

Newspaper Media Drive Vehicle Sales

2017



www.newsmediacanada.ca

Newspaper Media Drive Vehicle Sales

2017

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

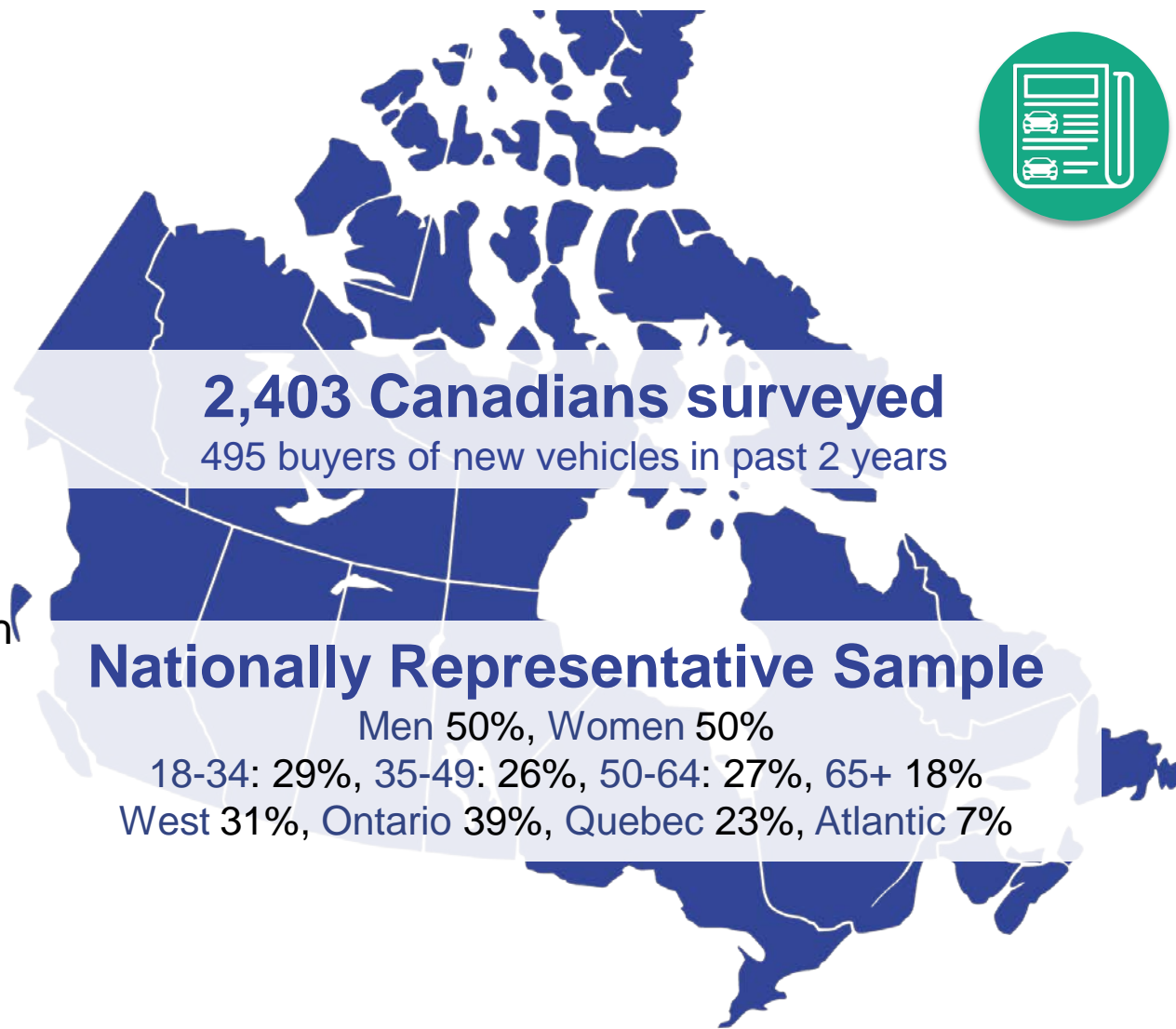
78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95%
confidence level



