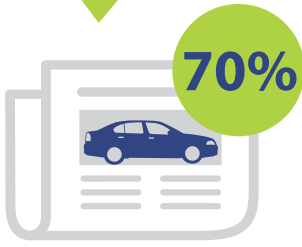
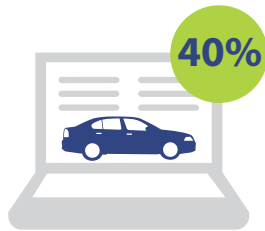


# NEWSPAPER MEDIA DRIVE AUTOMOTIVE SALES NEW CAR BUYERS



**AUTO ADS IN PRINTED NEWSPAPERS**



**AUTO ADS ON NEWSPAPER WEBSITES**



**AUTO ADS ON NON-AUTO WEBSITES**

**Seven out of ten** new car buyers are reading Automotive ads in printed newspapers compared to **16%** reading auto ads on social media.

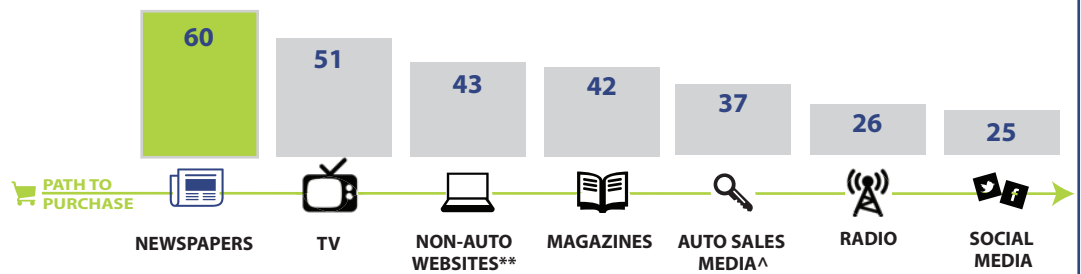
**40%** of new car buyers read auto ads in digital newspapers.

## MEDIA INFLUENCE IN THE AUTOMOTIVE PATH TO PURCHASE

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

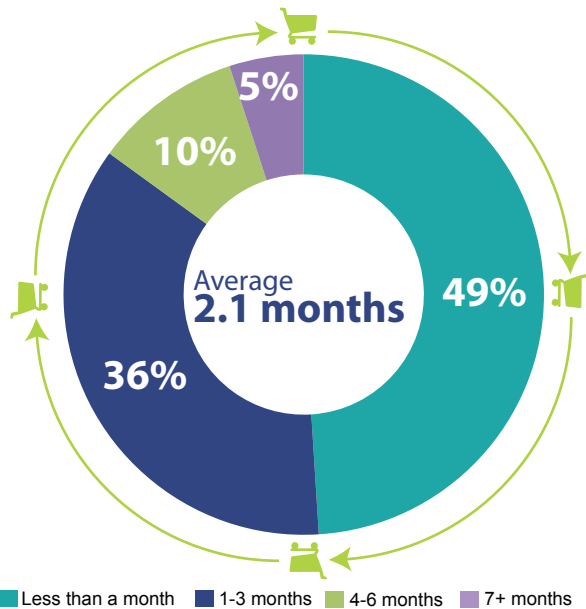
Potential consumers move in and out of the various stages as they navigate their vehicle purchase.

**60%** of New Car Buyers are influenced by Newspapers.

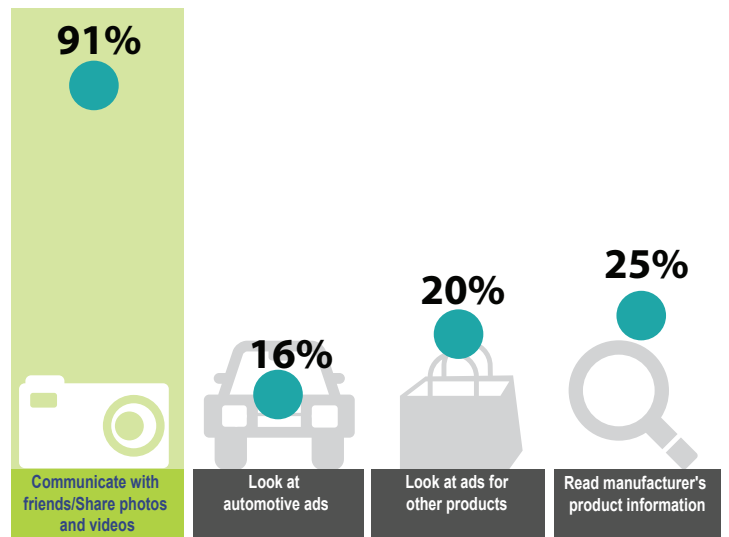


Almost half (47%) of all recent new car buyers\* report being influenced by some form of media throughout the process.

