



# Community Newspapers Drive Results *Automotive*

2017



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# Community Newspapers Drive Results

## Automotive

### *Study Objectives*



- Profile new vehicle buyers\*
- Identify new vehicle\* path-to-purchase
- Clarify the role of the Internet
- Analyze media influence at each stage
  - Newspaper and search engine usage
  - Media that drive traffic to automotive websites
- Explore the role of newspapers
  - Multi platform readership
  - Action taken as a result of advertising exposure
  - Readership of automotive advertising



# Study Details

## Study Timing

December 2016

## Online Panel

UThink

## National Scope

78% English / 22% French

## Study Management

Totum Research

## Margin of Error

±2.0% at the 95%  
confidence level



**2,403 Canadians surveyed**  
1,065 printed and/or digital community newspaper readers;  
495 buyers of new vehicles in past 2 years

## Nationally Representative Sample

Men 50%, Women 50%  
18-34: 29%, 35-49: 26%, 50-64: 27%, 65+ 18%  
West 31%, Ontario 39%, Quebec 23%, Atlantic 7%

This project was produced with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage. The content of this study represents the opinions of the authors and does not necessarily represent the policies or the views of the Department of Canadian Heritage or the Government of Canada.



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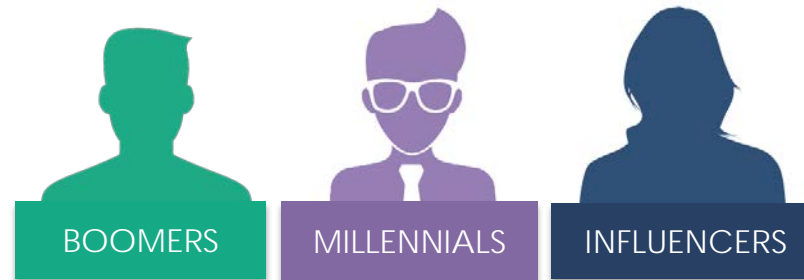
# New Vehicle Buyers\*





# New Vehicle Buyers\*

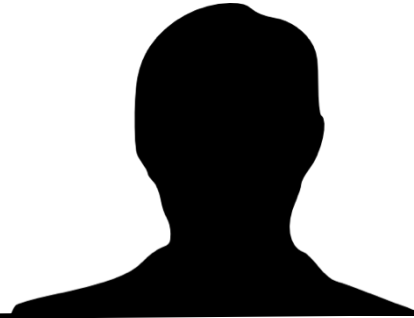
- New Vehicle Buyers\* are found in multiple demographic targets:



- They are surrounded by online and traditional media, every day.
- The Internet is an integral part of every major purchase today.