2,403 Canadians surveyed

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%



News Media Canada

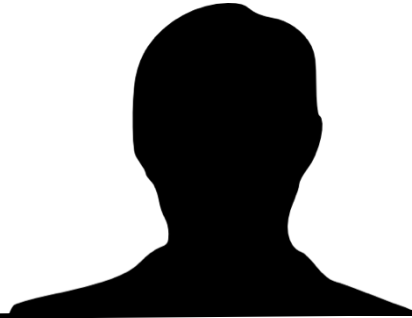
Médias d'Info Canada



New Vehicle Buyers*



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%



News Media Canada
Médias d'Info Canada



New Vehicle Buyers*

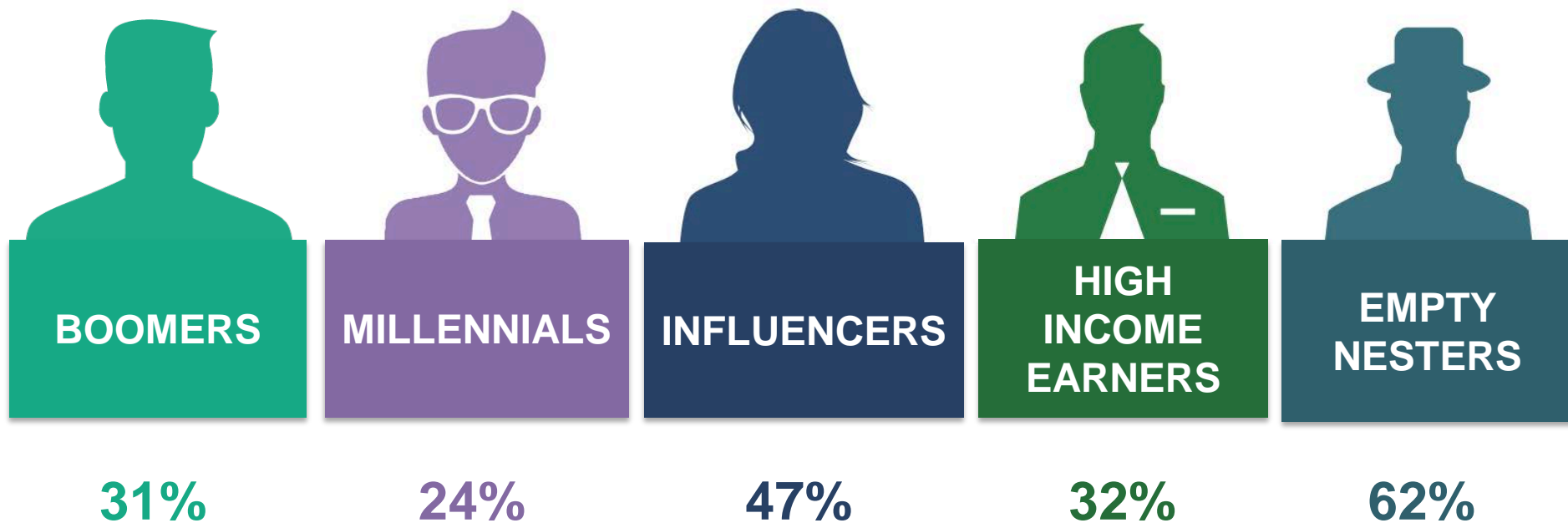
- New Vehicle Buyers* are found in multiple demographic targets:



