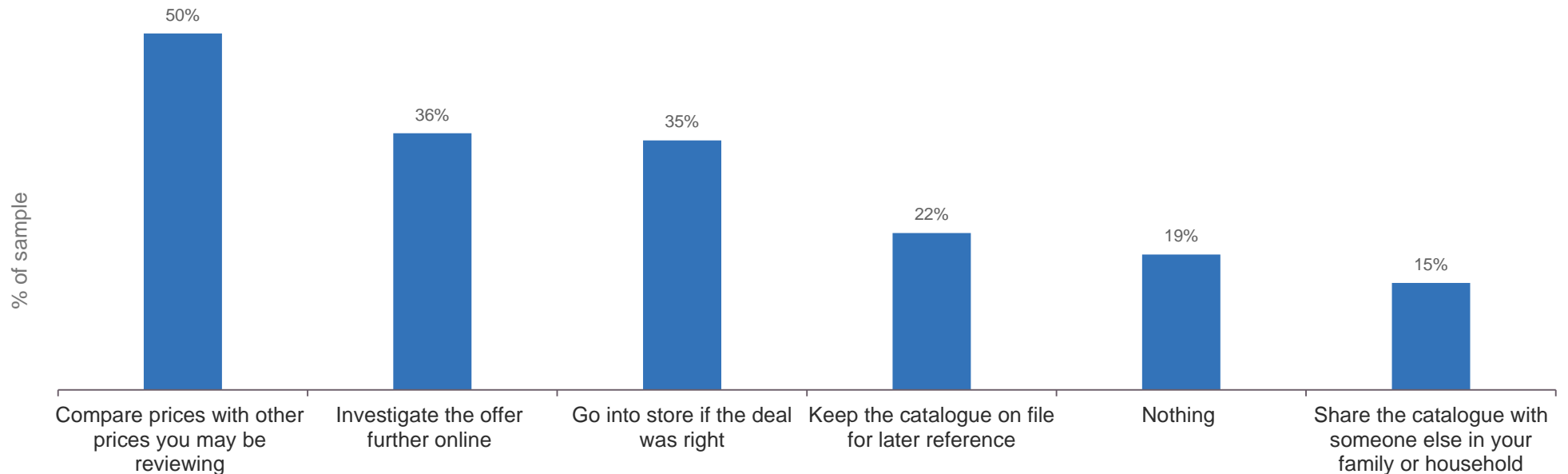


Notes: Sample size= 504

# Perceived Behavioural Intentions towards Unaddressed Catalogues

When receiving an unaddressed catalogue/ flyer from a new company, 50% of shoppers would use it for price comparison purposes. 36% would go online to further investigate the offer, while 35% would go to the store after having seen the deal.

**Question:** *If companies you do not normally receive unaddressed catalogues/flyers from sent you information via the letterbox, and you were in the market to purchase, what action would you be likely to take?*

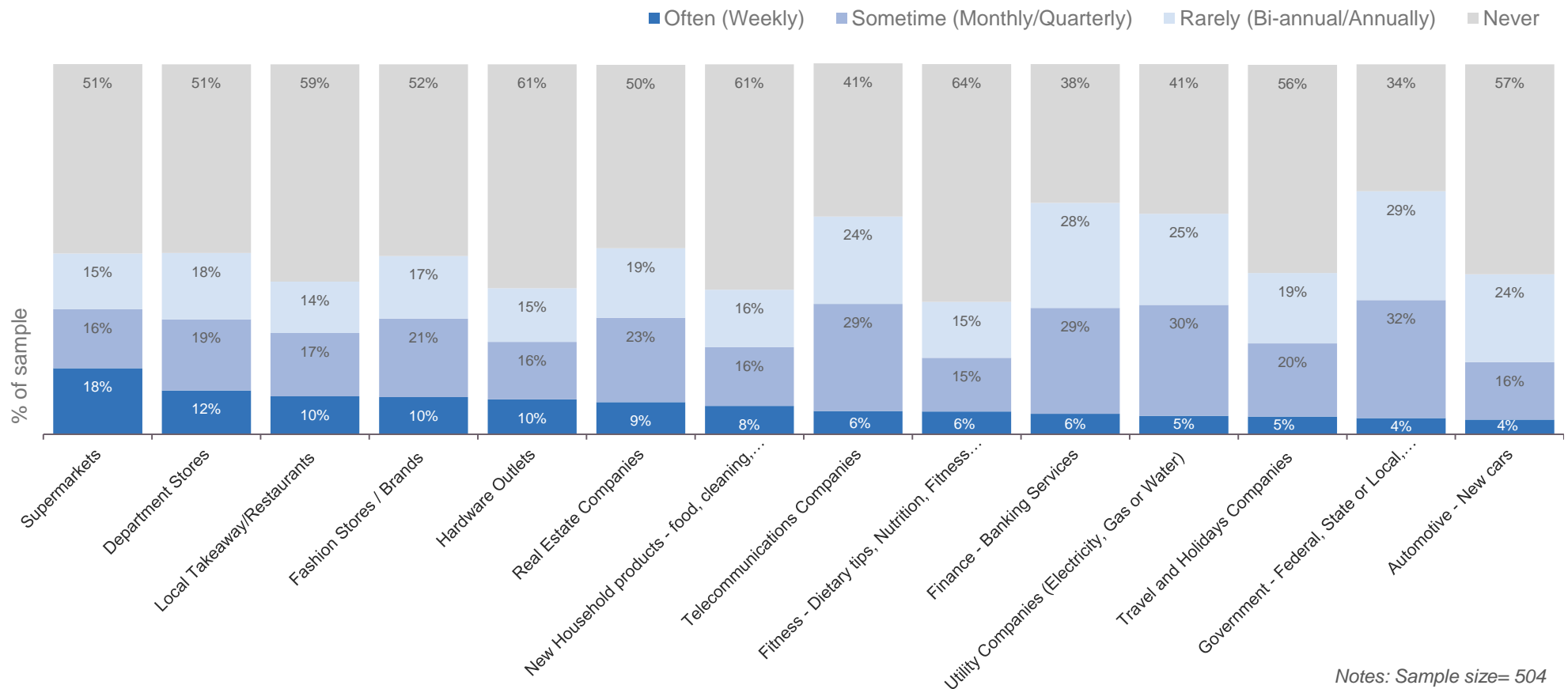


Notes: Sample size= 504

# Frequency of Receiving Addressed Catalogues

Addressed catalogues and flyers are generally less frequently received compared to unaddressed ones, with the majority of shoppers reporting to have never received an addressed catalogue or flyers. The most popular categories for addressed letterbox material are *Supermarkets* (18%), *Department stores* (12%), *Local takeaway/restaurants* (10%), *Fashion stores/ brands* (10%), and *Hardware outlets* (10%).

**Question:** How often do you receive catalogues/flyers as addressed letterbox material from companies in the following categories?



Notes: Sample size= 504



MONASH  
BUSINESS  
SCHOOL

# ACRS

## ACRS

Department of Marketing  
Monash Business School

Level 6, Building S  
26 Sir John Monash Drive  
Caulfield East, VIC 3145

T. +61 3 9903 2455  
E. [acrs@monash.edu](mailto:acrs@monash.edu)  
W. [monash.edu/acrs](http://monash.edu/acrs)

