



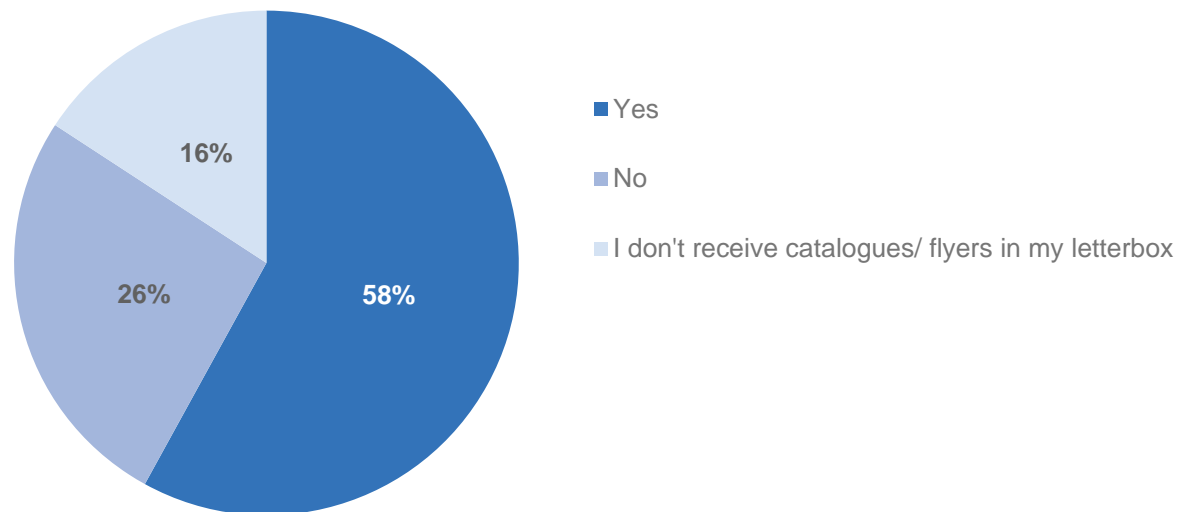
AUSTRALASIAN CATALOGUE ASSOCIATION

ACRS Omnibus Tracker Results - May 2016



Over half (58%) of shoppers read unaddressed catalogues/flyers that they receive in their letterbox. 26% stated that they do not read these catalogues/flyers, while the remaining 16% indicated that they *don't receive catalogues/flyers in their letterbox*. Only those shoppers who responded 'yes' (58%, n=290 respondents) were asked further questions.