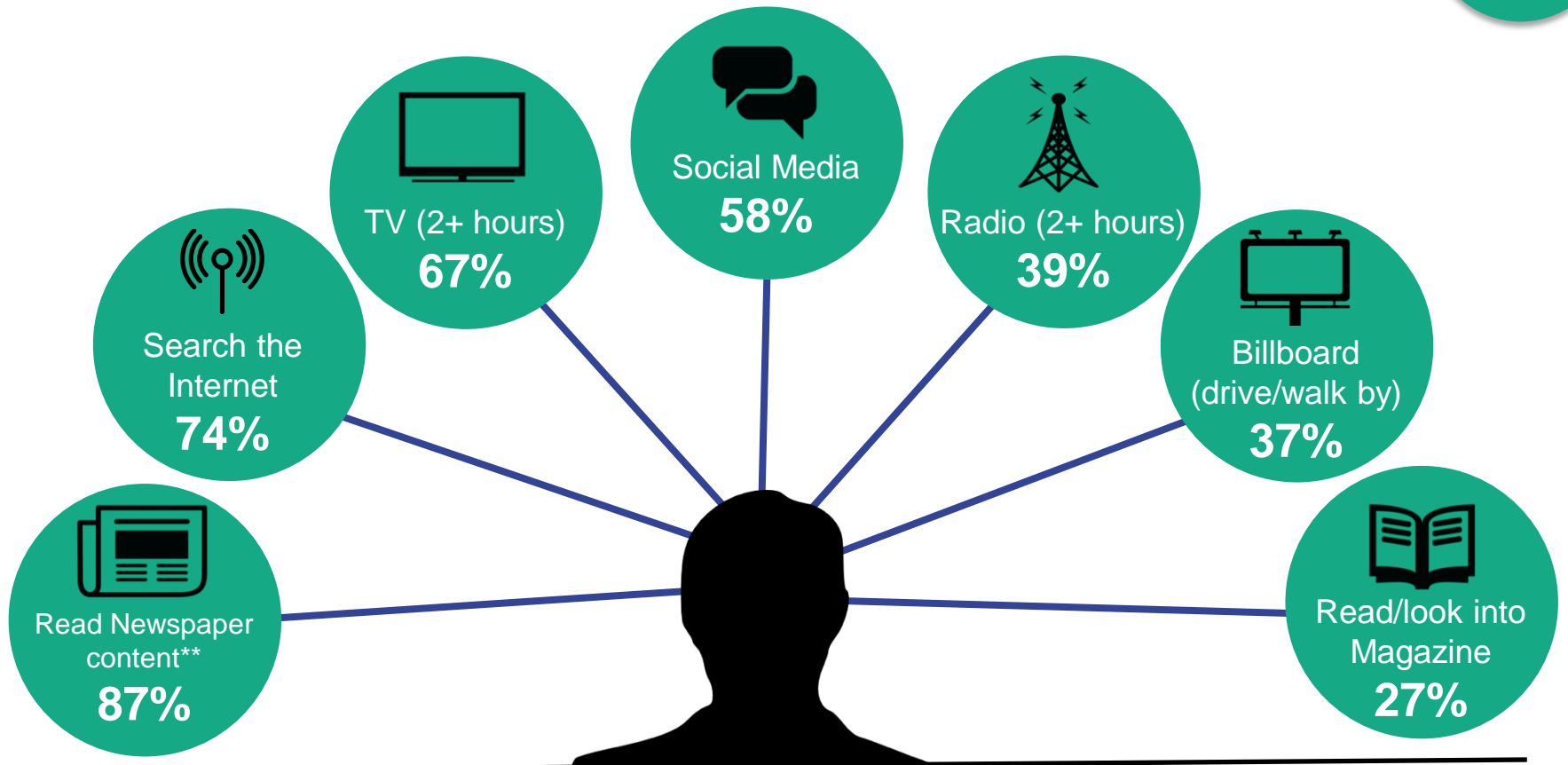
- They are surrounded by online and traditional media, every day.
- The Internet is an integral part of every major purchase today.



