

STATS ROUND UP

- 74% of customers enjoy receiving catalogues by post. The majority of those customers, 60%, express a strong preference for post.
- 85% of customers prefer a printed catalogue to viewing one online.
- 67% of online shoppers often see additional items when they have a catalogue at hand. 71% find it makes online shopping easier.

For more information, and advice on how post can make other media work harder, get in touch with the Mail Media Unit at mail.media@anpost.ie or give us a call at 01 705 7494.

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Do more.

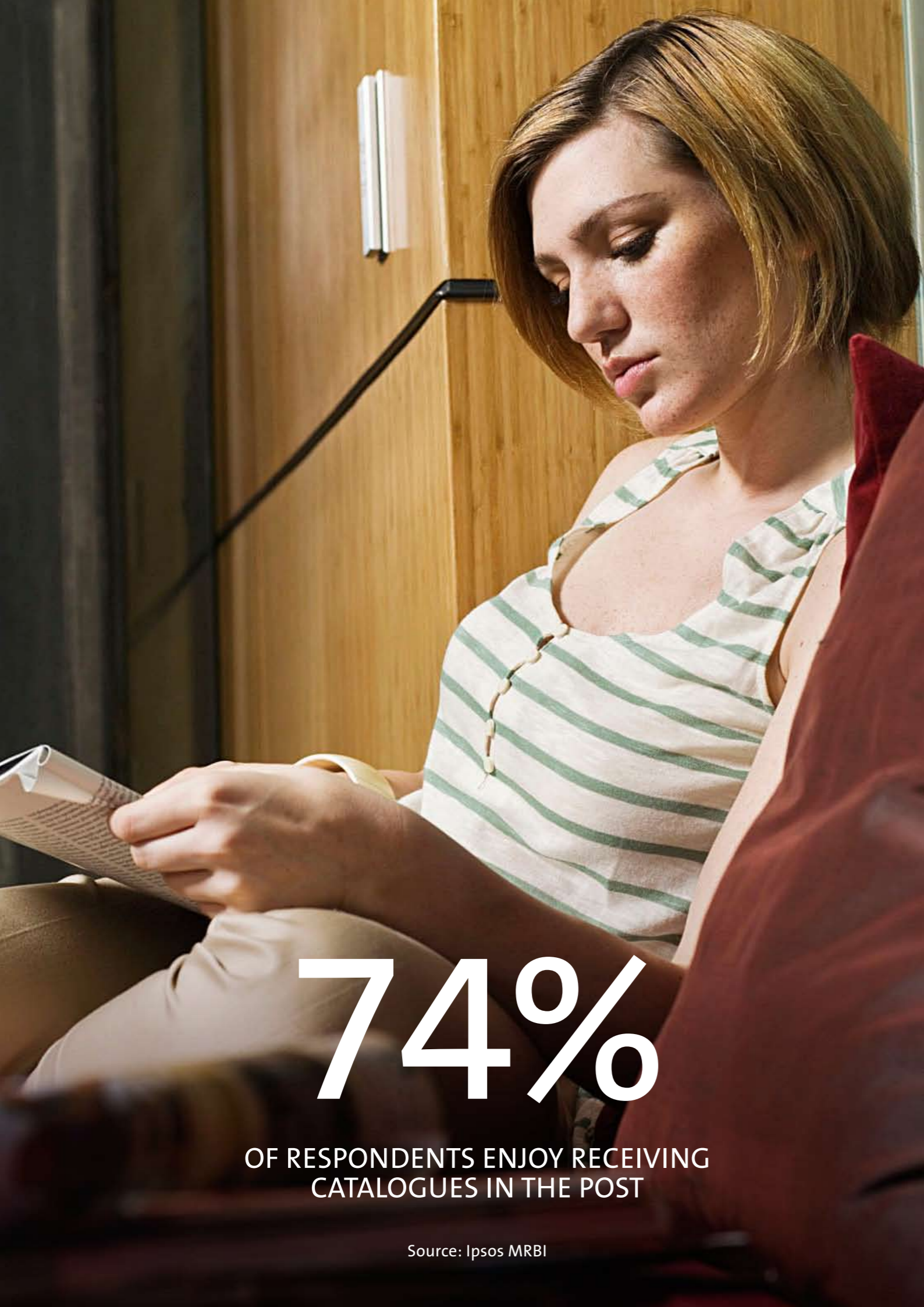
Offline browsing leads to more online sales



REPORT COMMISSIONED BY THE AN POST MAIL MEDIA UNIT
AN POST COMMUNICATIONS PANEL - WAVE 14 (SEPT-NOV 2010) Ipsos MRBI



Do more.