# Who is the New Vehicle Buyer\*?



**MALE**  
53%



**MARRIED**  
73%



**AGE 35-64**  
53%  
Millennials (24%)  
Boomers (31%)



**EMPLOYED**  
64%  
as well as Retired  
(28%)



**INFLUENCERS**  
47%



**AVERAGE  
HOUSEHOLD  
INCOME**  
\$94,351  
(22% higher  
than average  
Canadian  
adult 18+)

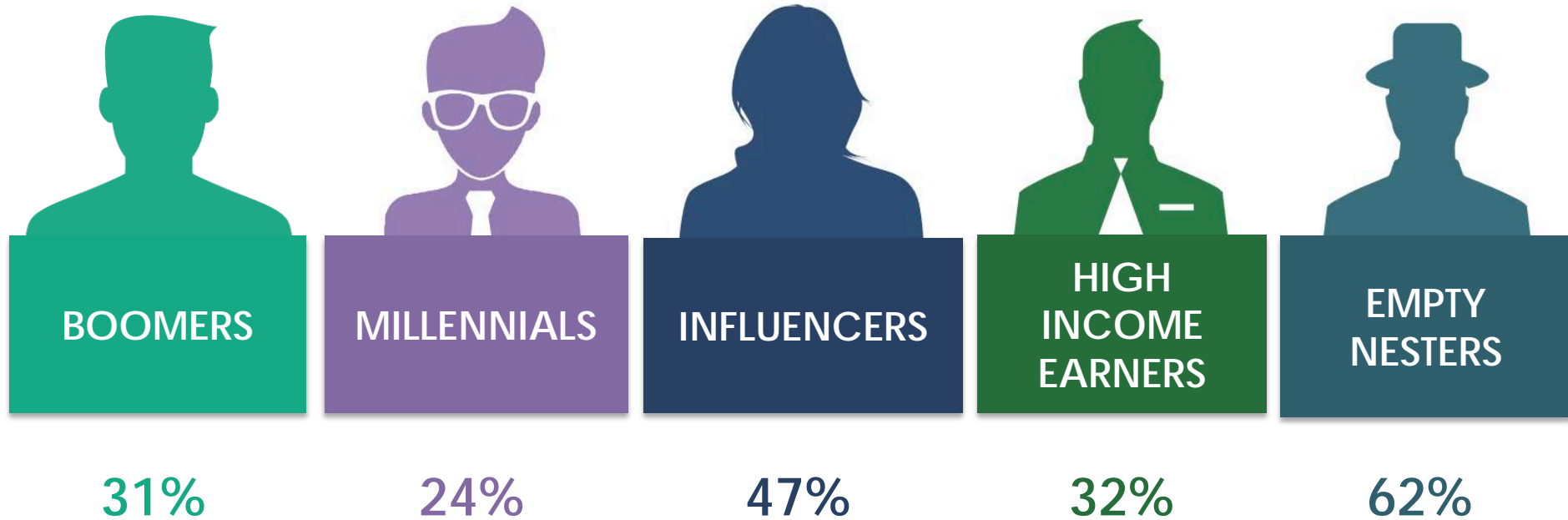


**NO  
CHILDREN IN  
HOUSEHOLD**  
62%

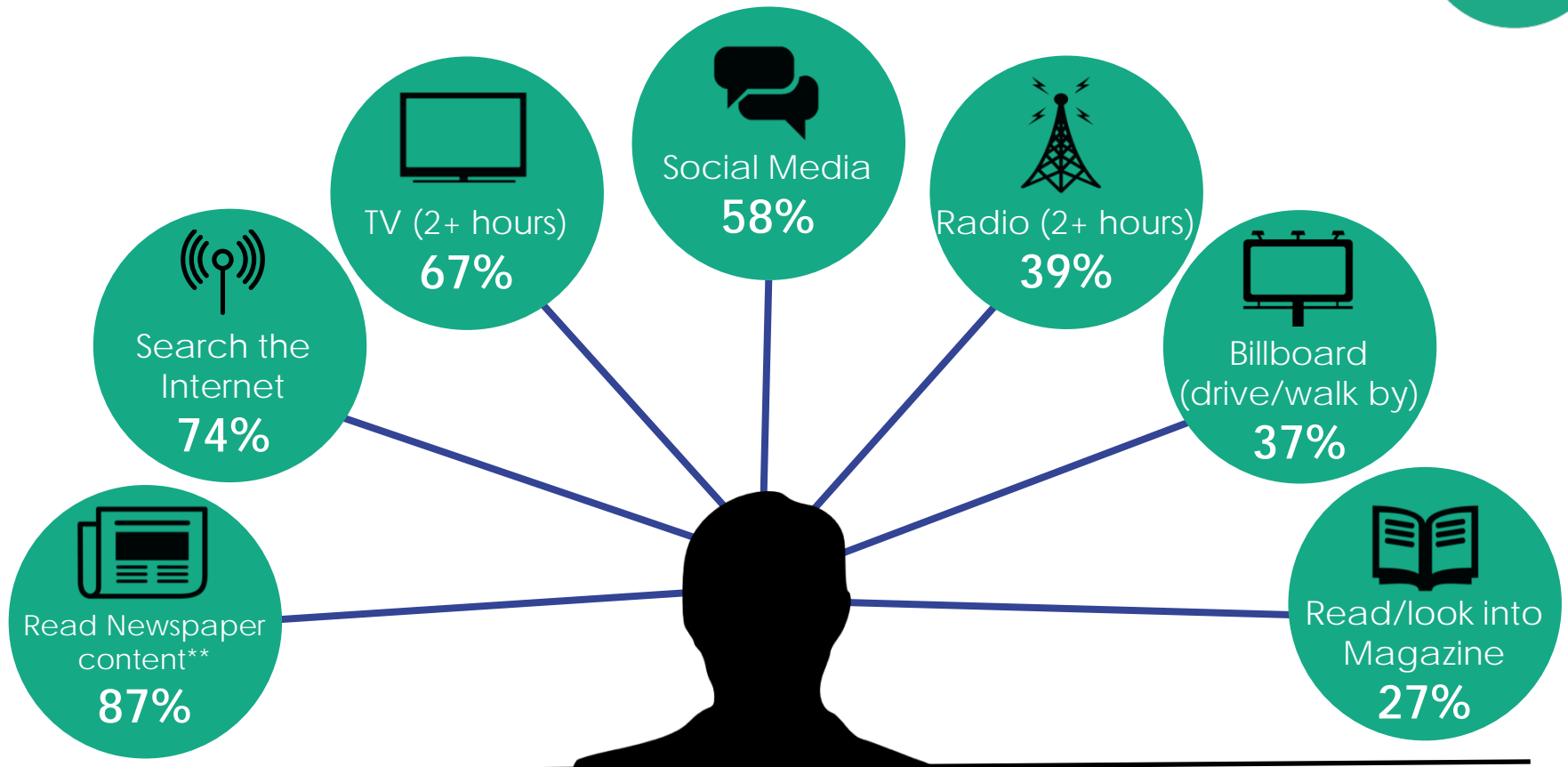


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# New Vehicle Buyers\* are Diverse



