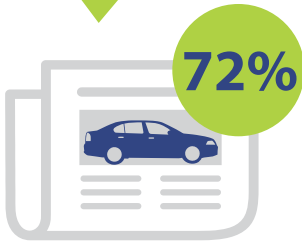
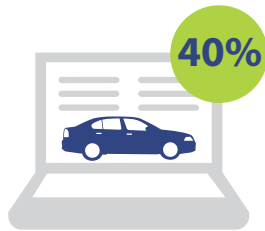


NEWSPAPER MEDIA DRIVE AUTOMOTIVE SALES

NEW CAR BUYERS: BOOMERS



AUTO ADS IN PRINTED NEWSPAPERS



AUTO ADS ON NEWSPAPER WEBSITES



AUTO ADS ON NON-AUTO WEBSITES

Almost three quarters (**72%**) of Boomers are reading the automotive ads in their printed newspapers.

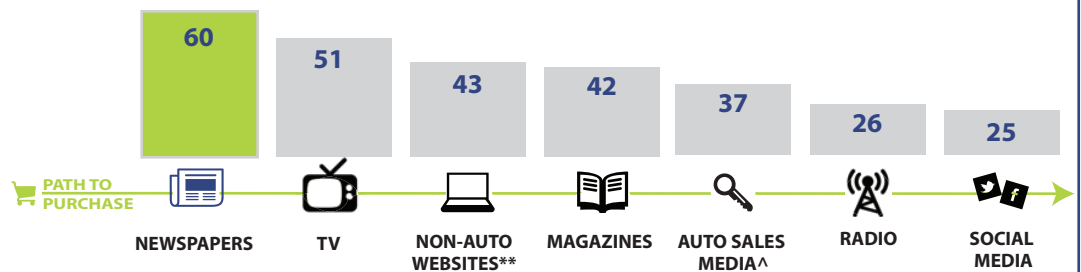
Four in ten Boomers read auto ads in digital newspapers.

MEDIA INFLUENCE IN THE AUTOMOTIVE PATH TO PURCHASE

Media is one of the key drivers of influence during the auto path to purchase.

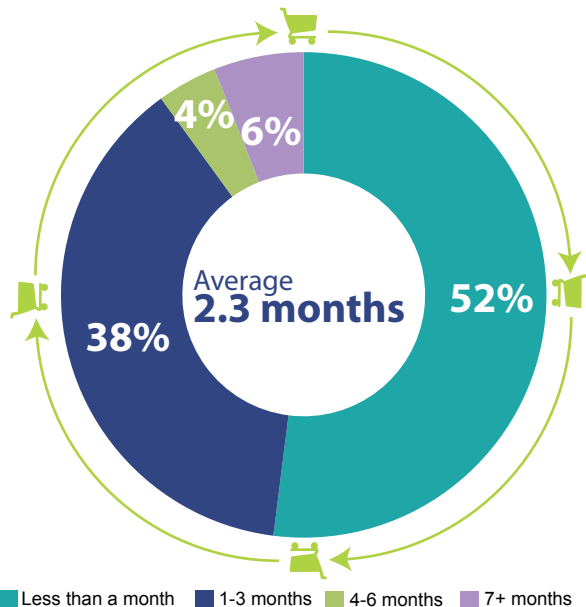
Potential consumers move in and out of the various stages as they navigate their vehicle purchase.

60% of New Car Buyers are influenced by Newspapers.

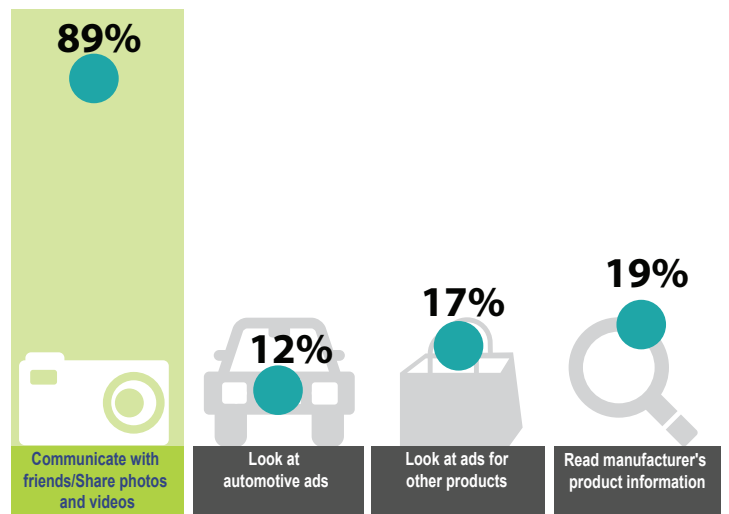


Almost half (47%) of all recent new car buyers* report being influenced by some form of media throughout the process.

