

READERSHIP

Catalogue Readership is strong with readership at 73% amongst the key household purchase decision makers – women. The role of Catalogues on the customer Path to Purchase remains impressive as an established media most useful across multiple markets. High readership paired with the largest audience reach, 20.3M Australians every week, the printed catalogue holds a dominant position.

TOP FACTS

What makes catalogues, leaflets and flyers readership the strongest media influencing purchasing decisions?



→ 68%

All age demographics read printed catalogues, brochures and flyers over digital - 68% of 25-34 year old Australians read printed catalogues compared to 12% reading online and in the older 50+ age group 74% read printed catalogues and 8% viewed online⁴.



Consumers are showing strong ad recall and consumption of catalogues, with recent studies showing 80% of US Consumers looked to printed circulars/flyers delivered to home when making purchasing decisions³.



Catalogues rank in the top 3 most useful media when making a purchasing decision across sixteen of twenty-eight sectors with Toys, Cosmetics & Toiletries, Fashion, Children's Wear, Groceries and Alcohol.

73%

of women in Australia read catalogues.

65%

of men in Australia read catalogues.

69%

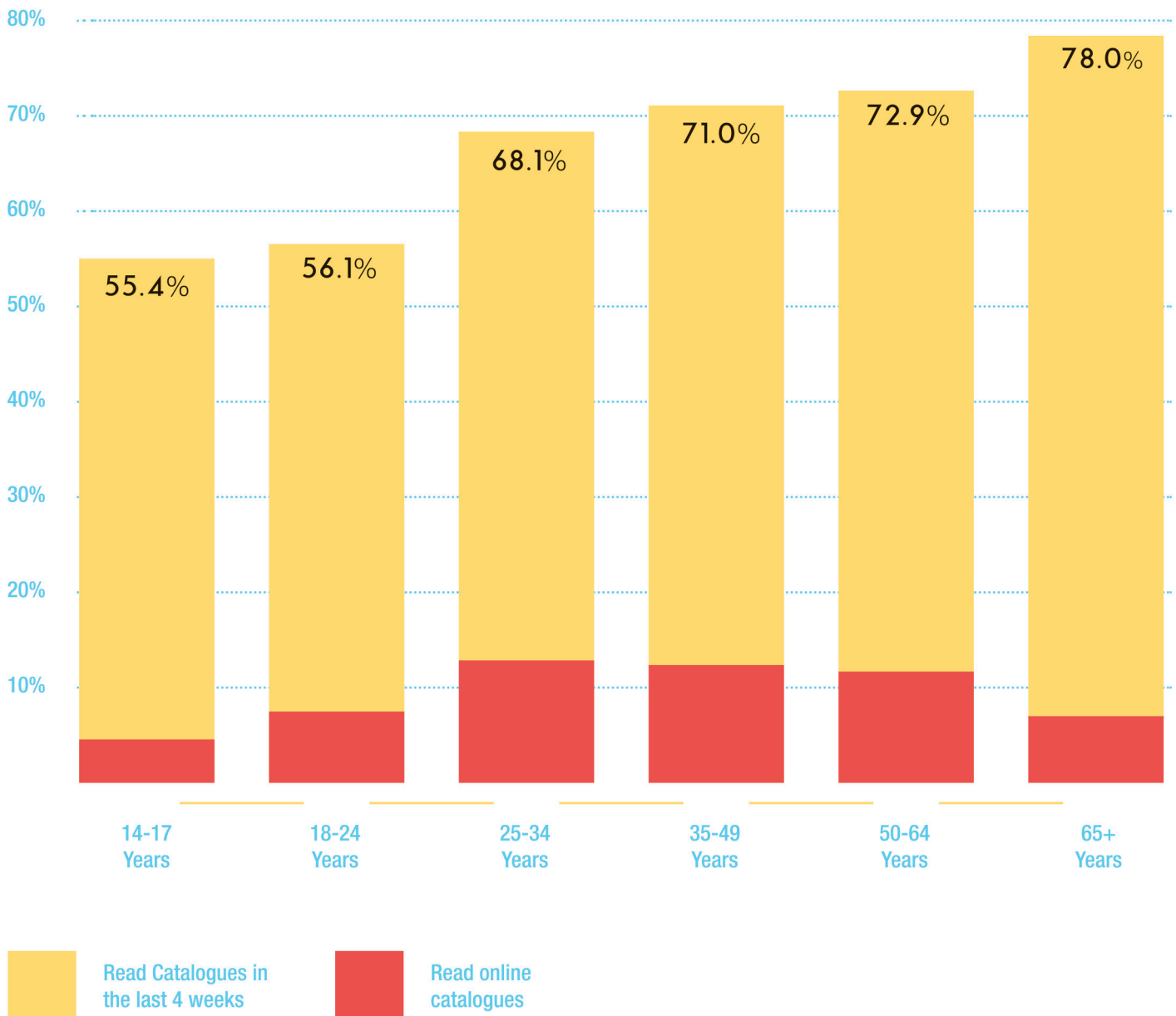
of Australians aged 14+ read catalogues.

58%

of women in Australia read a Department/Discount Store catalogue.

Source: 1. Australasian Catalogue Association, Fact Sheets, 2018. 2. Roy Morgan Research Single Source (Australia 14+) July 2016 - June 2018. 3. Nielsen Homescan Survey, 2017. 4. Roy Morgan Research, 2017-2018.

CATALOGUES ARE READ BY ALL AGES



Source: Roy Morgan Research Single Source (Australia 14+) July 2016 - June 2018.