# Surrounded by Media Daily



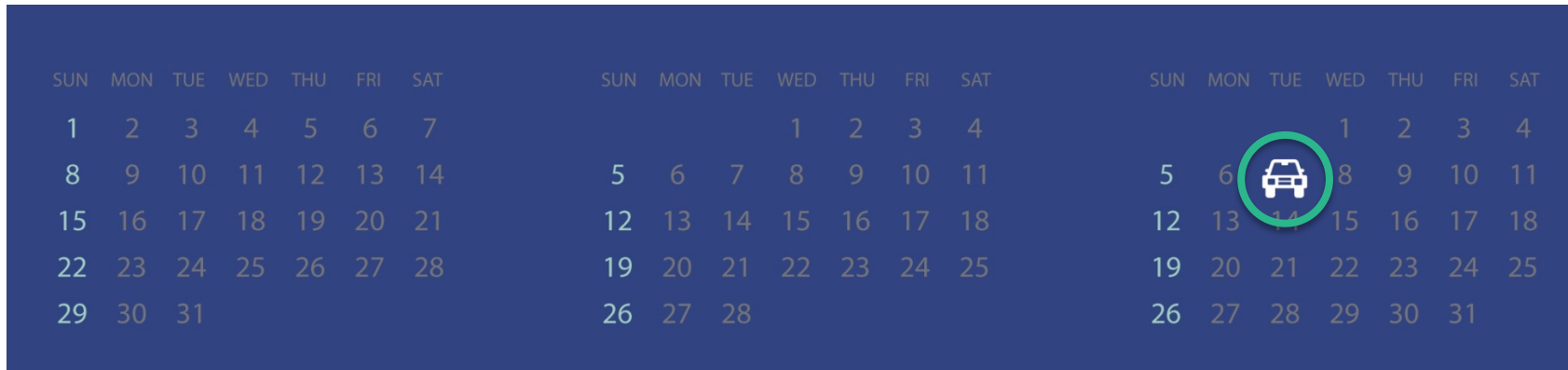




# New Vehicle Path-to-Purchase



# New Vehicle Buyers - Purchase Cycle



New Vehicle Buyers\* are in the market for an average of **2.3 months**

- Less than one month 46%
- 1-3 months 36%

**82%** of New Vehicle Buyers\* are in and **out of the market in less than 3 months**. That is all the time you have to influence them to purchase from you.





# New Vehicle Path-to-Purchase



New Vehicle Buyers\* move through various stages on their path-to-purchase.

