

Friday, 13 April 2018

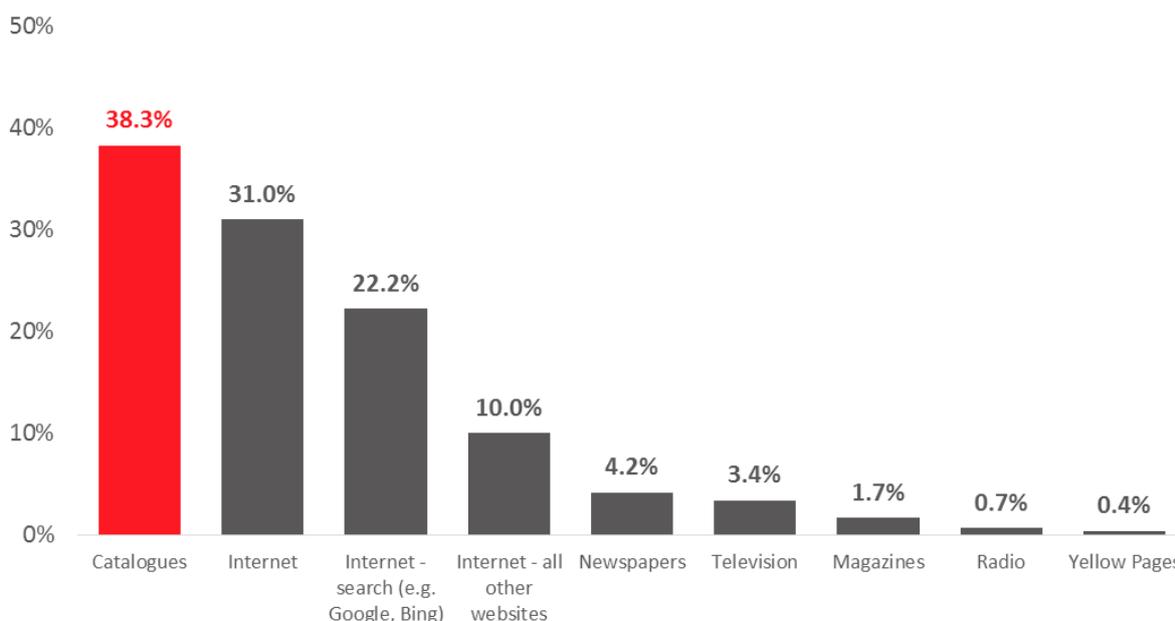
Catalogues the media most useful for alcoholic beverages

7,702,000 Australians (38%) find catalogues the media most useful when purchasing alcoholic beverages ahead of Internet search (22%).

More women agree catalogues are the media most useful for purchasing alcohol, with 43% of women choosing catalogues compared to 34% of men. Older age groups are also more likely to view catalogues as the most useful media for purchasing alcohol, with 47% of 50-64 year olds and 41% of 35-49 year olds choosing catalogues as the media most useful.

Catalogues were more useful than Internet Search (22%), other websites (10%), newspapers (4.2%), television (3.4%), magazines (1.7%), radio and the Yellow Pages in 2017.

Media Most Useful – Purchasing Alcohol



Source: Roy Morgan Single Source (Australia), January – December 2017, n=50,139. **Base:** Australians 14+.