Why post out your catalogue when you can just put it up online?

It's tempting to think that cheaper online alternatives have replaced physical catalogues. But, as the latest Ipsos MRBI research shows, they haven't.

Shopping online may now be more popular than ever, but shoppers still prefer a printed catalogue to a virtual one. They want a catalogue they can curl up with, something they can put up on their shelf.

The fact is, your customers really enjoy getting catalogues in the post. And, rather than being in competition with online shopping, the two media actually work in tandem, increasing traffic to sites and boosting sales.

So, why is the catalogue still king?

74%

OF RESPONDENTS ENJOY RECEIVING
CATALOGUES IN THE POST



85%
PREFER A PRINTED CATALOGUE TO VIEWING ONE ONLINE

Source: Ipsos MRBI

Shoppers really love receiving catalogues.

We're not overstating matters. The latest Ipsos MRBI figures reveal a real emotional connection with posted catalogues.

74% OF RESPONDENTS ENJOY RECEIVING CATALOGUES IN THE POST.

The majority of those (60%) showed a strong preference. And habits back this up: 88% said they receive catalogues; over a fifth receive at least one a month. That's a huge section of the market.

Online catalogues are no alternative.

Maintaining a virtual catalogue alone might appear economical, but the truth is it could cost you sales.

85% OF RESPONDENTS PREFER A PRINTED CATALOGUE TO VIEWING ONE ONLINE.

This isn't due to technophobia: 71% said they shop online and still like having a catalogue on hand. 71% of those under 35 like it too, so it's not going out of style.

Now, here's the part about sales.

Print catalogues encourage people to buy more.

It might surprise you, but a physical catalogue makes your website work harder. It helps consumers to find their way around your site, it informs their choices and, crucially, it gets them spending more.

67% OF RESPONDENTS AGREED THAT WHEN THEY HAVE A CATALOGUE WHILE SHOPPING ONLINE, THEY OFTEN SEE ADDITIONAL ITEMS THEY WOULD LIKE TO BUY.

No matter how intuitive your website might be, 71% of consumers still find online shopping easier with a catalogue in hand. And you want to make shopping as easy as possible.