## AUTOMOTIVE PURCHASE CYCLE



## SOCIAL MEDIA USAGE



For more information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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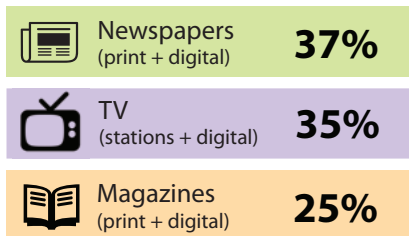


## AUTOMOTIVE PATH TO PURCHASE

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

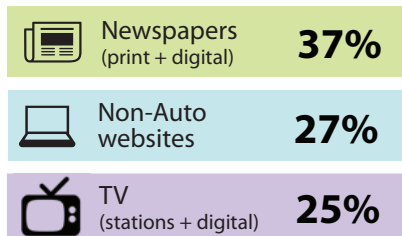
### STAGE 1 CONSIDERING VEHICLE PURCHASE/LEASE

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 New Car Buyers at this stage.



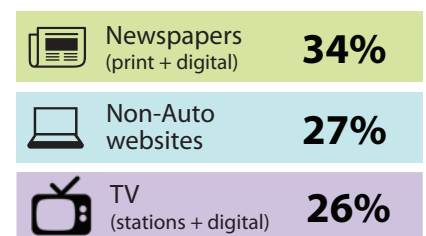
### STAGE 2 RESEARCHING OPTIONS

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 New Car Buyers at this stage.

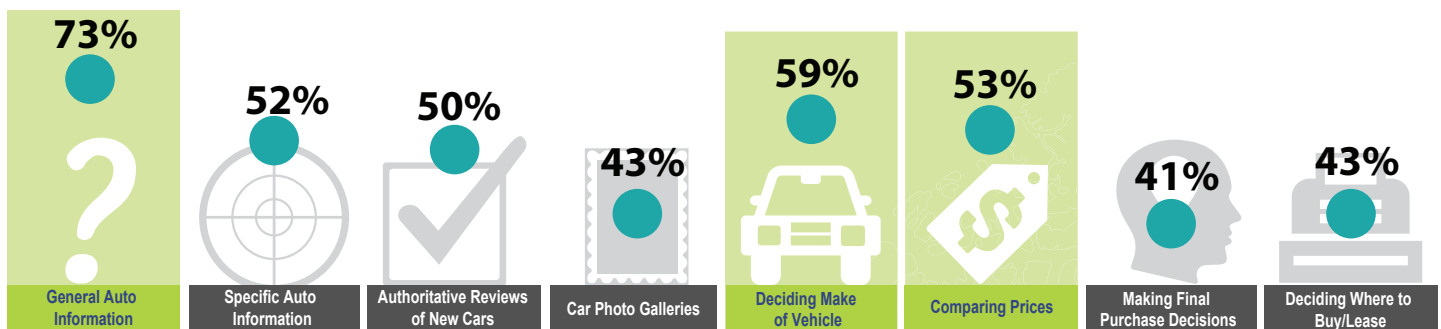


### STAGE 3 READY TO MAKE PURCHASE DECISION

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 New Car Buyers.

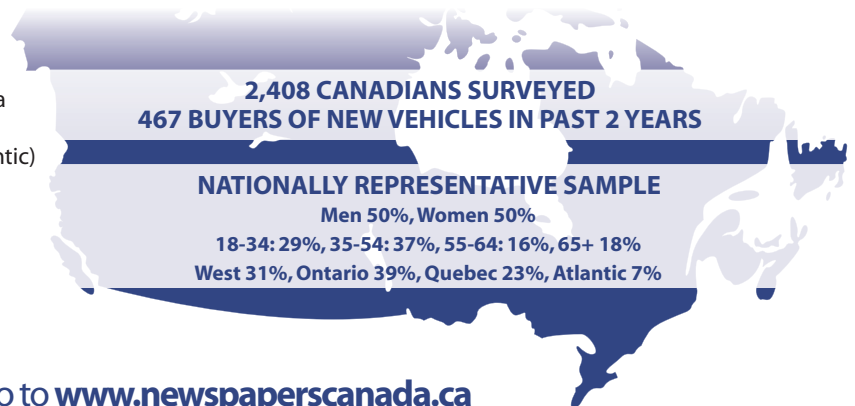


## AUTOMOTIVE PURCHASE DECISION MAKING - NEWSPAPERS ARE GOOD FOR ...



## 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



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