



## Media most useful

RESEARCH

Catalogues perform the strongest amongst Retail markets holding first position across many categories with Groceries, Alcoholic Beverages, Children's Wear and Toys being the highest rating. Further to note is 36% of Australians nominate Catalogues as most useful for Clothing and Fashion purchases.

	A used motor vehicle	A new motor vehicle	Car/auto parts and accessories	Real estate	Home improvements or renovations	Home interiors or furnishings	Home entertainment/electronics
Catalogues	1%	5%	15%	4%	12%	21%	27%
Internet	60%	53%	47%	55%	37%	33%	40%
Newspapers	22%	15%	6%	23%	7%	4%	4%
Magazines	2%	5%	3%	3%	15%	18%	6%
Radio	1%	1%	1%	1%	1%	1%	1%
Television	2%	8%	2%	2%	6%	5%	5%
Yellow Pages	1%	2%	7%	2%	6%	3%	2%

■ 1st  
■ 2nd  
■ 3rd

Source:  
Roy Morgan Research Single Source (Australia)  
April 2014 - March 2015

Newspapers perform strongly in traditional classified advertising categories including used motor vehicle, new motor vehicle, entertainment, restaurants and employment. 22% of Australians 14+ nominate newspapers as the most useful medium for providing information when purchasing a used motor vehicle.

Not to be left out, Magazines perform well in Health, Wellbeing and Fitness, Home improvements and Home interiors or furnishings.

Of interest is the stronger performance of Yellow Pages showing resilience in Restaurants and Services such as plumbers or electricians.





	Large kitchen/ laundry appliances	Small electrical appliances	CDs/DVDs	Books	Toys	Cosmetics & toiletries	Clothing & fashion
Catalogues	30%	35%	27%	23%	39%	36%	35%
Internet	39%	36%	40%	43%	31%	26%	28%
Newspapers	3%	3%	4%	6%	2%	2%	3%
Magazines	5%	4%	4%	5%	3%	10%	12%
Radio	1%	1%	3%	1%	0%	0%	0%
Television	4%	4%	2%	4%	4%	4%	4%
Yellow Pages	2%	1%	1%	1%	1%	1%	0%

- 1st
- 2nd
- 3rd

	Alcoholic beverages	A home loan or other loans	Finance/ investment products	Insurance	Computers, computer suppliers peripherals	Mobile phones/ phone providers	Services such as, plumbers, electricians
Catalogues	42%	2%	2%	2%	18%	17%	2%
Internet	22%	53%	51%	54%	50%	49%	34%
Newspapers	8%	8%	10%	6%	3%	4%	12%
Magazines	3%	2%	3%	2%	3%	3%	1%
Radio	1%	2%	2%	2%	1%	1%	1%
Television	5%	9%	7%	10%	3%	6%	2%
Yellow Pages	1%	3%	3%	4%	3%	4%	32%

- 1st
- 2nd
- 3rd

	Employments/ jobs	Childrens wear	Groceries	Entertainment/ movie listings	Restaurants	Travel or accomodation	Health, wellbeing & fitness
Catalogues	1%	40%	49%	1%	2%	3%	4%
Internet	53%	25%	20%	49%	49%	62%	44%
Newspapers	24%	2%	7%	24%	13%	8%	9%
Magazines	0%	7%	2%	2%	3%	5%	17%
Radio	1%	0%	1%	1%	2%	1%	2%
Television	1%	4%	5%	3%	4%	5%	5%
Yellow Pages	2%	1%	1%	1%	11%	3%	4%

- 1st
- 2nd
- 3rd

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Roy Morgan Research Single Source (Australia)  
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