AUTOMOTIVE PURCHASE CYCLE



SOCIAL MEDIA USAGE



For more information, go to www.newspaperscanada.ca

Source: Totum Research, February 2016; *in the past 2 years

**Websites excluding Newspaper and Auto Manufacturer, Model and Retailer sites ^Autotrader, Kijiji etc.



NEWSPAPERS CANADA
TRUSTED | CONNECTED | TARGETED

NEWSPAPER MEDIA DRIVE AUTOMOTIVE SALES

NEW CAR BUYERS: BOOMERS

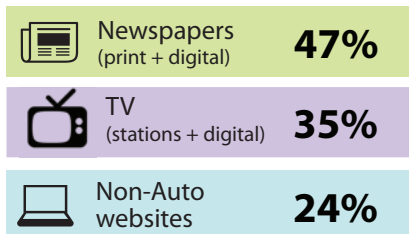


AUTOMOTIVE PATH TO PURCHASE

Consumers navigating the automotive purchase process in today's world are presented with an increasing number of options and media influences.

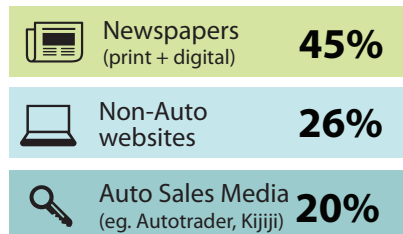
STAGE 1 CONSIDERING VEHICLE PURCHASE/LEASE

In the early stage of the purchase process many potential new car buyers start with a specific brand in mind. Newspapers top the list of media that influence Boomers at this stage.



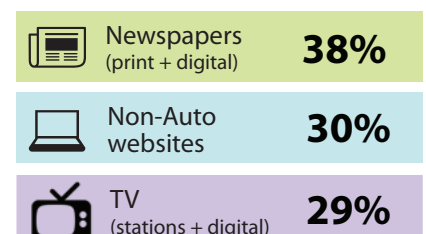
STAGE 2 RESEARCHING OPTIONS

In stage 2 potential new car buyers are doing research into different manufacturers, brands and models. Less than a quarter of shoppers buy the first vehicle they research. Again, newspapers top the list of media that influence Boomers at this stage.

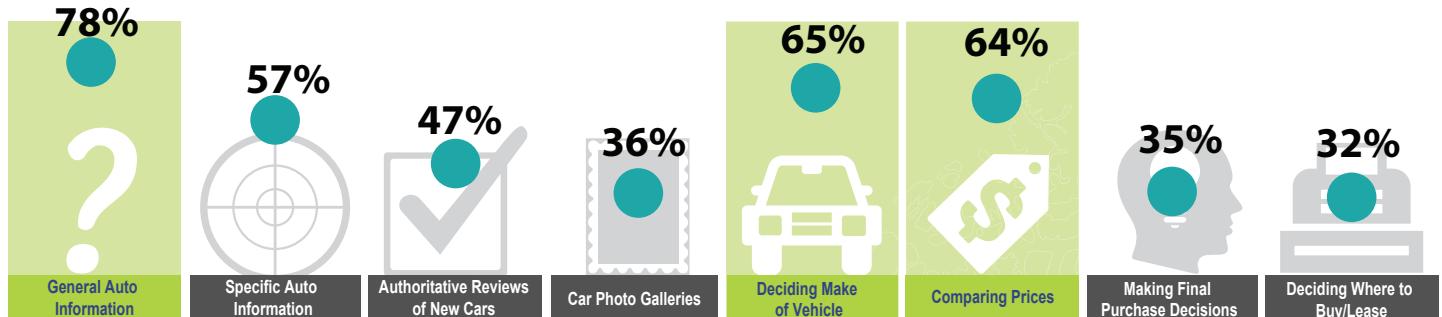


STAGE 3 READY TO MAKE PURCHASE DECISION

In the final stage potential new car buyers are ready to make their purchase. Decisions about financing and dealers need to be made at this stage. Newspapers top the list of media that influence Boomers, followed by Non Auto Websites and TV.



AUTOMOTIVE PURCHASE DECISION MAKING - NEWSPAPERS ARE GOOD FOR ...



METHODOLOGY

Study: Survey of 2,408 Canadian adults online
Supplier: Totum Research/yconic on behalf of Newspapers Canada
Timing: Fieldwork – January/February 2016
Sample: Nationally balanced sample (West, Ontario, Quebec, Atlantic)
Language: English and French
Targets: Age and gender targets were applied to ensure valid representation
Margin of Error: ±2.0% at the 95% confidence level

2,408 CANADIANS SURVEYED
467 BUYERS OF NEW VEHICLES IN PAST 2 YEARS

NATIONALLY REPRESENTATIVE SAMPLE

Men 50%, Women 50%
 18-34: 29%, 35-54: 37%, 55-64: 16%, 65+ 18%
 West 31%, Ontario 39%, Quebec 23%, Atlantic 7%

For more information, go to www.newspaperscanada.ca