New Vehicle Buyers* are Diverse



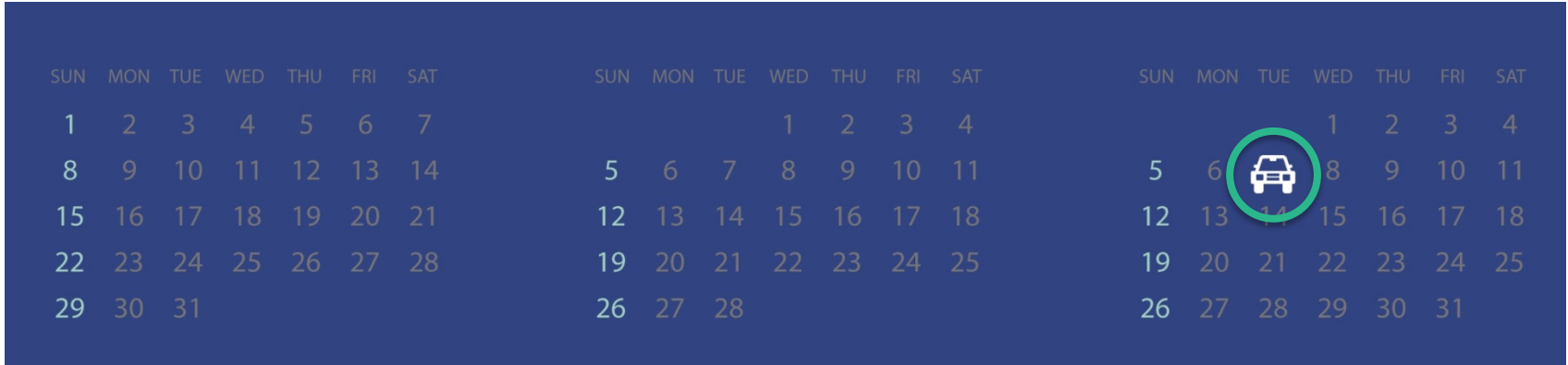
Surrounded by Media Daily





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



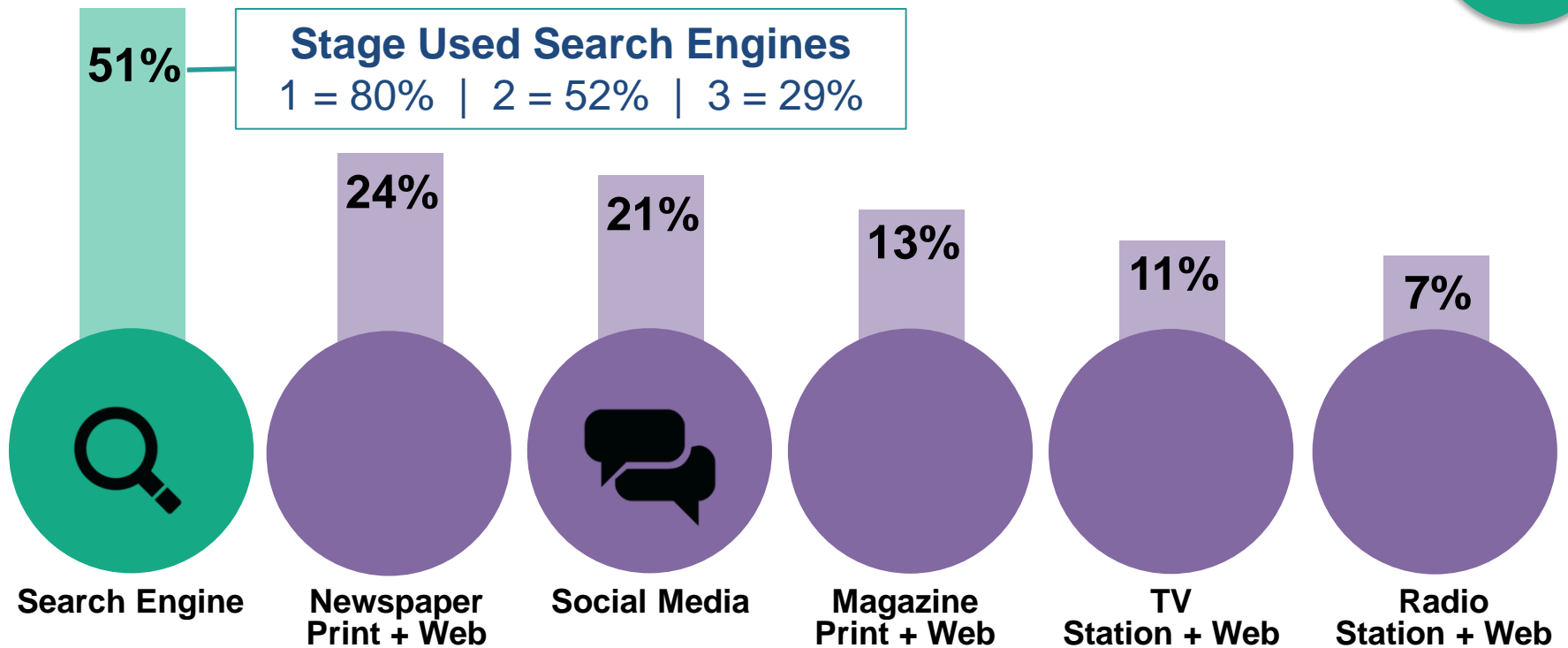
New Vehicle Buyers* move through various stages on their path-to-purchase.