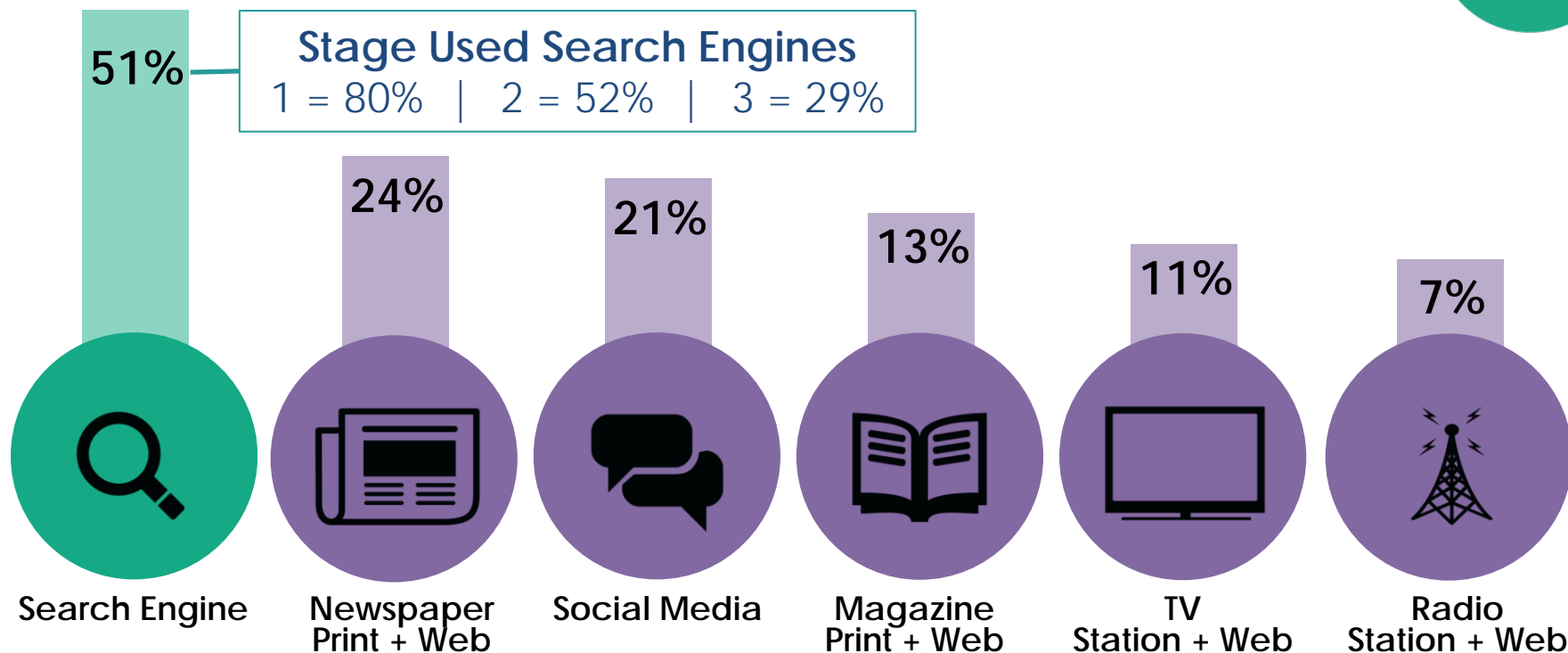




# The Internet and the New Vehicle Path-to-Purchase



# Used to Source Websites at Any Stage



20% don't use the Internet at any stage



# Media Influence and the New Vehicle Path-to-Purchase





# Media Influence



## Media



is communication that reaches large numbers of people, such as television, newspapers, magazines, radio and the internet.



## Influence



is the power to change or affect someone/something or to cause changes without directly forcing them to happen.



## Media Influence

Mass media effects on individual or audience thought, attitudes and behaviour.





# Vehicle Path-to-Purchase



## STAGE 1

Thinking About Buying/Replacing Vehicle







# New Vehicle Path-to-Purchase STAGE 1



Prospects start to notice automotive media and messaging. Important considerations in this stage are branding and general auto information.



