

# RESEARCH FINDINGS

## NEWSPAPERS DRIVE VEHICLE SALES

### Vehicle Path To Purchase

#### Media That Influence Vehicle Sales

(i.e. score higher than average on influencing vehicle sales)



- ✓ **Print newspapers**
- ✓ **Newspaper websites**
- Auto sales media<sup>A</sup>
- ✓ Other non-auto websites<sup>O</sup>

#### Media That DO NOT Influence Vehicle Sales

(i.e. score lower than average on influencing vehicle sales)



- x TV (station and websites)
- x Radio (station and websites)
- x Social Media<sup>S</sup>
- x Magazines (print and websites)



#### Media That Influence at Each Stage of the Vehicle Path to Purchase

Stage <sup>A</sup>	Site Most Visited~	TOTAL	BY MEDIUM	
		Newspaper Print + Web*	Newspaper Print*	Newspaper Web*
Stage 1	Visit Vehicle Manufacturer site Visit Vehicle Brand site	#1	#1	#4
Stage 2	Visit Vehicle Brand site	#1	#2	#3
Stage 3	Visit Auto Dealer site	#1	#2	#3

<sup>A</sup> Stage 1=First thinks of buying Stage 2=Researching options Stage 3= Ready to Buy  
~ Sites = Vehicle Manufacturer, Brand or Vehicle Dealer \* Out of 11 media

### What Media Drives Dealership Action

#### DEALERSHIPS

What Drives Visits?



**Newspaper (print + web)** triggers Canadians to visit a car dealership more than any other media. Print newspaper outscores everything. Newspaper websites rank third out of eleven media.

#### TEST DRIVES

What Drives Booking?



**Newspaper (print + web)** and other non auto sites<sup>O</sup> tie as top media for triggering a test drive. Print and web newspapers individually are both in the top three out of eleven media.

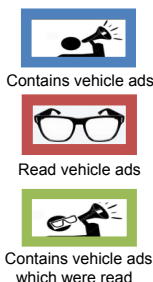
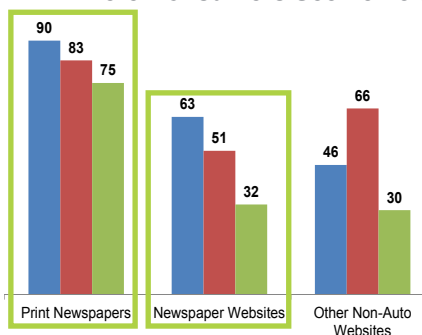
### What Each Media Is Considered Useful/Good For

	Newspapers		TV		Radio		Auto Sales Media <sup>A</sup>	Magazines		Social <sup>S</sup>	Other Non Auto Sites <sup>O</sup>
	Print	Web	Station	Web	Station	Web		Print	Web		
General Information About Vehicles	✓	✓	✓	x	x	x	x	✓	x	x	x
Specific Information About Vehicles	x	✓	x	x	x	x	x	✓	✓	x	✓
Deciding on a Make of Vehicle	✓	✓	x	x	x	x	x	✓	✓	x	✓
Comparing Prices of Vehicles	✓	✓	x	x	x	x	✓	x	x	x	✓
Deciding Where to Buy/Lease from	✓	✓	x	x	x	x	✓	x	x	✓	✓
Total Number of ✓ (more is better)	4	5	1	0	0	0	2	3	2	1	4
Total #1 Rankings	3	1	0	0	0	0	0	1	0	0	0

✓ = media scored better than average on this criteria x = media scored worse than average on this criteria ✓ = Ranked #1 out of all other media

### Vehicle Ads

#### Where Consumers See Vehicle Ads



#### Ways Social Media Are Used