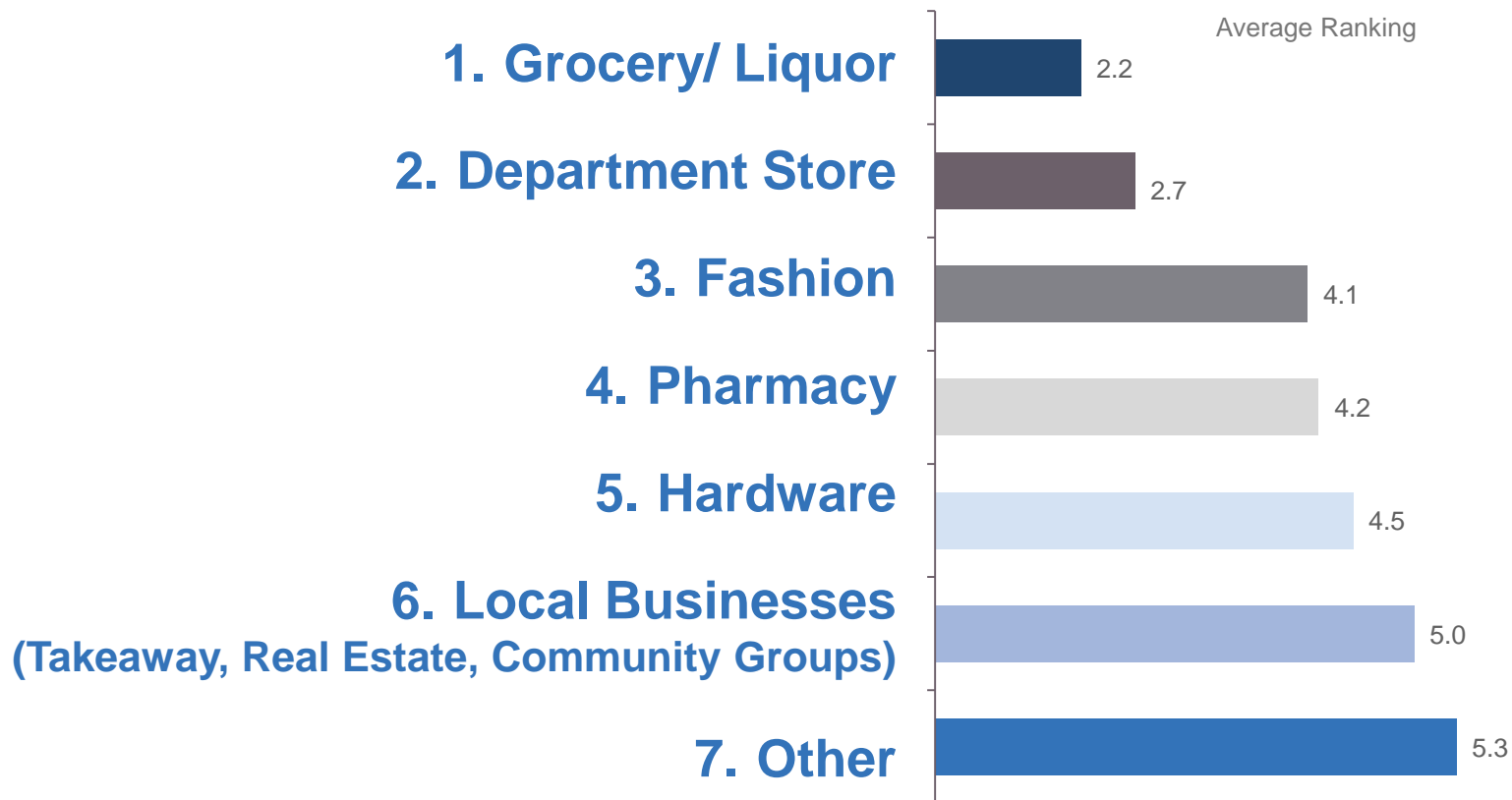
Question: *Do you read unaddressed catalogues/flyers that you receive in your letterbox?*



Note: Sample size= 500

Shoppers rated *grocery/ liquor* as their first preference of company from which to receive unaddressed catalogues/flyers, followed closely by *department stores*. *Local businesses (takeaway, real estate, community groups)* were ranked in last place. Other retail categories reported by shoppers included telecommunication, technology, sporting goods, home décor, furniture, and automotive.