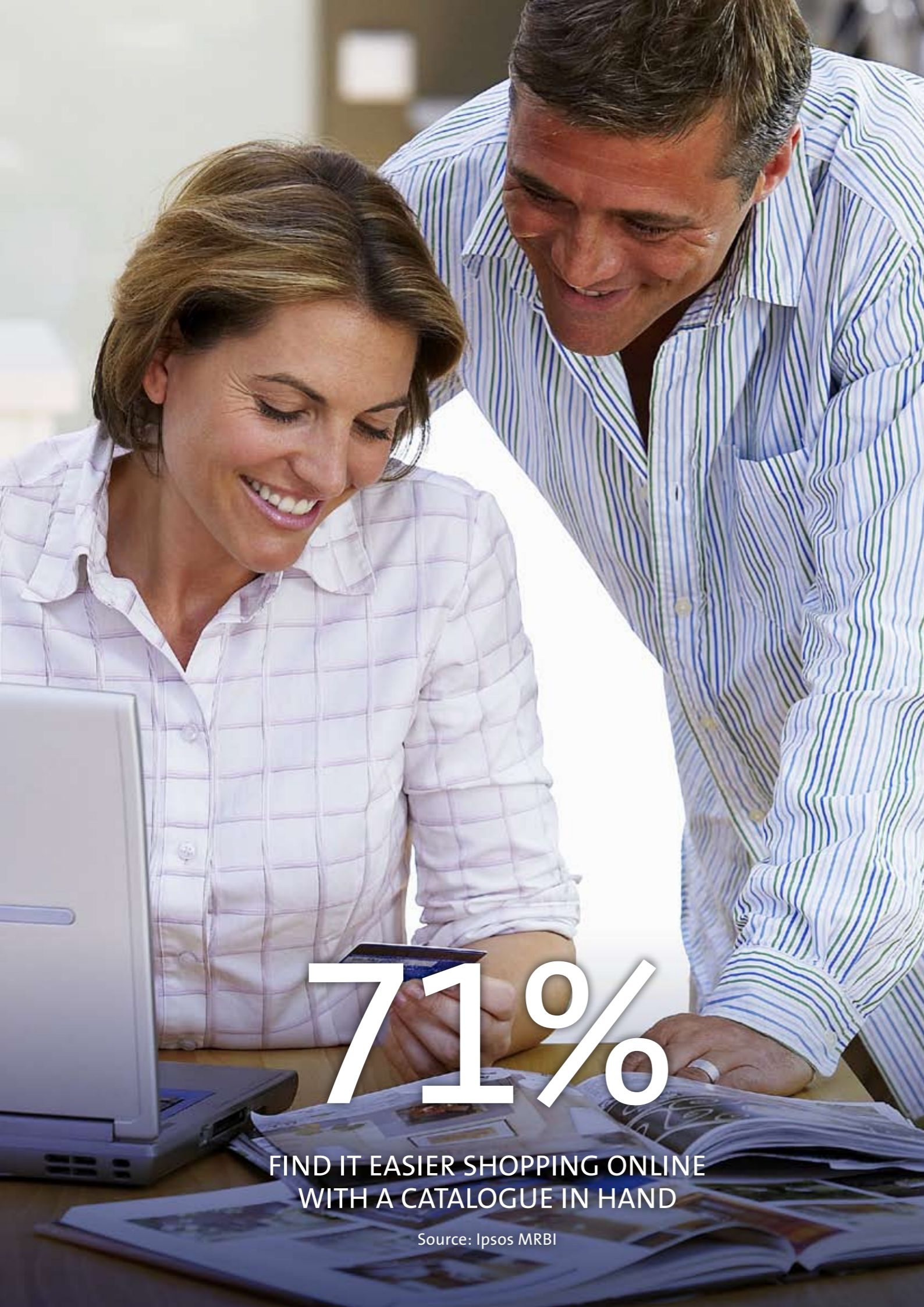
A further 75% agreed that a catalogue helped them choose what to buy online.

Key take-away

The message is clear: a physical catalogue is an ideal way to boost your online sales. It doesn't just encourage customers to buy more, it makes online shopping easier for them, and helps them find what they're looking for.

What's more, people actually enjoy receiving a catalogue in the post, so it will keep your customers happy too. And that's just the way you want them.

- People enjoy receiving catalogues in the post.
- Customers far prefer a hard copy of a catalogue to an online alternative.
- Catalogues encourage your customers to buy more online.