Aldi most read catalogue, winner of the Liquor Store of the Year 2017

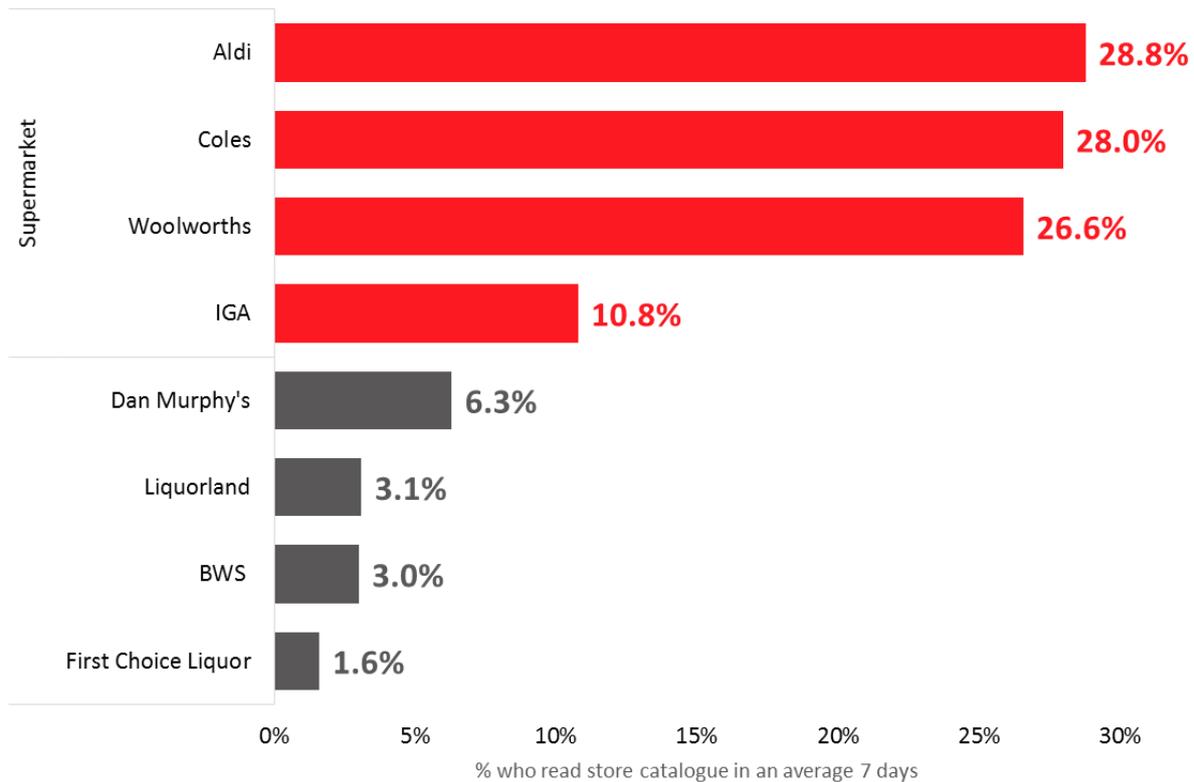
[Aldi is the most read catalogue](#) in an average 7 day period across both liquor store and supermarket catalogues. Aldi Liquor was the recipient of the [Roy Morgan Customer Satisfaction Award for Liquor Store of the Year 2017](#).

28.8% of Australians read an Aldi catalogue in an average 7 days in 2017. This rivals the Big Two supermarkets of Coles and Woolworths at 28% and 26.6% respectively.

More than half of Aldi catalogue readers in a 7 day period find catalogues the media most useful for purchasing alcoholic beverages.

FOR IMMEDIATE RELEASE

Catalogue readership - supermarket and liquor store catalogues



Source: Roy Morgan Single Source (Australia), January – December 2017, n=50,139. **Base:** Australians 14+

Michele Levine, CEO, Roy Morgan, says:

“Catalogues are the media most useful when purchasing alcohol, with 38% of respondents in the Roy Morgan Single Source survey agreeing that they are the preferred media when making a decision about where to buy alcohol, far ahead Internet, as well as newspapers, television, magazines, radio, and the Yellow Pages.

“With alcoholic beverages featuring in both the large supermarket catalogues as well as the liquor stores, including Liquorland, BWS, and First Choice Liquor, the space is highly competitive when offering choices to consumers. Whether there are the lowest offers on beer, wine, cider, or spirits, or when supermarkets offer a frictionless option to purchase alcohol along with groceries, catalogues are the most useful when consumers shop around for alcohol.

“Aldi has the most read catalogue in Australia, and in this highly competitive liquor market have gone on to win the Roy Morgan Customer Satisfaction Award for Liquor Store of the Year in 2017. Whether its access to award winning and well-priced wines, or streamlining between their liquor store and the supermarket, Aldi is one to watch out for in these increasingly competitive supermarket and liquor space.

“The [Alcohol Retail Currency Report](#) contains a detailed overview of the alcohol retail market and consumer purchasing of packaged alcohol for off premise consumption in Australia today together with trended data for market size and share (in dollars), customer numbers and cross visitation at overall purchase channel types as well as looking in-depth at major supermarket retailers spanning 5 years. Nothing makes a more critical contribution to business decision making than a clear picture of your target market.”

To learn more about Roy Morgan’s alcohol, media, and supermarket data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2