CATALOGUES SURVEY
SUPERCHARGED WITH THE POWER OF NEWSPAPERS
MARCH 2015

"Catalogues have immediate cut through and speak directly to the reader... people still like something tactile and interactive".

~ Ken Bishop, CEO of the Australian Catalogue Association

THE STORY IN FOUR POINTS

1. To our readers, print is their natural environment so it's no surprise that 80% of them read catalogues that come with the paper.

2. Half of our readers agree that catalogues are a welcome extension to the paper.

3. Catalogues offer advertisers a one-to-one conversation to inform and entice customers.

4. In-paper catalogues get noticed and read.

PULSE

NEWSPAPERS SUPERCHARGE CATALOGUE IMPACT

CATALOGUES ARE AN EXTENSION OF THE NEWSPAPER READING EXPERIENCE

75%
See catalogues as a good addition to traditional advertising.

48%
Think catalogues are part of the newspaper reading experience.

40%
Agree that sometimes there are too many catalogues in their letterbox.

31%
Think catalogues enhance the newspaper reading experience.

Advertisers can piggy-back off the trust of our newspaper brands .

PULSE

THEY OFFER ADVERTISERS A DIRECT CONVERSATION

INFORMATIVE AND EASY TO READ

76 %
Catalogues are part of the mix they use for researching products they're thinking of buying.

87 %
Think catalogues are generally easy to read.

THE POWER TO TEMP AND LURE NEW CUSTOMERS

81%
Catalogues are an easy way to find out about new products.

46%
Agree that they inspire them to buy products they may not previously have considered.

ENHANCES THE SHOPPING EXPERIENCE

58%
They're a handy tool for negotiating with competitors.

57%
Without catalogues they feel they miss deals.

57%
Use them to validate/affirm intended purchased.

And this is the first step toward action (purchase).

THEY ARE ABOUT FUNCTION, INFORMATION AND IDEAS

WOMEN ARE MORE LIKELY TO BE SHARING AND CUTTING OFFERS AND FAMILIES REFERENCE THEM FOR GIFT-GIVING

89% For the discounts and special offers.	75% To see what's available in-store at the moment.	55% Like to see all the new products.
46% Detailed information and pictures that they can read at their own leisure.	40% For gift-giving ideas for special occasions.	34% To get inspiration for other, more general products they can buy.
34% To save time as all the information they need is in one place.	29% Always on the lookout for things for their family or friends and this helps.	21% To cut out the coupons.

Advertisers who offer a mix of discounts, ideas and details will engage customers.

PULSE

AND WE KNOW THEY DRIVE ACTION

AN EFFECTIVE MEDIUM – OUR READERS OFTEN TAKE UP THE DEALS AND DISCOUNTS

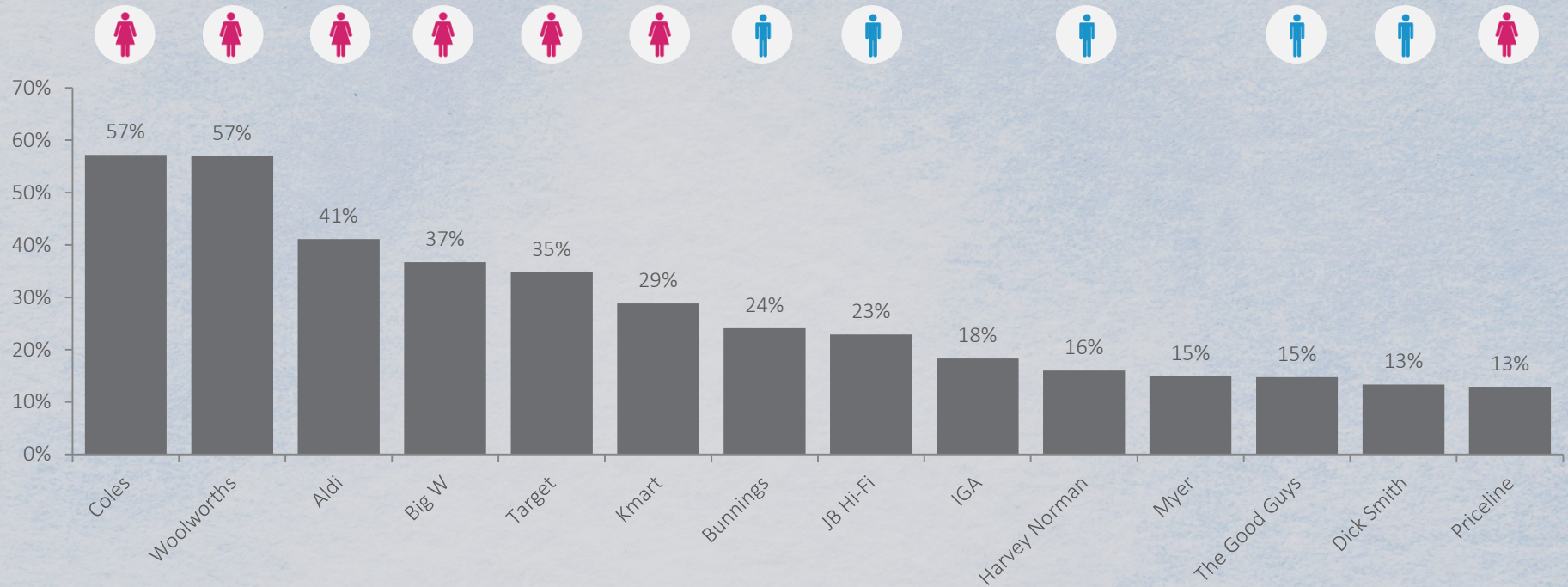|		
93% Use advertised discounts on my favourite items/brands. - Almost always (51%)	**93%** Use advertised discounts on household staples that I need. - Almost always (59%)	**79%** Use two for the price of one specials. - Almost always (23%)
58% Use bulk specials. - Almost always (14%)	**57%** Use discounts on treats and luxury items that I would not usually buy. - Almost always (16%)	**48%** Coupons that I can cut out and use later. - Almost always (16%)

