

AUTOMOTIVE

With 74% of new car buyers have read a Catalogue in the last four weeks, it's no doubt the Automotive sector are leveraging print to impact consumer's purchasing decisions.

TOP FACTS

Why is the Automotive sector investing in letterbox marketing?

64%

of new car buyers have read Unaddressed Mail in the last seven days

62%

of new car buyers have read a Catalogue in the last seven days

**780
THOUSAND**

780,000 Australians 14+ saying that Catalogues are the Media Most Useful when 'Purchasing a New Car'



2ND

Catalogues are the second Media Most Useful when 'Purchasing car/auto parts and accessories'

93%

of Australians who intend to buy a Ford in the next twelve months have read a Catalogue in the last four weeks

79%

of Australians who intend to buy a Toyota in the next twelve months have read a Catalogue in the last seven days

67%

of Australians who intend to buy a Mazda in the next twelve months have read Unaddressed Mail in the last seven days

Source: Roy Morgan Research, 2018