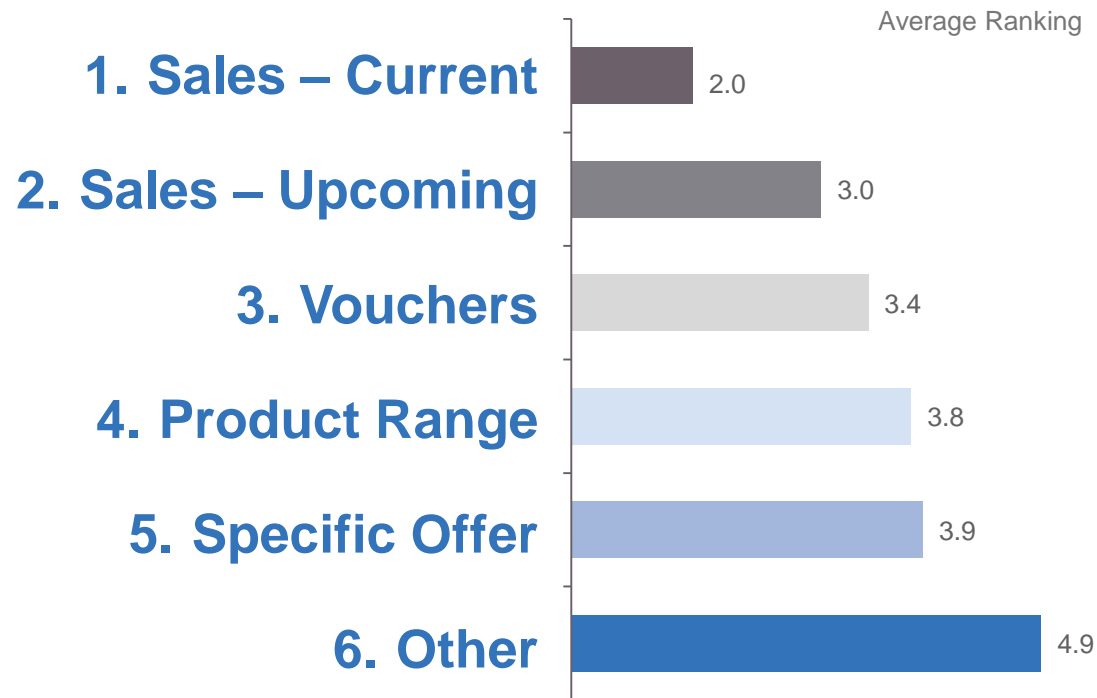
Question: *What type of companies do you prefer to receive unaddressed catalogues/flyers from? Rate in order of preference by dragging and dropping.*



Note: Sample size= 290. Items rated from 1 = First preference to 7 = Last preference. Ranking Values: Grocery/ Liquor = 2.2 (rank 1st); Department Store = 2.7 (rank 2nd); Fashion = 4.1 (3rd); Pharmacy = 4.2 (4th); Hardware = 4.5 (5th); Local Businesses = 5.0 (6th); Other = 5.3 (7th). Other = telecommunication, technology, sporting goods, home décor, furniture, automotive

Shoppers rated *current sales* as their first preference for catalogue content, followed by *upcoming sales*. *Product range* and *specific offer* ranked lowest, however suggestions including *prices (general, not sale-specific)* and *new items/new releases* were listed as other content shoppers would like to see in catalogues.

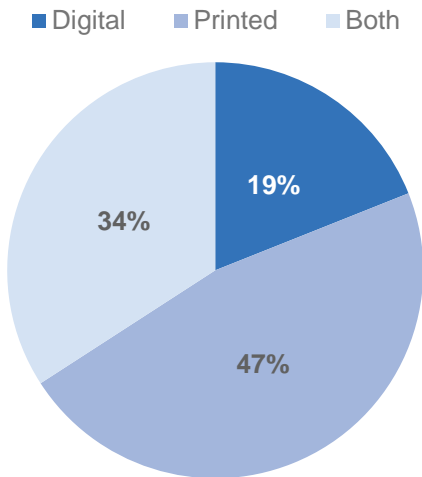
Question: *What do you like to see in them? Rate in order of preference by dragging and dropping.*