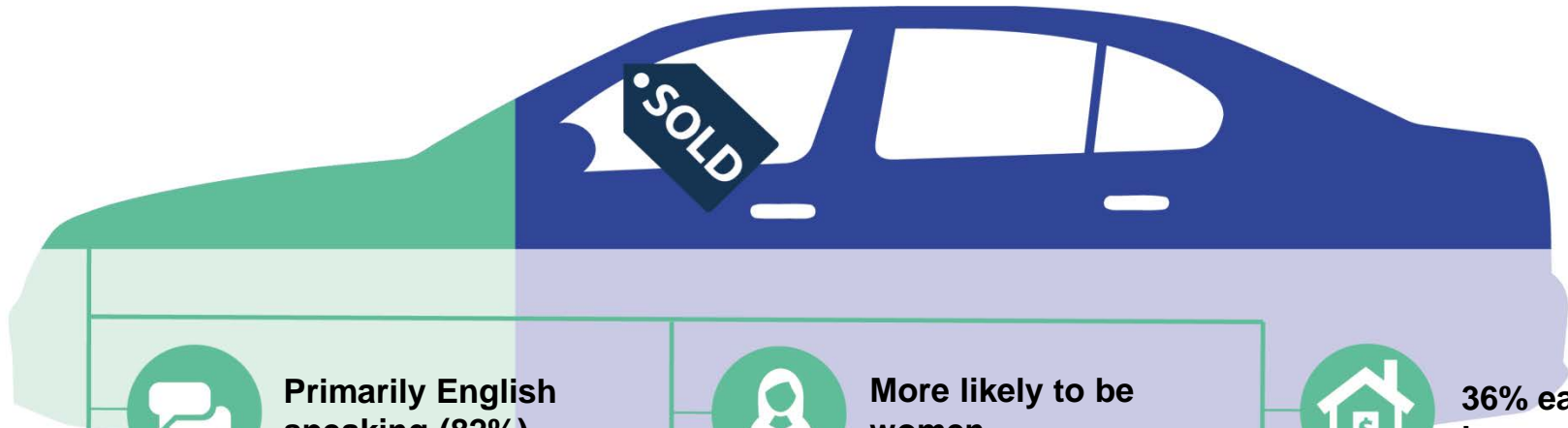
The Internet and the New Vehicle Path-to-Purchase

Used to Source Websites at Any Stage



20% don't use the Internet at any stage

20% of New Vehicle Buyers do not Use the Internet at any Stage



Primarily English speaking (82%)



More likely to live in Ontario (141 index)



Half live in communities <400,000 population



More likely to be women



87% are 35+ years old
- 31% are Boomers
- 51% are age 35-64



76% have no children in the household



36% earn household income \$100K+



33% are Retired



News Media Canada
Médias d'Info Canada



Media Influence and the New Vehicle Path-to-Purchase



News Media Canada
Médias d'Info Canada

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

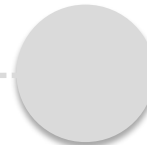
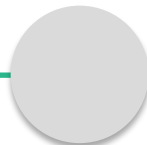
Mass media effects on individual or audience thought, attitudes and behaviour.



Vehicle Path-to-Purchase



1



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

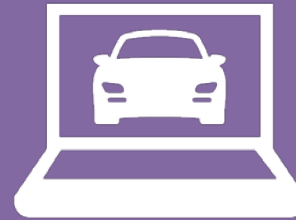
STAGE 1- Automotive Websites



Media that drive traffic:



29%
Newspapers



53%
visit Automotive
Manufacturer sites

23% Search Engines
14% Magazines

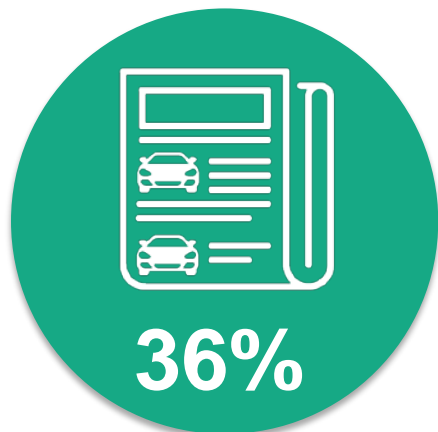
39% visit Brand/Model sites
32% visit Dealer sites



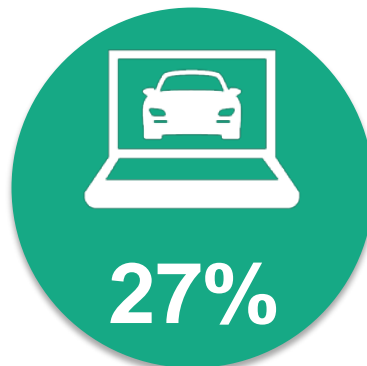
25% of New Vehicle Buyers* never visit
automotive websites

New Vehicle Path-to-Purchase

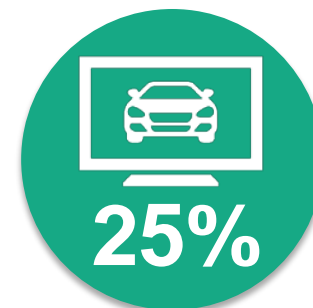
STAGE 1- Media Influence



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)

