

# NEWSPAPER MEDIA DRIVE AUTOMOTIVE SALES

## 2017



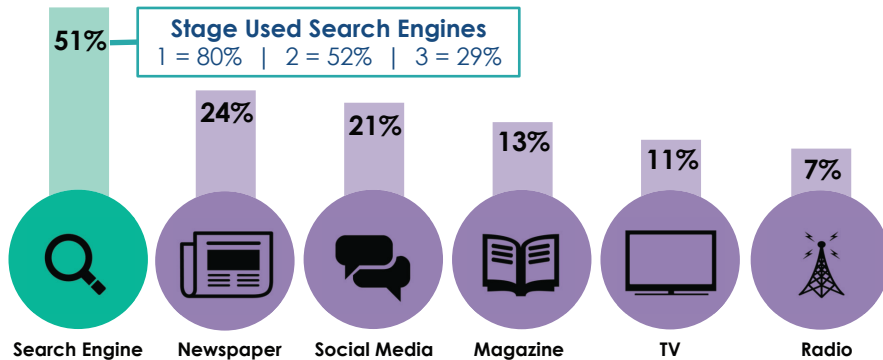
New Vehicle Buyers<sup>^</sup> are in the market for an average of **2.3 months**.



**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.

## THE INTERNET AND THE NEW VEHICLE PATH-TO-PURCHASE

Used to Find Automotive Websites



## ACTION TAKEN

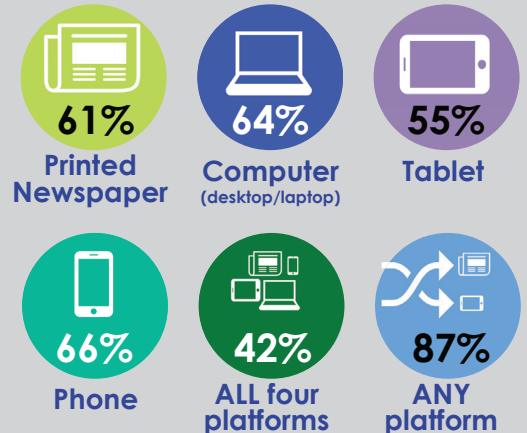


**New Vehicle Buyers<sup>^</sup> respond to newspaper advertising with action:**

- 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



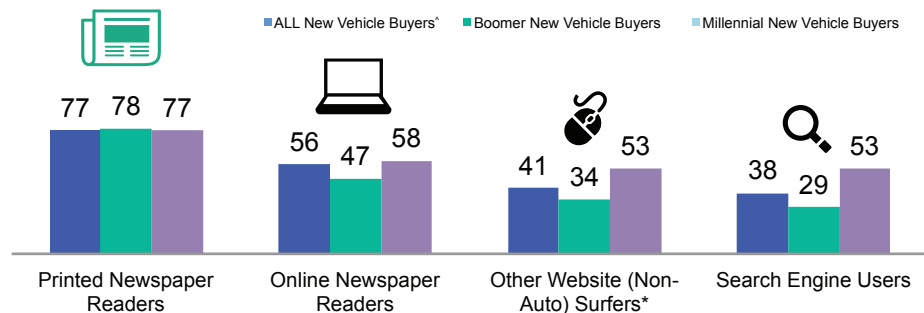
## NEW VEHICLE BUYERS<sup>^</sup> ACCESS NEWSPAPER CONTENT ACROSS ALL PLATFORMS



## VEHICLE ADS IN NEWSPAPERS ARE READ



**3 OUT OF 4 NEW VEHICLE BUYERS<sup>^</sup> NOTICE THE AUTOMOTIVE ADS IN THEIR PRINTED NEWSPAPERS.**



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

Source: Totum Research, December 2016

<sup>^</sup> past 2 years

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

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## 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

**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%

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