**60%** of New Vehicle Buyers\* rate Newspapers useful for general automotive information.





# New Vehicle Path-to-Purchase

## STAGE 1- Internet Use



### Search Engine use is highest in Stage 1



**80%**  
of New Vehicle Buyers\*  
use Search Engines to find  
automotive websites



The majority of this Search  
Engine use is **Google**



**20% don't use the Internet at any stage**





# New Vehicle Path-to-Purchase STAGE 1- Automotive Websites



## Media that drive traffic:



29%  
Newspapers



53%  
visit Automotive  
Manufacturer sites

23% Search Engines  
14% Magazines

39% visit Brand/Model sites  
32% visit Dealer sites

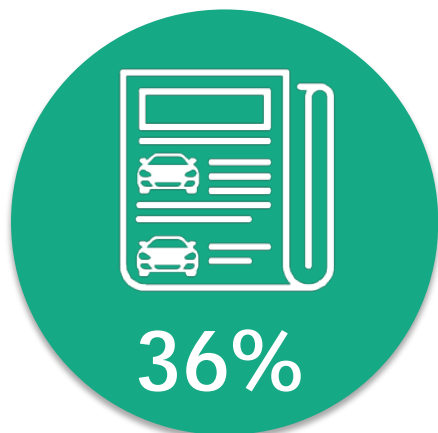


25% of New Vehicle Buyers\* never visit  
automotive websites

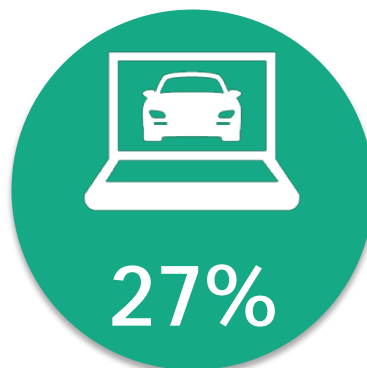




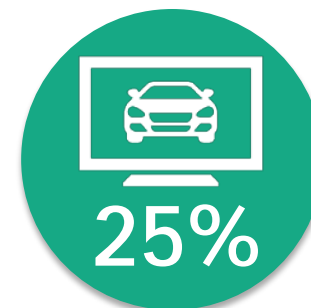
# New Vehicle Path-to-Purchase STAGE 1- Media Influence



**Newspapers**  
(23% Print/17% Digital)



**Websites\***



**Television**  
(19% Stations/8% Digital)

**Magazines 19%** (10% Print/10% Digital)

**Autotrader/Kijiji 18%**

**Social Media 16%**

**Radio 10%** (7% Stations/2% Digital)



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# Vehicle Path-to-Purchase





# New Vehicle Path-to-Purchase STAGE 2



Potential buyers research manufacturers/brands/ models, read reviews and evaluate features. Less than a quarter will buy the first vehicle researched.



**Half** of New Vehicle Buyers\* use newspapers to find special pricing/financing offers (54%) and specific information on manufacturers/models (49%).



**Four of ten** find newspapers useful for reviews, deciding the model and finding photos.





# New Vehicle Path-to-Purchase STAGE 2- Internet Use



## Search Engine use drops in Stage 2



**52%**  
of New Vehicle Buyers\*  
use Search Engines to find  
automotive websites



**20% don't use the Internet at any stage**





# New Vehicle Path-to-Purchase STAGE 2- Automotive Websites



## Media that drive traffic:



29%  
Newspapers



40%  
visit Brand/Model  
Sites

27% Search Engines  
22% Magazines

30% visit Automotive Manufacturer Sites  
30% visit Dealer sites



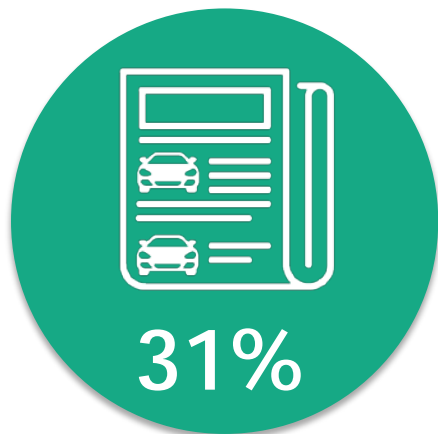
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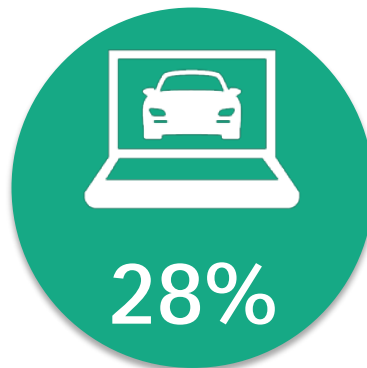




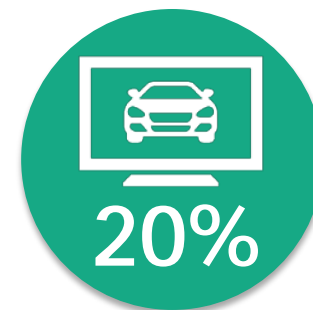
# New Vehicle Path-to-Purchase STAGE 2- Media Influence