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



News Media Canada
Médias d'Info Canada

New Vehicle Path-to-Purchase

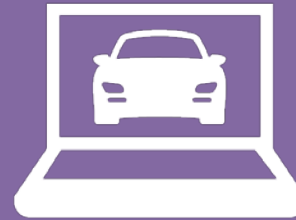
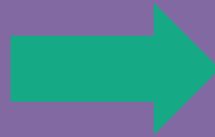
STAGE 2- Automotive Websites



Media that drive traffic:



29%
Newspapers



40%
visit Brand/Model
Sites

27% Search Engines
22% Magazines

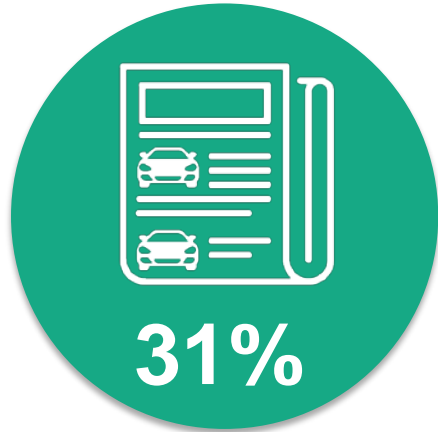
30% visit Automotive Manufacturer Sites
30% visit Dealer sites



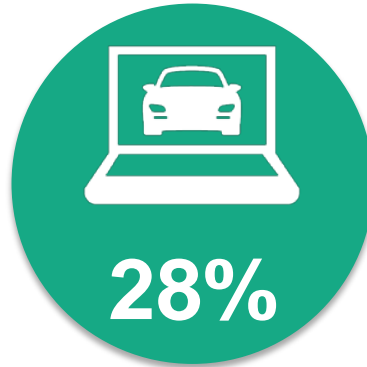
25% of New Vehicle Buyers* never visit
automotive websites

New Vehicle Path-to-Purchase

STAGE 2- Media Influence



Newspapers
(19% Print/16% Digital)



Websites*



Television
(14% Stations/9% Digital)

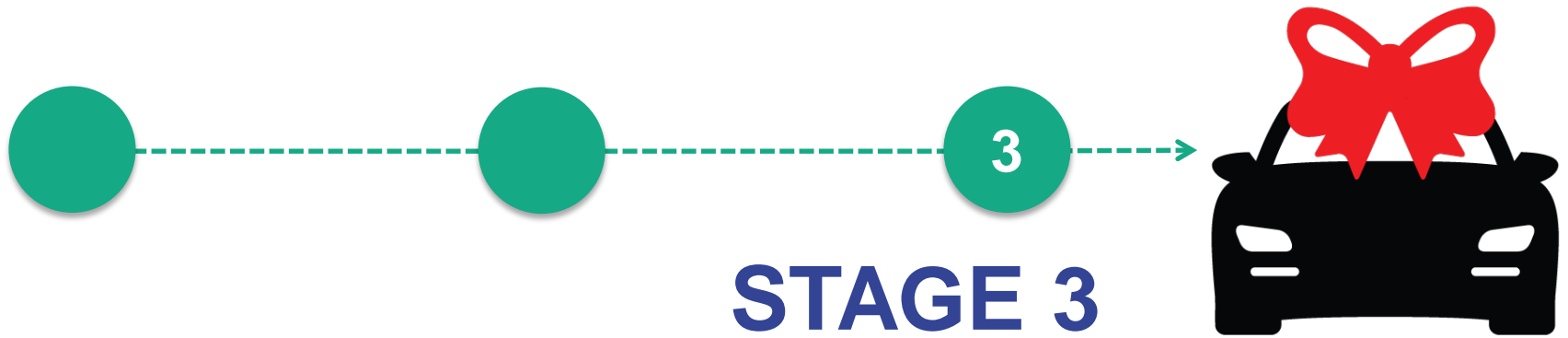
Magazines 15% (9% Print/8% Digital)

Autotrader/Kijiji 15%

Social Media 14%

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

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.



