



# Influential Media Channels

RESEARCH

Print media continues to be the dominant media channel among trusted advisors who are asked for advice on a range of product and service categories.

## METHODOLOGY

Roy Morgan Single Source is based on a simple premise: ask questions to get answers; ask everyone everything to get the truth.

In Australia over 50,000 people per year are interviewed. In the survey respondents are asked an omnibus of questions on a range of topics including their attitudes, media consumption habits, brand and product usage, purchase intentions, retail visitation, service provider preferences, financial behaviour and recreation & leisure activities. This provides fully rounded customer profiles, accurate and up to date industry currencies, and a rock-solid base for further research.

The breadth of the Single Source information allows for it to be applied in many different ways. By aggregating our media consumption data into categories of 'heavy', 'medium' and 'light' users of various media types – 'heavy' newspaper readers read 7 or more issues in a week, for example – we can profile a particular group of interest in terms of their level of media consumption.

This enables us to better understand how that group's consumption of media is similar or different to the wider population, thereby providing insight into how best to reach valuable target audiences. Trusted Advisors are asked for their suggestions and provide information about particular products or services such as 'finance & investments' or 'skincare & beauty products' by their friends and family who are in the market to purchase.

We can identify the most likely, next most likely and so on, types of 'heavy' media consumption. This provides insight into how influential print and other media channels are and highlights how media channels perform within the highly influential Trusted Advisor group. This information provides marketers the intelligence on how best to communicate with those who influence consumer spending.





## HEAVY MEDIA CONSUMPTION BY TRUSTED ADVISORS

CONSUMER INTEREST	MOST LIKELY MEDIA	2ND MOST LIKELY MEDIA	3RD MOST LIKELY MEDIA
Information on finance and investments	Addressed Mail	Outdoor	Internet
Buying skin care and beauty products	Magazines	Catalogues	Cinema
Information on home renovations	Catalogues	Unaddressed Mail	Addressed Mail Outdoor
Decorating ideas for the home	Magazines	Catalogues	Unaddressed Mail
Buying large kitchen and/or laundry appliances	Catalogues	Unaddressed Mail	Magazines
Buying new food products	Magazines	Catalogues	Outdoor

Source: Roy Morgan Research Single Source (Australia) April 2013 – March 2014

## RESULTS

From finance & investment advice to beauty, home, kitchen and laundry appliances or buying new food products. Addressed Mail, Catalogues and Magazines are influential with consumers who are themselves influential by giving advice to those looking to buy from these product categories.

Those trusted for their home-related advice about renovations or buying large appliances are most likely to be heavy catalogue consumers. Whereas, trusted advisors regarding the purchase of new food items or skin care & beauty products are more likely to be keen consumers of magazines.



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