

# COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 AUTOMOTIVE PATH-TO-PURCHASE



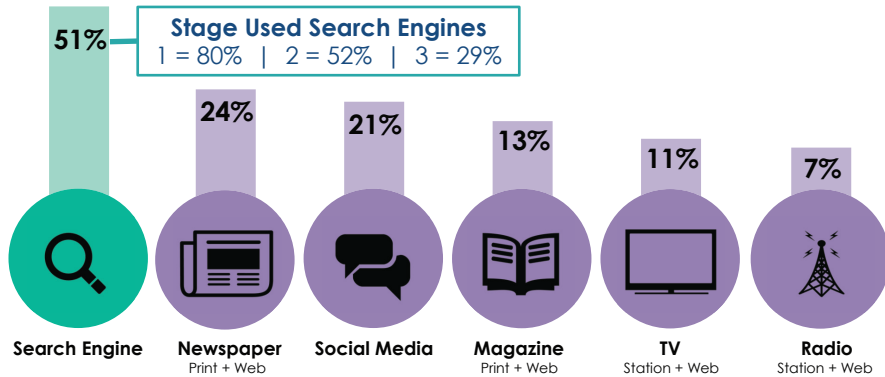
New Vehicle Buyers<sup>^</sup> are in the market for an average of **2.3 months**.



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

## USED TO SOURCE WEBSITES AT ANY STAGE

Search Engines dominate in leading new car buyers to appropriate websites, but newspapers are used by a quarter of new car buyers<sup>^</sup>



## ACTION TAKEN



**Community newspaper readers respond to advertising with action:**

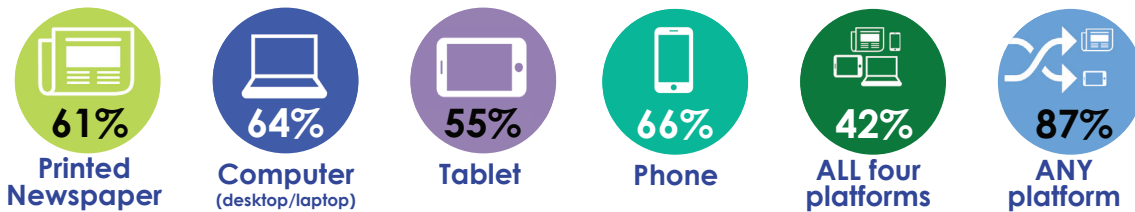
- 82% became aware of a product, service or sale
- 75% visited a store in-person or online



**Readers who are New Vehicle Buyers<sup>^</sup> index above average for:**

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

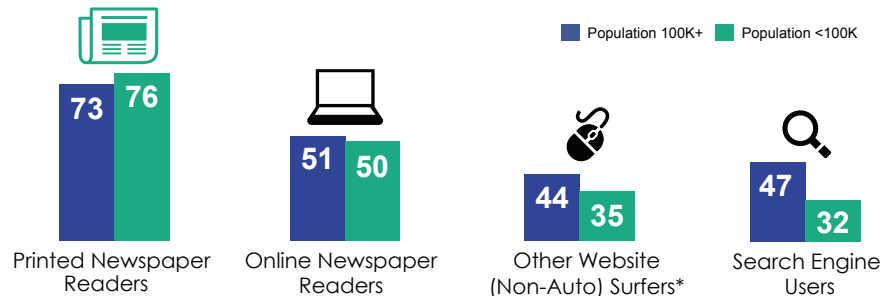
## NEW VEHICLE BUYERS<sup>^</sup> ACCESS NEWSPAPER CONTENT ACROSS ALL PLATFORMS



## VEHICLE ADS IN NEWSPAPERS ARE READ



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



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

# COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 AUTOMOTIVE PATH-TO-PURCHASE

## NEW VEHICLE PATH-TO-PURCHASE

New Vehicle Buyers<sup>^</sup> move through various stages on their path-to-purchase.

### 1 THINKING ABOUT BUYING / REPLACING VEHICLE

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



**60%** of New Vehicle Buyers<sup>^</sup> rate Newspapers useful for general automotive information.



**Search Engine use is highest in Stage 1** - The majority of this Search Engine use is Google.



**80%** of New Vehicle Buyers<sup>^</sup> use Search Engines to find automotive websites.

### 2 RESEARCHING OPTIONS

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<sup>^</sup> use newspapers to find special pricing/ financing offers (54%).



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



**52%** of New Vehicle Buyers<sup>^</sup> use Search Engines to find automotive websites.

### 3 READY TO MAKE PURCHASE DECISION

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<sup>^</sup> use newspapers for comparing prices (55%).



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



**29%** of New Vehicle Buyers<sup>^</sup> use Search Engines to find automotive websites.

## MEDIA THAT DRIVE TRAFFIC TO AUTOMOTIVE WEBSITES



**29%**  
Newspapers



**53%**  
visit Automotive  
Manufacturer sites



**29%**  
Newspapers



**40%**  
visit Brand/  
Model Sites



**24%**  
Newspapers

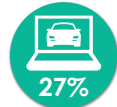


**34%**  
visit Dealer sites

## MEDIA INFLUENCE = MASS MEDIA EFFECTS ON INDIVIDUAL OR AUDIENCE THOUGHT, ATTITUDES AND BEHAVIOUR.



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



**Websites\*\***



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



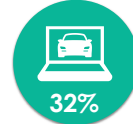
**Newspapers**  
(19% Print/16% Digital)



**Websites\*\***



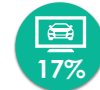
**Television**  
(14% Stations/9% Digital)



**Websites\*\***



**Newspapers**  
(14% Print/13% Digital)



**Television**  
(13% Stations/5% Digital)



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



**25%** of New Vehicle Buyers never visit automotive websites (manufacturer, brand/model, dealer)

## 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



Canadian  
Heritage

Patrimoine  
canadien

**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%

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

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.

Source: Community Newspapers Drive Results 2017, Totum Research

<sup>^</sup> past 2 years

\*\* Websites other than Media/Auto



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