**Newspapers**  
(19% Print/16% Digital)



**Websites\***



**Television**  
(14% Stations/9% Digital)

**Magazines 15% (9% Print/8% Digital)**

**Autotrader/Kijiji 15%**

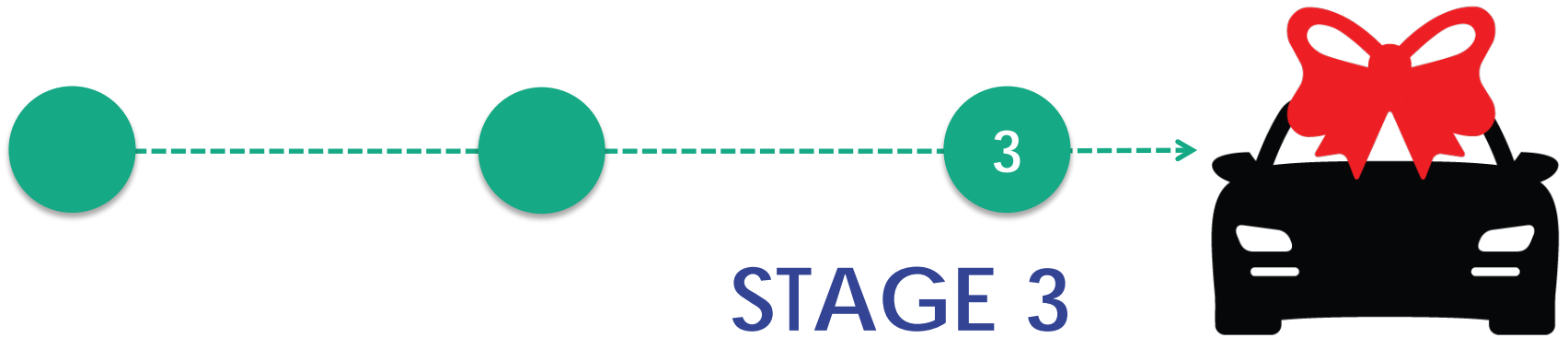
**Social Media 14%**

**Radio 6% (4% Stations/2% Digital)**



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# Vehicle Path-to-Purchase



## STAGE 3

Ready to Make  
Purchase Decision





# New Vehicle Path-to-Purchase

## STAGE 3



After researching options prospects are ready to make their purchase decision. Consumers are looking for pricing, special offers and where to buy their vehicle.



**Half of New Vehicle Buyers\* use newspapers for comparing prices (55%) and deciding where to buy/lease from (46%).**



**Four in ten (38%) find newspapers useful in the final purchase decision.**



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# New Vehicle Path-to-Purchase STAGE 3- Internet Use



## Search Engine use lowest in Stage 3



**29%**  
of New Vehicle Buyers\* use  
Search Engines to find  
automotive websites



**20% don't use the Internet at any stage**



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# New Vehicle Path-to-Purchase STAGE 3- Automotive Websites

## Media that drive traffic:



24%  
Newspapers



34%  
visit Dealer sites

24% Search Engines  
16% Television

22% visit Brand/Model sites  
18% visit Automotive Manufacturer Sites



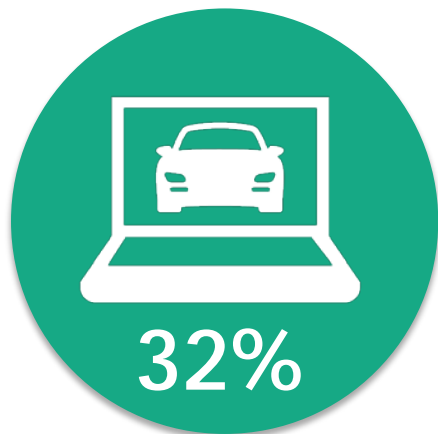
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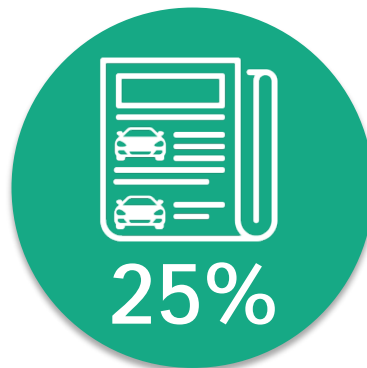