News Media Canada
Médias d'Info Canada

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



New Vehicle Path-to-Purchase

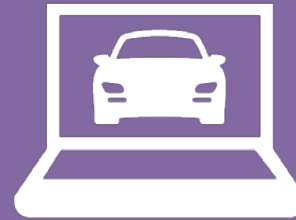
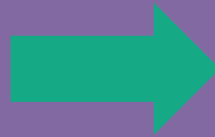
STAGE 3- Automotive Websites



Media that drive traffic:



24%
Newspapers



34%
visit Dealer sites

24% Search Engines
16% Television

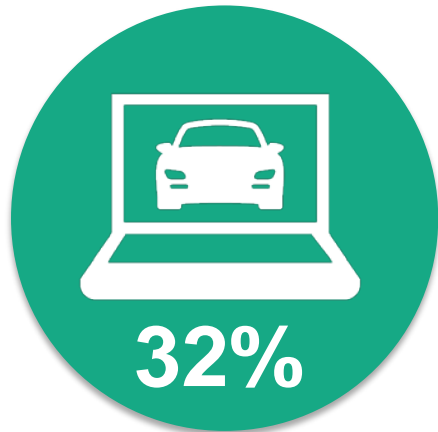
22% visit Brand/Model sites
18% visit Automotive Manufacturer Sites



25% of New Vehicle Buyers* never visit automotive websites

New Vehicle Path-to-Purchase

STAGE 3- Media Influence

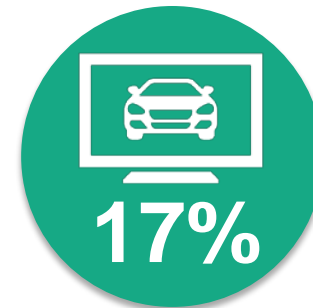


Websites*



Newspapers

(14% Print/13% Digital)



Television

(13% Stations/5% Digital)

