

# Canadians and Their Catalogues



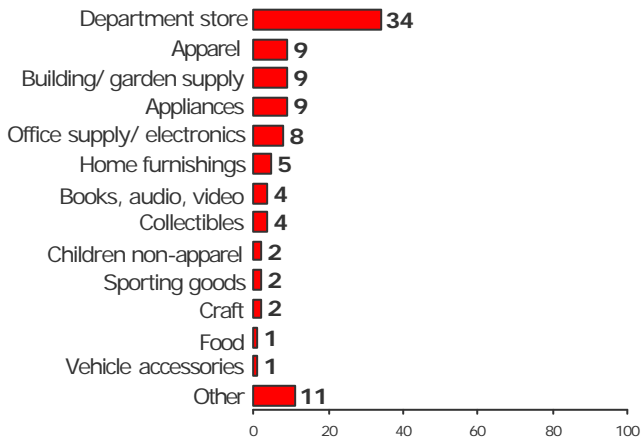
## Key Insights:

- 62% of Canadian households receive at least one catalogue per month
- They make an average of 2.9 catalogue orders per year and spend an average of \$93.94 per order
- Only 7% of catalogues received by Canadians are discarded without reading
- 36% of online purchases were generated from a paper catalogue

## The Canadian Catalogue Market<sup>1</sup>

- 62% of Canadian households receive at least one catalogue per month.
- The majority of catalogues are distributed by department stores, apparel, building/garden supply, appliances, and office supply/electronics companies.

### Catalogue Senders (by volume)



Base: Total volume (n=2864)

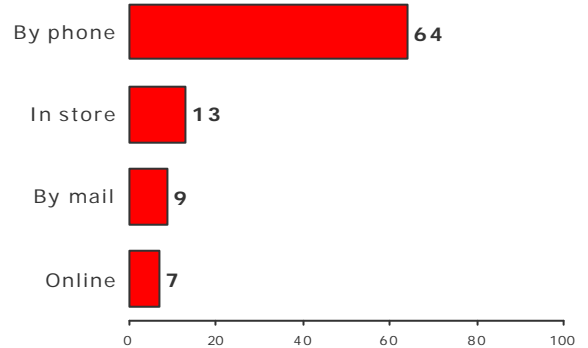
- The top retail catalogues that Canadians recall shopping from include: Sears, Canadian Tire, Lee Valley Tools, Walmart, Future Shop, Home Depot, Ikea, and L.L.Bean

### Catalogue Orders

- On average, Canadian households make 2.9 catalogue orders per year and the average amount spent per catalogue order is \$93.94.

- Other than department stores, the top product categories Canadians purchase from are: books, audio and video, office supply/electronics.
- The majority of catalogue orders are placed by telephone (64%), followed by in store (13%), mail (9%) and online (7%).

### How Order was Placed (by volume)



Base: Total volume (n=279)

- Females and older Canadians are more likely to receive catalogues and make catalogue purchases.

### Catalogues are Relevant to Canadians

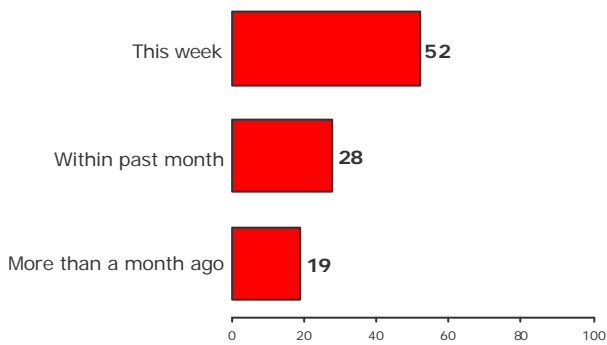
- Only 7% of catalogues received by Canadians are discarded without reading; 93% result in action (read, passed along, visited store, website, made a purchase).
- 2% of catalogues received result in a purchase order.

- 79% of Canadians enjoy browsing through catalogues.
- 64% of Canadians feel they don't need a special occasion in order to shop by catalogue; they like to shop throughout the year when the need arises.

### Catalogues have a relatively long life cycle in Canadian homes

- 52% of catalogue orders are made from catalogues received within the week.
- Over a quarter (28%) of catalogue purchases are from catalogues received within the past month.
- 19% of catalogue orders are made from catalogues received more than a month ago.

When Catalogue Ordered from Received (by Volume)



Base: Total volume (n=279)

### Catalogues Influence Online Purchasing

- Canadians place an average of 2.6 orders online per year.
- The average amount spent per online order is \$93.87.
- After books, audio and video (26%), the next largest categories of online orders are: apparel (15%), office supply/ electronics (15%) and department store (14%)

### Endnotes

<sup>i</sup> Unless, otherwise specified, all facts are based data from on CPC #06-27, Catalogue Tracking Study, December, 2006

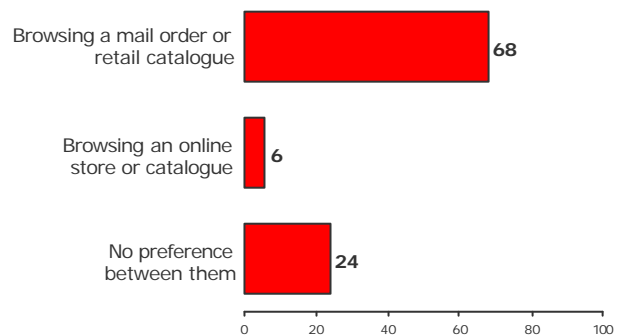
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- 36% of online purchases were generated from a paper catalogue.
- Canadians with Internet access are more likely to make an online purchase, and those with high speed access are more likely to make an online purchase than those with dial-up access.

### Catalogue Preferences

- 57% of Canadians prefer to receive their catalogues by mail.
- Catalogues that are personally addressed are less likely to be discarded without reading and are more likely to result in a purchase than unaddressed catalogues.
- Form of addressing is strongly associated with actions taken.
  - 47% of catalogues are addressed and 48% have no name or address
- Canadians, especially catalogue users and purchasers, prefer browsing paper catalogues over e-catalogues.

Preference of Catalogue Type



Base: Total Canadian households (n=1003)

- The most likely influences on making a catalogue purchase and on making a repeat purchase are 'Free shipping'; 'More discounts', and 'Hassle-free returns'.