# New Vehicle Path-to-Purchase

## STAGE 3- Media Influence

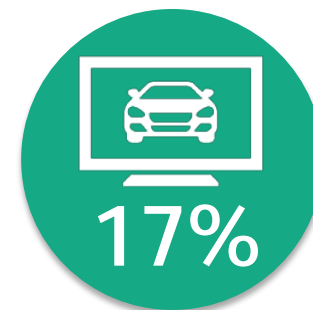


**Websites\***



**Newspapers**

(14% Print/13% Digital)



**Television**

(13% Stations/5% Digital)

**Social Media** 15%

**Magazines** 12% (6% Print/8% Digital)

**Autotrader/Kijiji** 12%

**Radio** 7% (5% Stations/2% Digital)



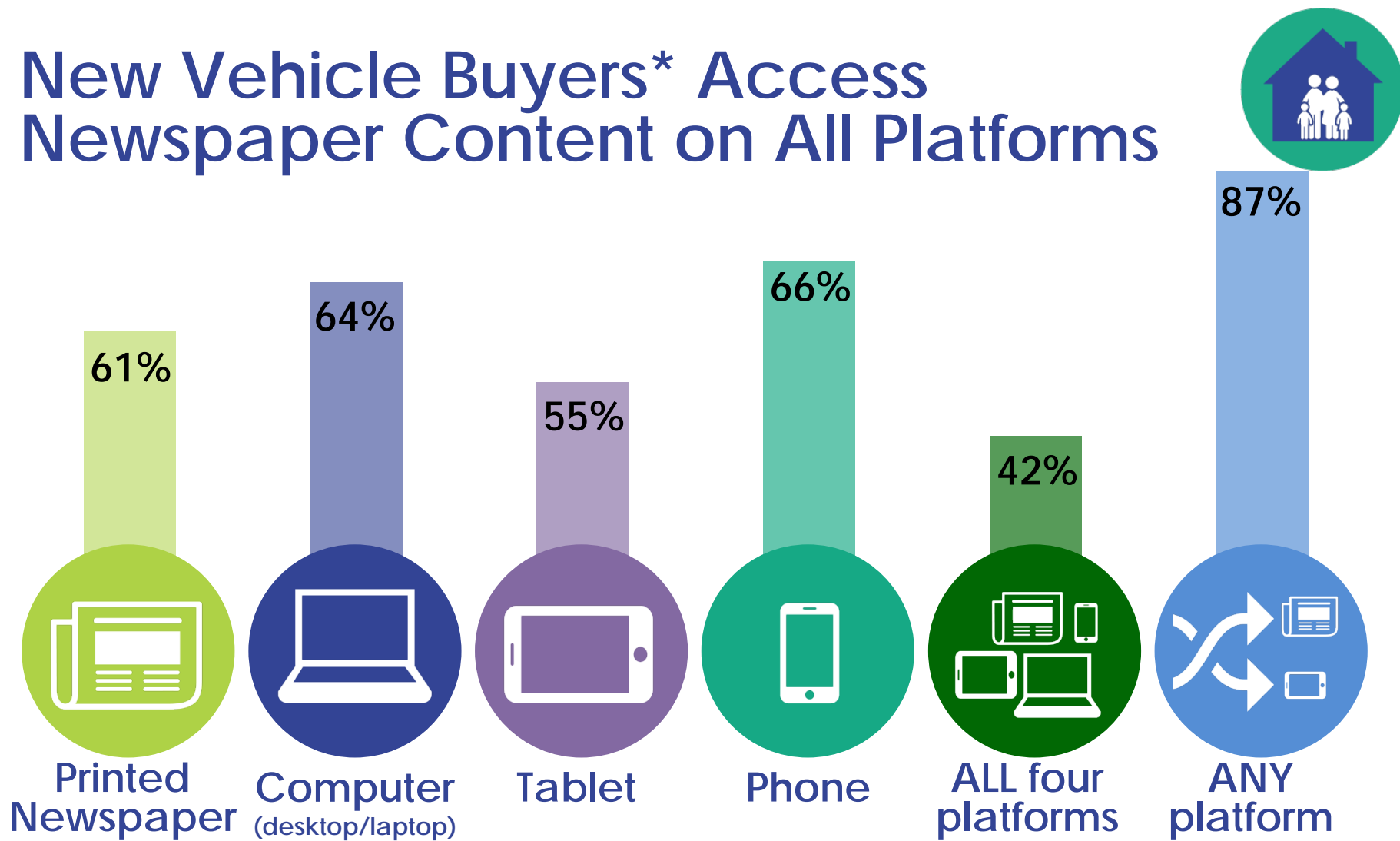
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# Newspapers and the New Vehicle Path-to-Purchase