Catalogues offer advertisers an opportunity to engage with value seekers.

OUR READERS HAVE THEIR FAVOURITES

MALE/FEMALE SKEW

Retailer	%
Coles	57%
Woolworths	57%
Aldi	41%
Big W	37%
Target	35%
Kmart	29%
Bunnings	24%
JB Hi-Fi	23%
IGA	18%
Harvey Norman	16%
Myer	15%
The Good Guys	15%
Dick Smith	13%
Priceline	13%

ABOUT: ROUTINE AND VALUE SHOPPERS

ABOUT: PLANNED AND BIGGER TICKET ITEMS

Source: Pulse Consumer Panel, Catalogues Survey - March 2015 (n=1392)
Q - Are there any catalogues from certain retailers that you always look out for?
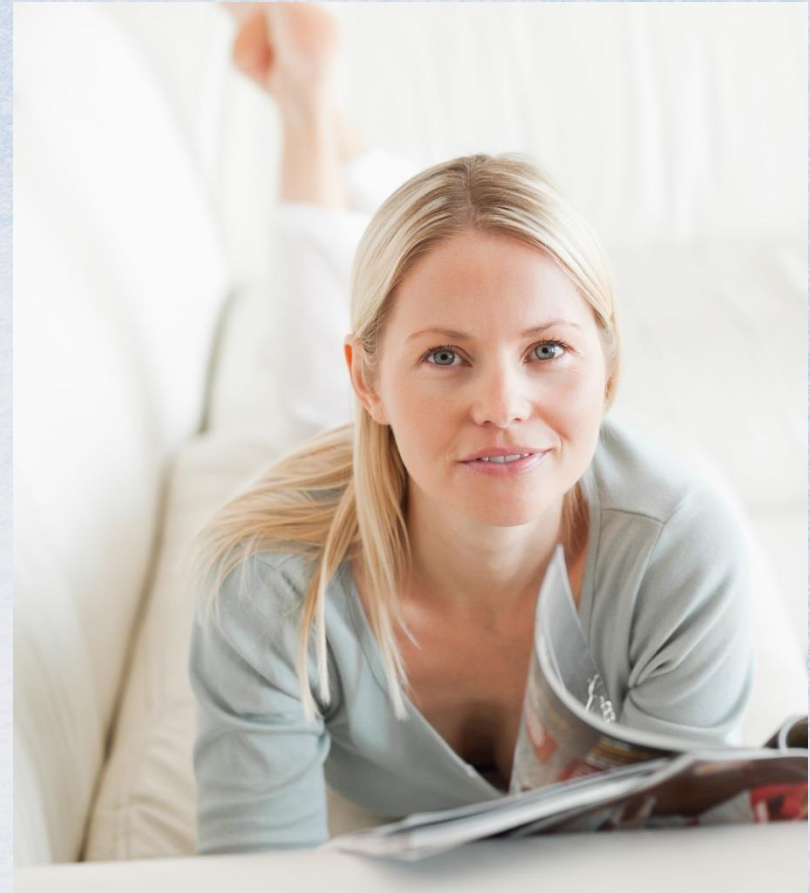
APPENDIX

ABOUT OUR PANEL

Pulse is our online panel set up to unlock the collective attitudes of our readers.

