

NEWSPAPER MEDIA DRIVE VEHICLE SALES



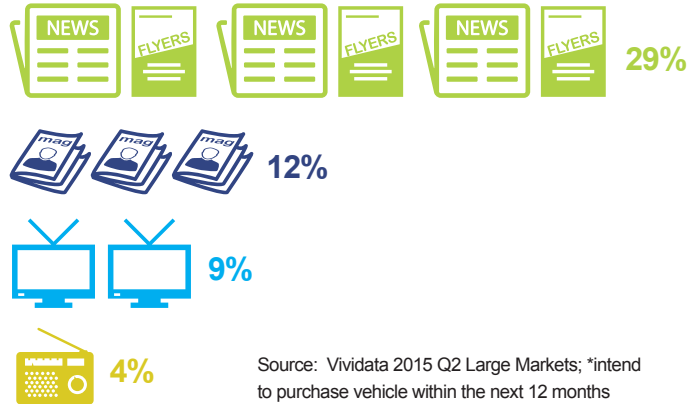
Newspapers top traditional media source to influence Auto Intenders ¹

Vividata research finds that almost a quarter (22%) of Canadians are Auto Intenders (*living in households that expect to purchase a vehicle in the next 12 months*). Auto Intenders skew male, under 35, are parents and have above average household incomes.

And when it comes to influencing this purchase decision, newspapers and flyers (29%) are the top traditional media source, compared to radio (4%), television (9%) and magazines (12%).

Traditional Media Purchase Influence

Canadian Auto Intenders*



Source: Vividata 2015 Q2 Large Markets; *intend to purchase vehicle within the next 12 months

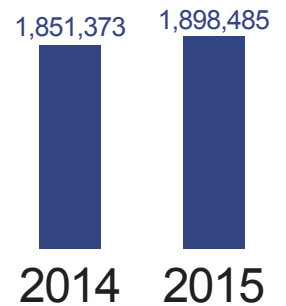
2015 record year for new vehicle sales



According to automotive industry expert, Dennis DesRosiers, 2015 was another record setting year in terms of new vehicle sales and he believes this trend will continue through 2016. Low interest rates and gas prices fueled the market as well as many Canadians who felt the need to upgrade high numbers of aging vehicles.

DesRosiers data reports that light truck sales make up the majority of the 2015 new vehicle market with 62% share and an increase of 8.8% over 2014. April and October 2015 showed the greatest percentage increase over last year, even though May 2015 reported the highest volume sales with 198,000 units sold in a single month.²

Light Vehicle Sales



2015 Light Vehicle Market Share



December data from RBC Economics Research also points to a strong year for car sales in the US as well, with growth predicted for 2016 and 2017. Light vehicle sales for 2015 totaled 17.4 million, slightly exceeding an annual sales record set 15 years ago in the year 2000.³



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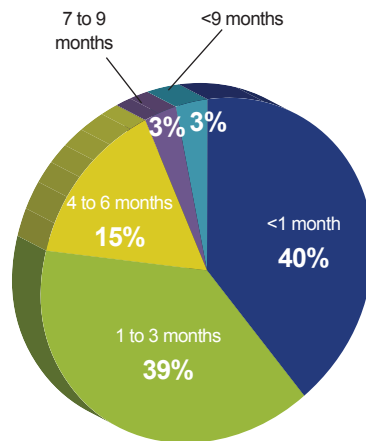


Average Vehicle Buying Process ⁴

2.4 Months

The vehicle purchase cycle, from beginning to end, is on average a two and a half month

process. More than three quarters of new vehicle buyers take less than 3 months to finalize their purchase, from beginning to end.



Newspaper media perform at all buying process stages ⁴

Printed and digital newspapers are the strongest media at all stages of the buying process with the first (thinking about buying) stage demonstrating particular strength.

Out of 11 media, newspapers perform - print newspapers are number one or two at every stage, among Canadians who purchased a new vehicle in the past two years.

STAGE 1

Thinking About Buying



Media That Influence Vehicle Decisions

Newspaper (print + web)

43%

TV (station+web)

24%

Radio (station+web)

9%

Magazine (print+web)

23%

Auto Sales Media*

24%

Social Media^

12%

Other Non-Auto Websites~

28%

STAGE 2

Researching



36%

14%

6%

20%

14%

10%

31%

STAGE 3

Ready to Make Purchase



32%

17%

6%

17%

13%

7%

31%

Sources:

1 - Vividata 2015 Q2 Readership and Product Database

2 - DesRosiers Auto Consultants <http://www.desrosiers.ca/pdfs/sales.pdf>, December 2015

3 - RBC Economics Research December 2015

4 - Newspaper Media Drive Vehicle Sales, Totum Research, November 2014; Canadian adults 18+; New Vehicle Buyers in past 2 years

For further industry information, go to www.newspaperscanada.ca



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