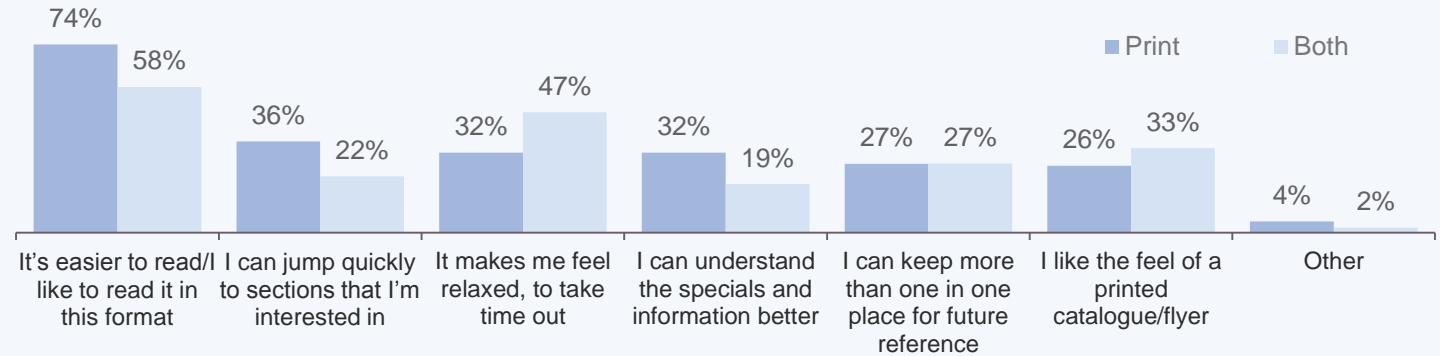
Note: Sample size= 290. Items rated from 1 = First preference to 6 = Last preference.
Ranking Values: sales – current = 2.0 (rank 1st); Sales-upcoming = 3.0 (rank 2nd); Vouchers = 3.4 (3rd); Product Range = 3.8 (4th); Specific Offer = 3.9 (5th); Other = 4.9 (6th)
Other = product usability, prices (general, not sale-specific), new items/new releases, competitions, comparisons with other stores/products.

Nearly half (54%) of shoppers preferred *printed* catalogues/flyers, and an additional 34% reported liking *both printed and digital* catalogues. Of those who prefer print catalogues, almost three quarters indicate that this is because *it's easier to read/I like to read it in this format* (74%). Those who chose digital catalogues also prefer this format because *it's easier to read/I like to read it in this format* (44%), as well as *accessing catalogues that I wouldn't get in my letterbox* (40%) and *it makes me feel relaxed* (38%). Respondents who selected *both* commonly prefer print for it being *easier to read/I like to read it in this format* (58%) and *it makes me feel relaxed* (47%), while the main reason for liking digital was because *I can access catalogues that I wouldn't get in my letterbox* (61%).

Question: Do you prefer digital or printed catalogues/flyers?

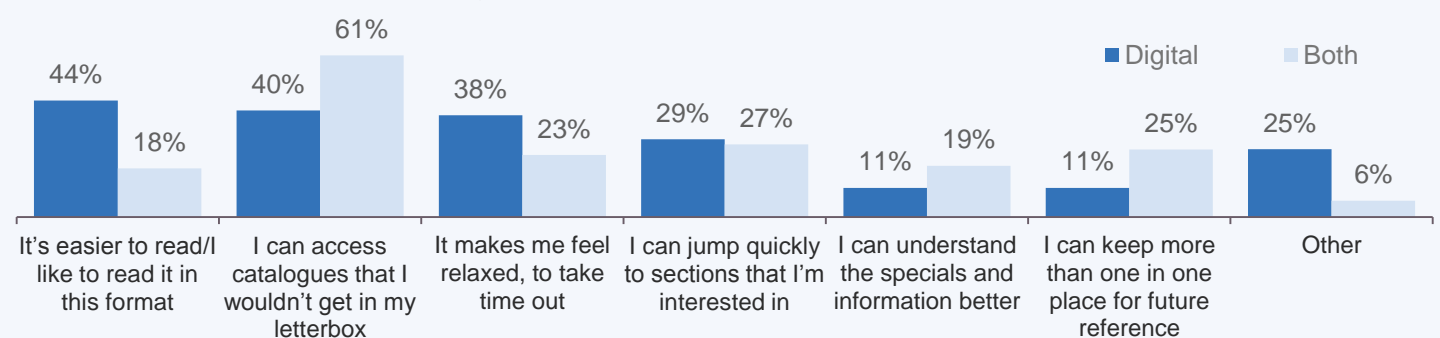


Question: Why did you answer print?



Note: Sample size of 'printed' = 136, 'both' = 99. 'Other' = save electricity, work on computer all day, don't need to be online to read it.

Question: Why did you answer digital?



Note: Sample size of 'digital' = 55, 'printed' = 136, 'both' = 99. 'Other' = better for environment, can compare information easily, make online shopping list.



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
W. monash.edu/acrs