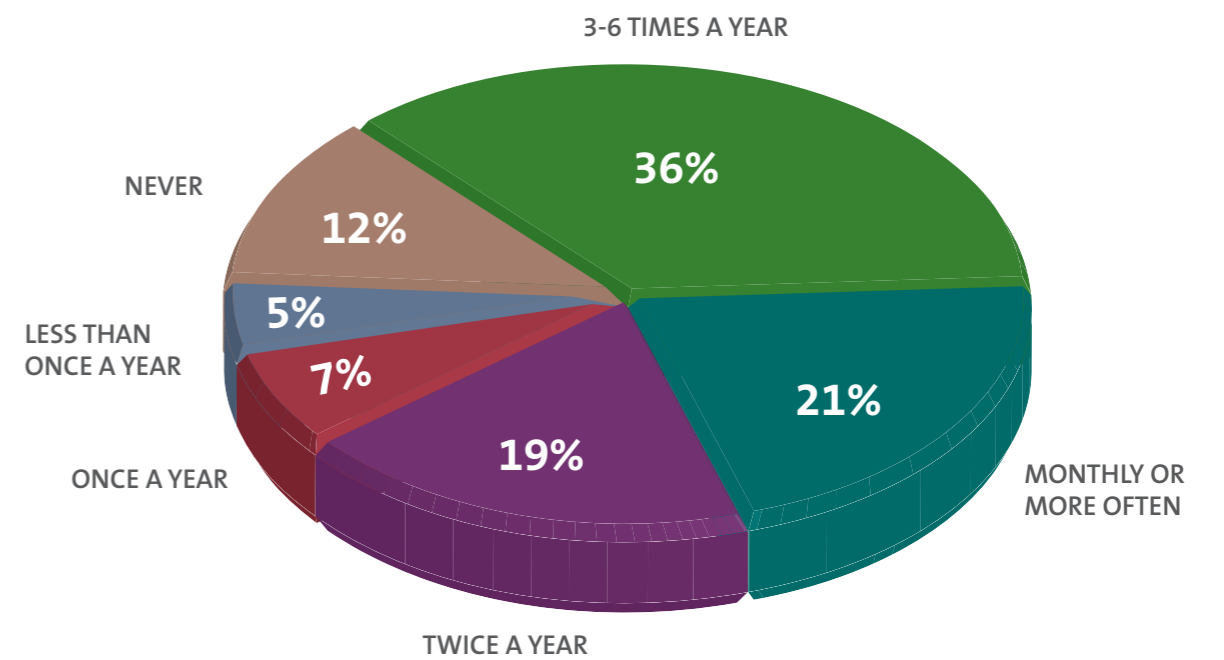


71%

**FIND IT EASIER SHOPPING ONLINE
WITH A CATALOGUE IN HAND**

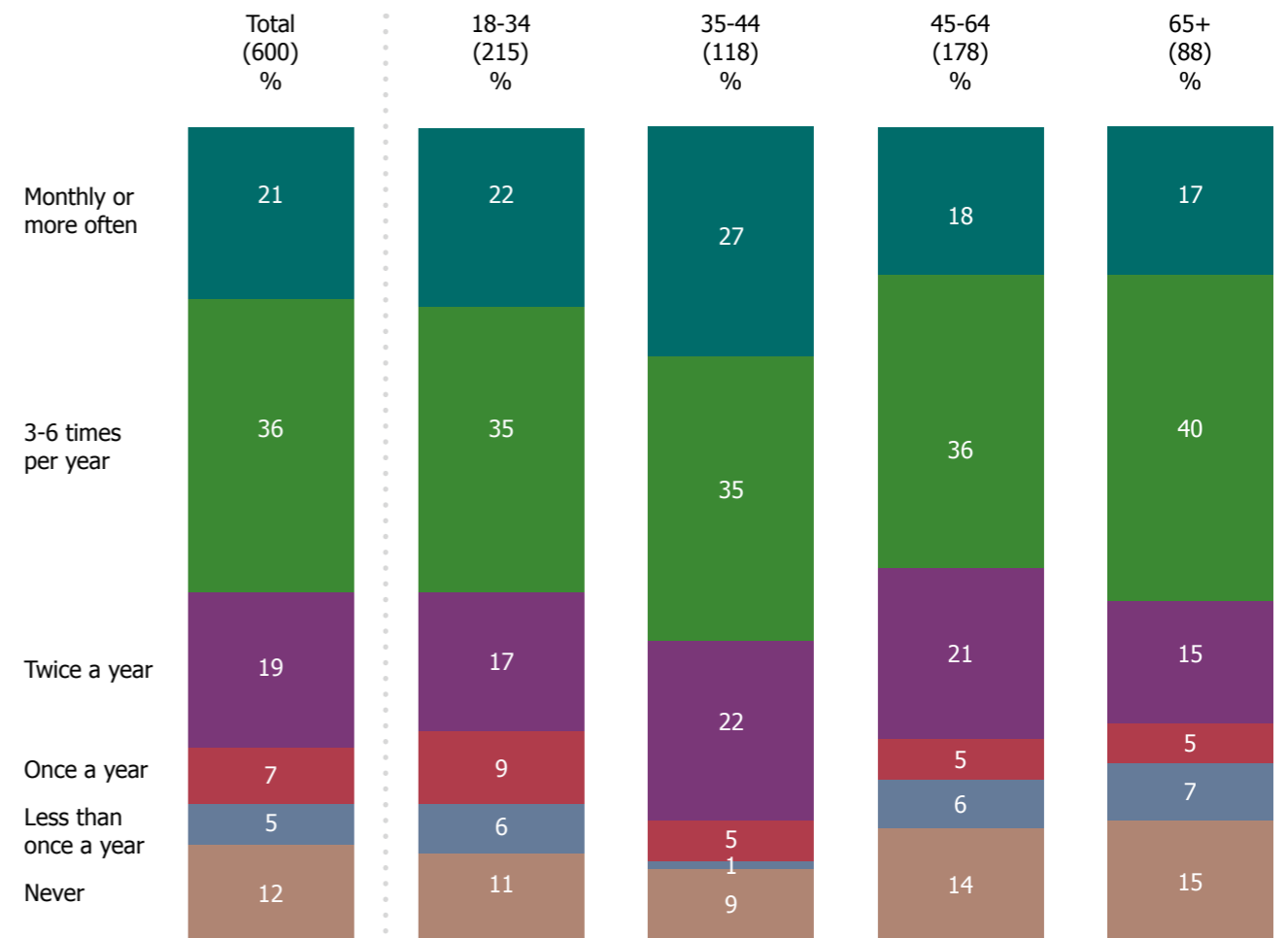
Source: Ipsos MRBI

FREQUENCY OF RECEIVING CATALOGUES



BASE: 600 HOUSEHOLDS. Source: Ipsos MRBI

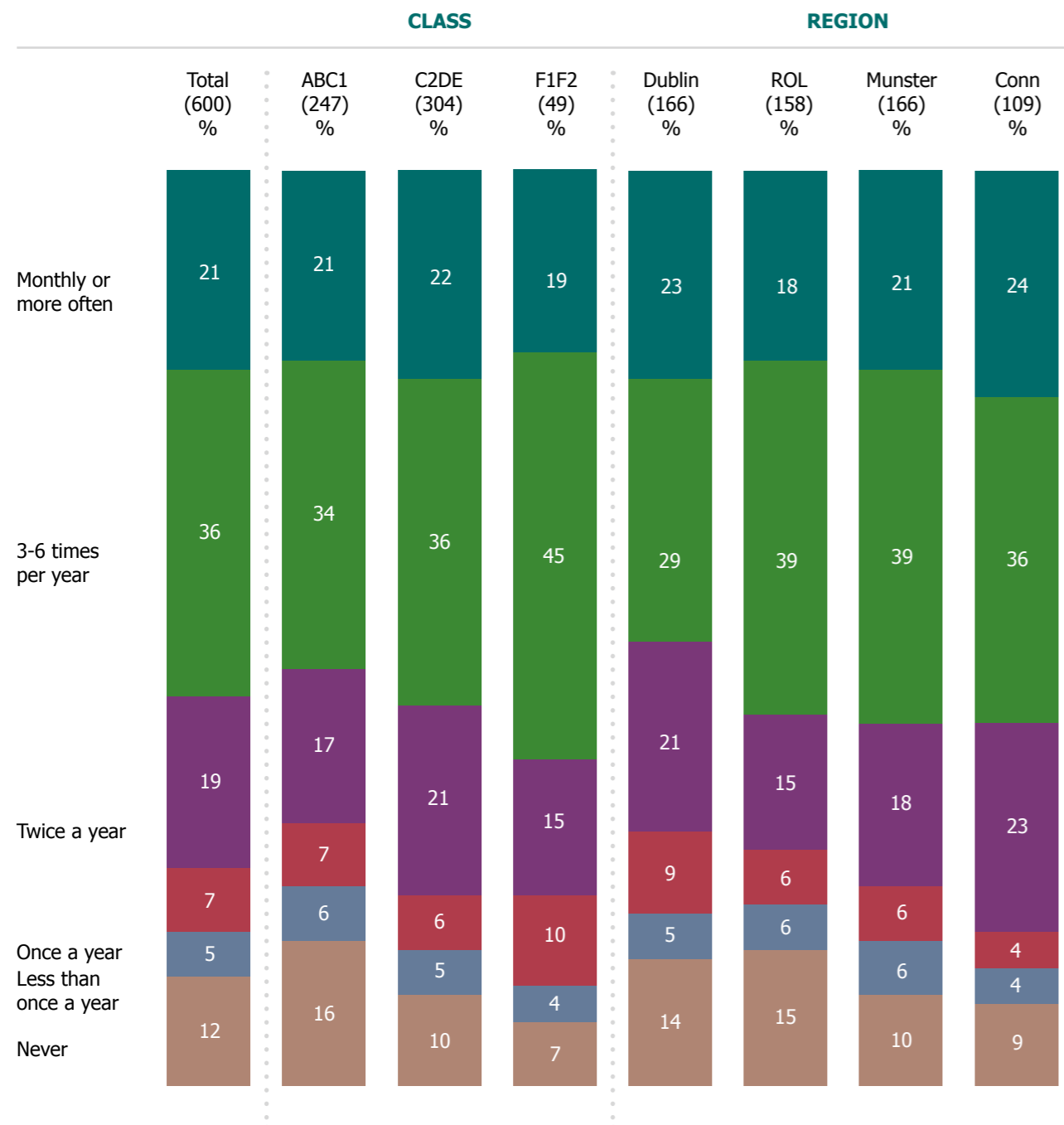
AGE



BASE: ALL HOUSEHOLDS receiving unaddressed items. Source: Ipsos MRBI

FREQUENCY OF RECEIVING CATALOGUES

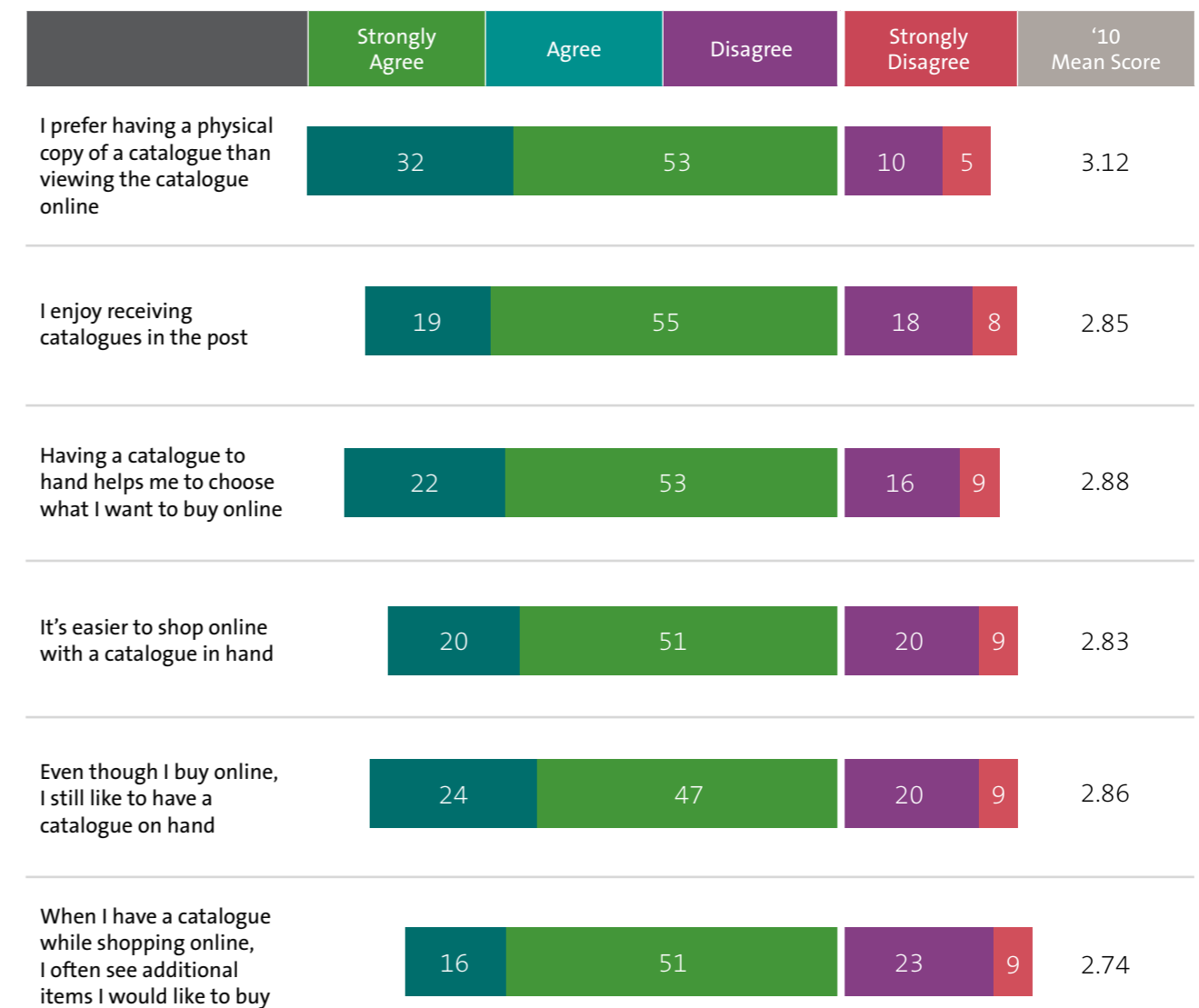
Households with Internet Access



BASE: All HOUSEHOLDS receiving unaddressed items. Source: Ipsos MRBI

PHYSICAL COPY OF CATALOGUE VS. ONLINE SHOPPING