# New Vehicle Buyers\* Access Newspaper Content on All Platforms



Printed Newspaper

Computer (desktop/laptop)

Tablet

Phone

ALL four platforms

ANY platform





# Action Taken



## Community newspaper readers respond to advertising with action.

- 82% became aware of a product, service or sale.
- 75% visited a store in-person or online.



## Readers who are New Vehicle Buyers\* index above average for:

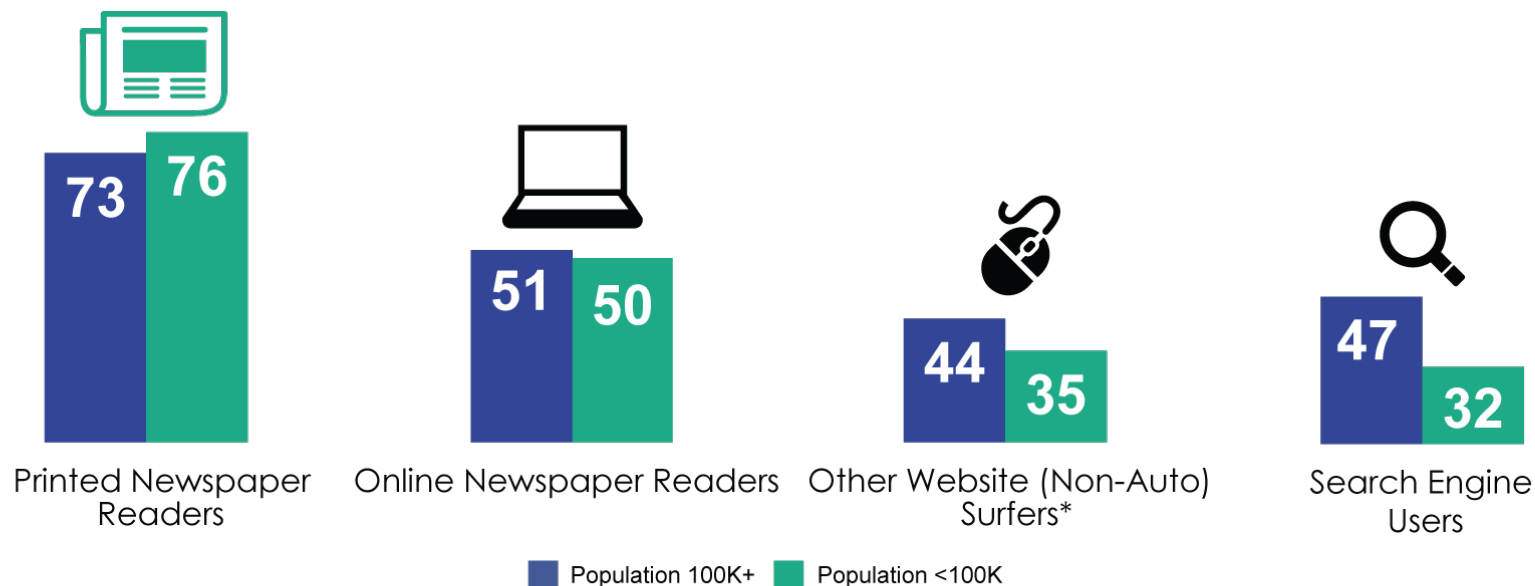
- Buying a product or service (113)
- Looking for more offline information (112)



# Vehicle Ads in Newspapers are Read



**3 OF 4 PRINTED COMMUNITY NEWSPAPER READERS NOTICE THE VEHICLE ADS IN THEIR PAPER**



■ Population 100K+ ■ Population <100K

# Community Newspapers Drive Results for Vehicle Sales



Printed community newspaper readers notice vehicle advertising in their papers.

- Newspapers and their websites are influential media at all 3 stages of the automotive purchase cycle;
- Community newspaper readers respond to advertising with action; and
- Readers who are New Vehicle Buyers\* index above average for buying a product or service.



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