Social Media 15%

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

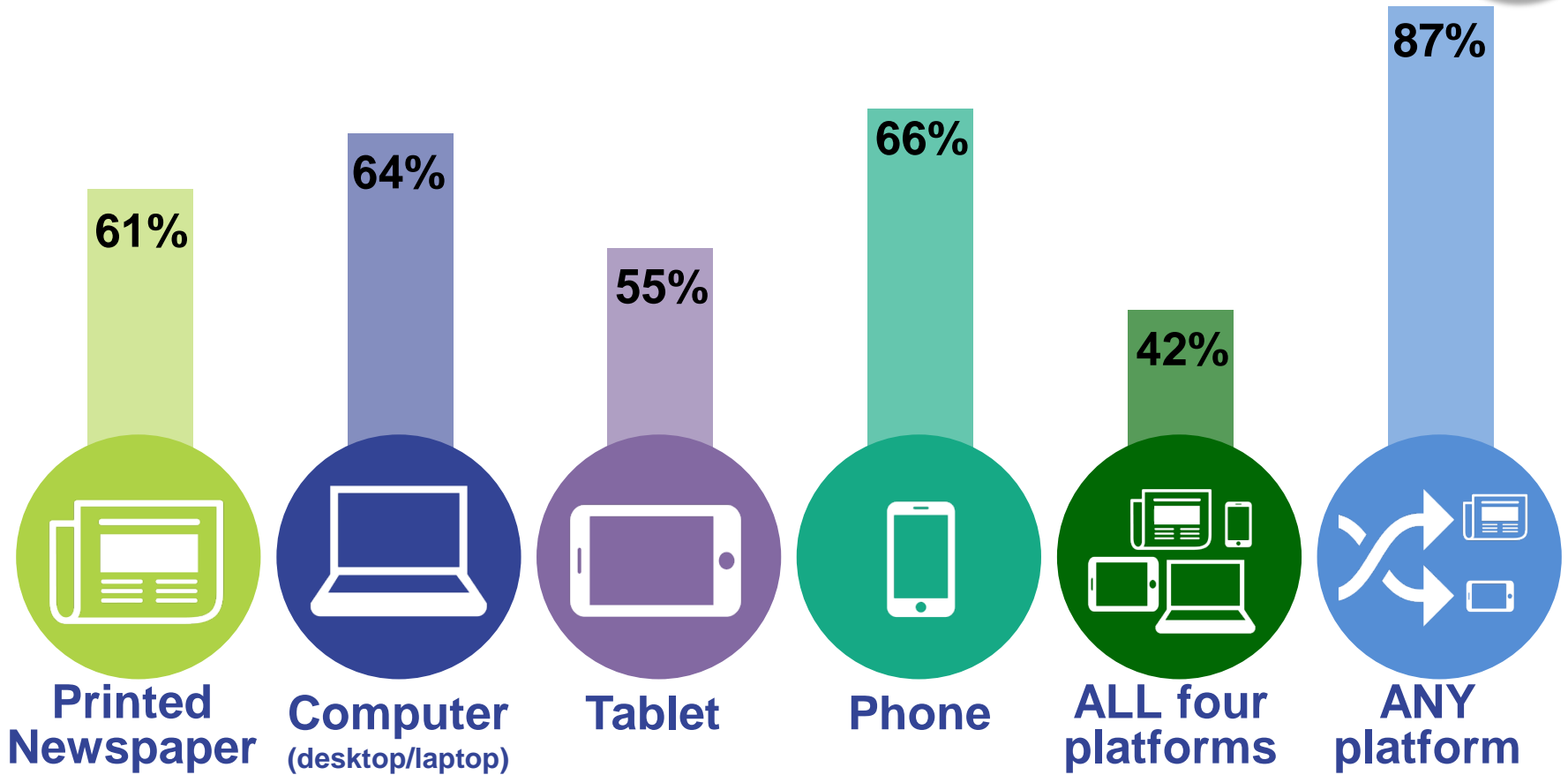
Autotrader/Kijiji 12%

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



Newspapers and the New Vehicle Path-to-Purchase

New Vehicle Buyers* Access Newspaper Content on All Platforms



Newspaper Readers Respond To Advertising With Action

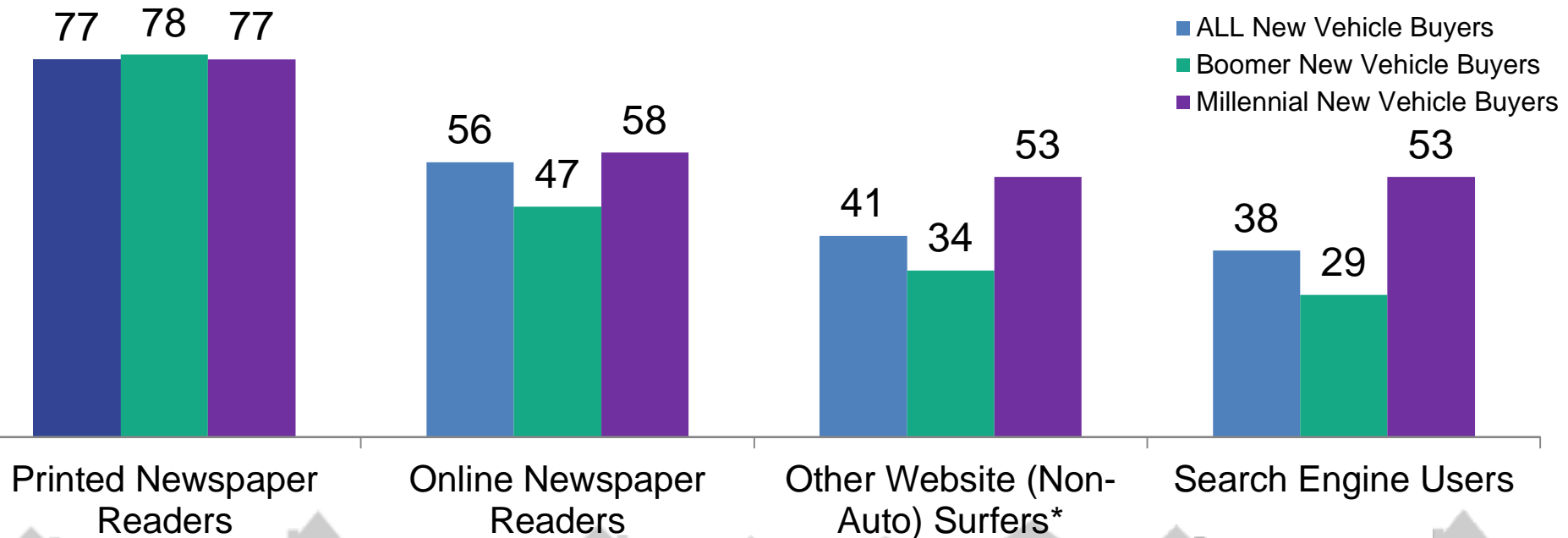


- 82% became aware of a product, service or sale.
- 77% visited a store in-person or online.
- 81% bought a product or service.
- 69% went online to find more information about a product or service.
- 65% looked offline for more information about an advertised product or service.
- 61% referred an ad to someone else.

Vehicle Ads in Newspapers are Read



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



Newspaper Media Drive Results for Vehicle Sales



Printed newspaper readers notice vehicle advertising in their papers.

- Newspapers and their websites are influential media at all 3 stages of the automotive purchase cycle;
- New Vehicle Buyers* access newspaper content across all platforms; and
- Newspaper readers respond to advertising with action.



Newspaper Media Drive Vehicle Sales

2017



www.newsmediacanada.ca

