

**For immediate release**

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**Shopping catalogues remain prevalent amongst consumers in the UK retail market**

Recent research from YouGov SixthSense suggests that, despite the popularity of online shopping, the shopping catalogue remains a firm favourite with shoppers as almost a quarter (24%) of UK consumers have ordered an item direct from a company having browsed a printed catalogue in the past 12 months. In the same period, 13% of consumers ordered an item from an agent having browsed a printed catalogue delivered to their home.

The research also reveals that over a quarter (27%) of those who buy from shopping catalogues use three channels to complete their purchase:

- A catalogue to browse
- Online to order
- A store to collect the item from

Almost eight out of ten (77%) internet users who buy from shopping catalogues go on to order catalogue products via the internet for direct home delivery. Meanwhile, over a quarter (27%) have ordered catalogue products over the internet to be delivered to a local store.

Commenting on the findings from the report James McCoy, Research Director for YouGov SixthSense, said 'In a world where online shopping continues to grow unabated, the key issue for retailers still using printed catalogues is whether continued investment in this channel is warranted - retailers have to think in cross-channel as well as multi-channel ways in order to satisfy shopper needs. This report highlights the newly evolved role of the catalogue, moving from its original mail-order purpose to one that sees it act as a catalyst for online sales.'

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**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online.

YouGov SixthSense [Catalogues and Mail Order Shopping](#) report. Total sample size was 2108 UK adults aged 16+ who shop from home. Fieldwork was undertaken 28<sup>th</sup> – 30<sup>th</sup> November 2011.

[Click here to find out more about the Catalogues and Mail Order Shopping report](#)

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**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 280,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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