

# CATALOGUE

Catalogues whether in-store or letterbox delivery are well-renowned to be one of the hardest working channels for retailers and brands. Recognised by Australians as the most useful and helpful shopping tool that is sought after to research prices, product range and be inspired for gift ideas and for unplanned purchases. We know readership is high and it is one of the highest channels consumers pay attention to, a strong and engaged audience.

# 80.2%

of Australians have told a friend/family member about what they saw from reading a catalogue.



## ATTENTION LEVEL

- 6.3% of Catalogues Readers 14 + pay a lot or some attention while reading Catalogues.
  - 70.1% pay a lot or some attention while watching TV
  - 58.9% pay a lot or some attention while listening to the radio
  - 57.2% pay a lot or some attention while reading Newspapers
- On average, people who read catalogues spend 7 minutes reading catalogues

## PURCHASING BEHAVIOUR

- 82.5% of Australians 14+ who've read a supermarket catalogue have made a purchase (either regular, planned or unplanned) at a supermarket in the last 4 weeks
- 49.9% of Australians 14+ who've read a liquor store catalogue have made a purchase (either regular, planned or unplanned) at a liquor store in the last 4 weeks

## ACTION WITH CATALOGUE

- 80.2% of Australians have told a friend/family member about what they saw from reading a catalogue.
- 75.7% of all Catalogue Readers 14+ have kept a catalogue for future reference
  - Of those who have kept a catalogue, 36.8% generally keep their catalogues for less than a week and 45.1% keep their catalogues for 1-2 weeks. 16.8% keep them for longer than 2 weeks

**Source:** Roy Morgan Online Catalogue Survey of catalogue readers conducted for The Real Media Collective, November 2019