Households with Internet Access



BASE: All HOUSEHOLDS who have access to Internet, excl.'Not applicable'. Source: Ipsos MRBI

PHYSICAL COPY OF CATALOGUE VS. ONLINE SHOPPING

Households with Internet Access

% Agreement	Total %	AGE			
		18-34 %	35-44 %	45-64 %	65+ %
I prefer having a physical copy of a catalogue than viewing the catalogue online	85	79**	85	89	97
I enjoy receiving catalogues in the post	74	72	76	74	83
Having a catalogue to hand helps me to choose what I want to buy online	75	78	80	71	52**
It's easier to shop online with a catalogue in hand	71	69	77	67	79
Even though I buy online, I still like to have a catalogue on hand	71	71	77	68	67
When I have a catalogue while shopping online, I often see additional items I would like to buy	67	68	74	60	62

* Significantly higher than "total" ** Significantly lower than "total"
 BASE 600 HOUSEHOLDS. Source: Ipsos MRBI

PHYSICAL COPY OF CATALOGUE VS. ONLINE SHOPPING

Households with Internet Access

% Agreement	Total %	Class			Region			
		ABC 1 %	C2DE %	F1F2 %	Dublin %	RoL %	Munster %	Conn/Uls %
I prefer having a physical copy of a catalogue than viewing the catalogue online	85	83	85	88	81	85	84	92*
I enjoy receiving catalogues in the post	74	72	77	72	66**	78	78	76
Having a catalogue to hand helps me to choose what I want to buy online	75	76	74	73	69	79	76	80
It's easier to shop online with a catalogue in hand	71	71	70	76	70	69	76	69
Even though I buy online, I still like to have a catalogue on hand	71	71	71	76	70	63	78	74
When I have a catalogue while shopping online, I often see additional items I would like to buy	67	66	67	71	63	69	71	67

* Significantly higher than "total" ** Significantly lower than "total"
 BASE 600 HOUSEHOLDS. Source: Ipsos MRBI