We communicate with our panellists every week to understand what our readers think, feel, do and how they act.

Since our launch two years ago, we've worked with our advertising partners across categories to help them make more informed business decisions and to understand the impact of their communications.

We offer clients:
- Communications evaluation – pre/post and ad recall studies
- Category deep-dives
- Audience understanding
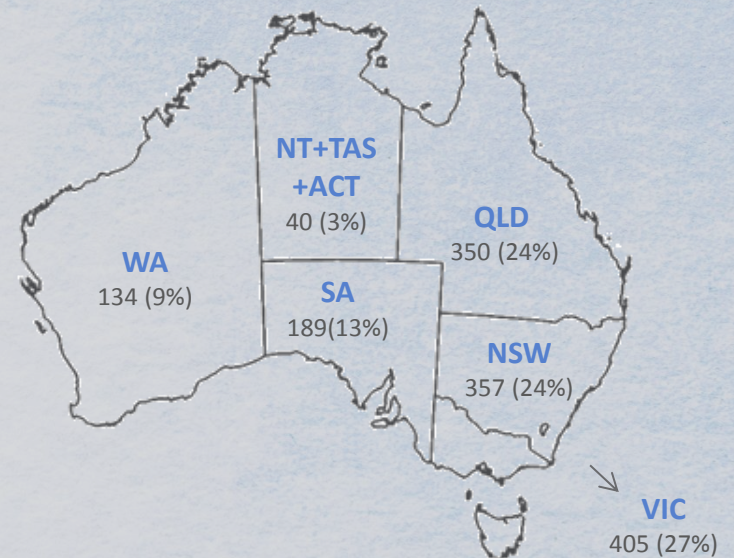- Sampling – with follow-up surveys to gauge product impression
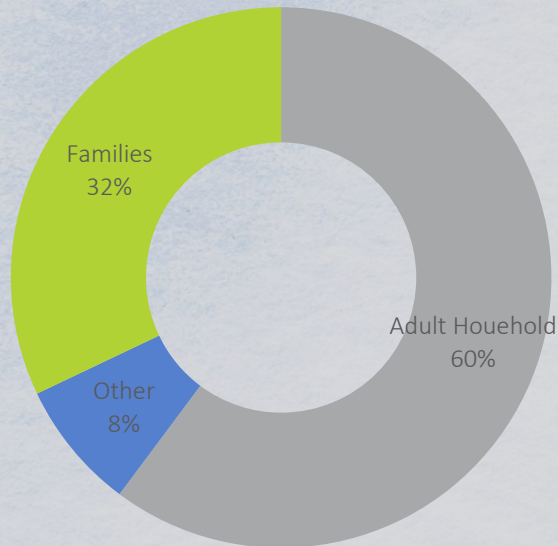
PULSE

ABOUT THE SAMPLE

SAMPLE	IN-FIELD	GENDER SPLIT	WEIGHTS
1475	March 2015	M 46% | F 54%	Results weighted to News Corp's total audience.

Donut chart:
- Adult Household 60%
- Families 32%
- Other 8%

Map of Australia:
- WA 134 (9%)
- NT+TAS+ACT 40 (3%)
- SA 189 (13%)
- QLD 350 (24%)
- NSW 357 (24%)
- VIC 405 (27%)

PULSE

WEIGHT ADJUSTMENTS

Based on current state splits 5 Cap Metro Mastheads + TAUS

Q6C_STATE (Study: Profiling Study)

	Target	Actual Data
Total	100%	100%
Australian Capital Territc	1%	1%
New South Wales	29%	24%
Northern Territory	1%	1%
Queensland	21%	24%
South Australia	9%	13%
Tasmania	2%	1%
Victoria	27%	27%
Western Australia	10%	9%

Based on current gender splits 5 Cap Metro Mastheads + TAUS

Q6A_GENDER (Study: Profiling Study)

	Target	Actual Data
Total	100%	100%
Male	50%	46%
Female	50%	54%

PULSE