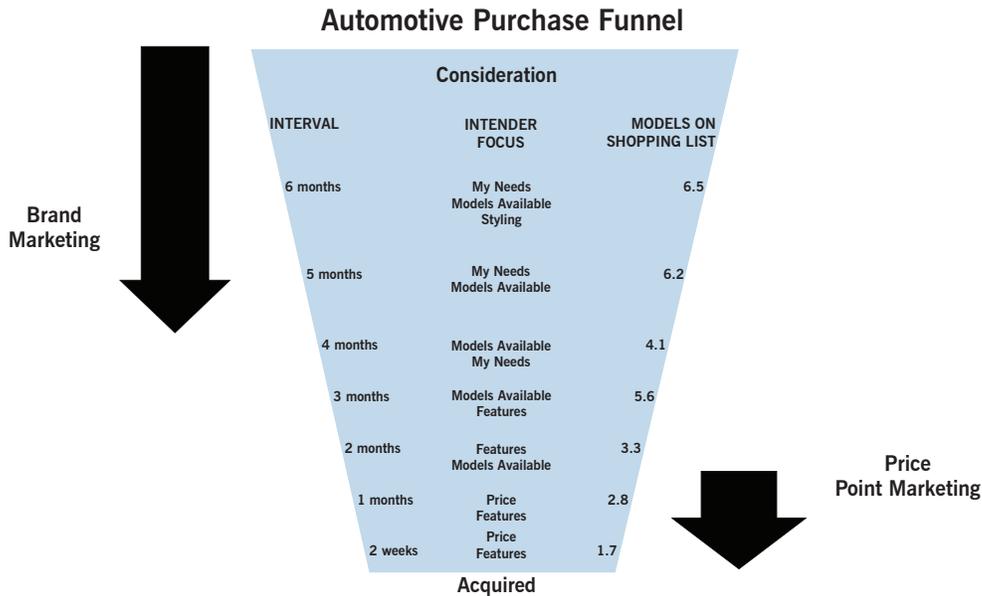




Newspapers Drive Car Buyers

Automotive Purchasing

A car is not purchased on the spur of the moment. It is a big ticket item that will be driven and enjoyed for years to come. Recognizing this, CNW Research, which specializes in automotive buying, has summarized its findings in a funnel format.

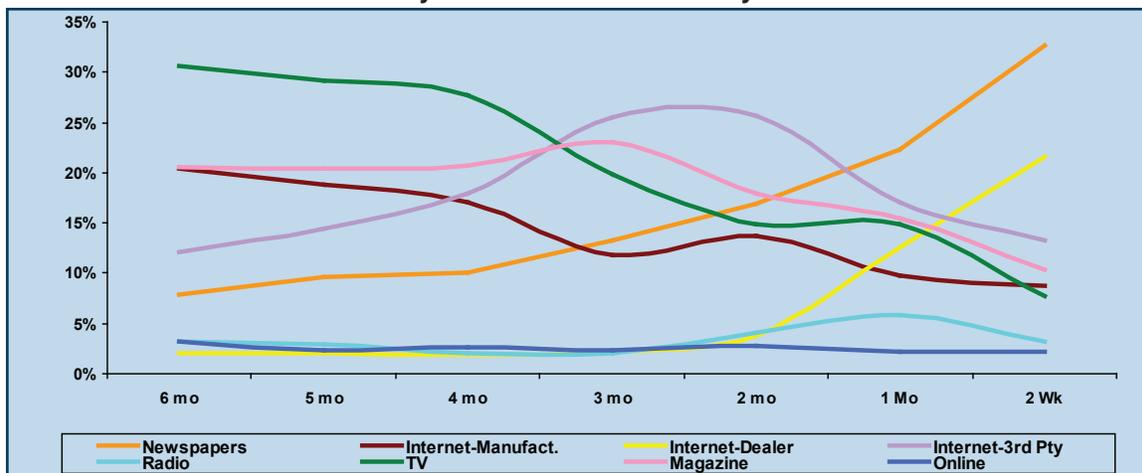


The funnel demonstrates that over time the number of models is narrowed. At this point, about a month before purchase, both price and features become key considerations.

Newspapers Influence

In the purchase process, many different media influence the buying decision. Newspapers are a key source of information over the whole process.

Primary Source of Information by Media



Source: CNW Research 2009

Six months from purchase, newspapers (print and online) are one of the main media that influence which automotive brands are in the consideration set. As the buyer moves closer to purchase, newspaper advertising becomes the most important source of information!

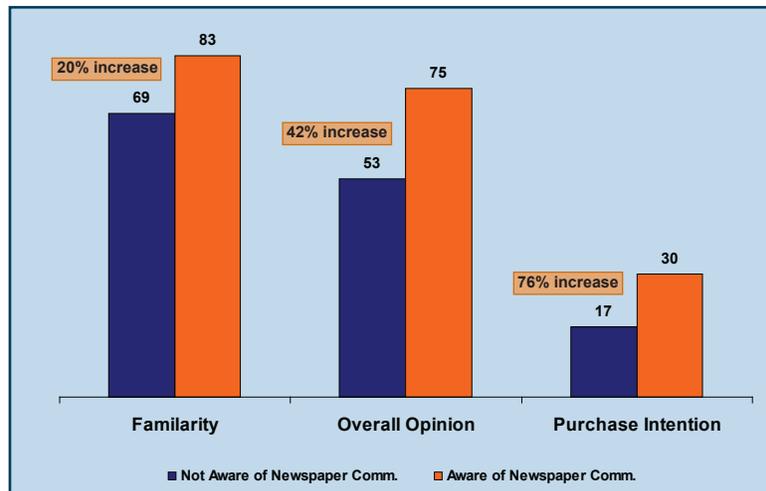


Newspapers Drive Car Buyers

Newspapers Drive Purchase Intent

Newspaper advertising has an impressive impact. Brand familiarity increases +20%, positive opinion increases +42% and most importantly purchase intent increases +76% for those exposed to newspaper advertising.

Impact of Newspaper Advertising



Source: Millward Brown Automotive 2008

Automotive Buyers are Newspaper Readers

19% or 1.6 million households across Canada intend to purchase a vehicle in the next year according to NADbank. These purchasers are newspaper readers.

Newspaper Readers: Three-quarters of those that intend to purchase a vehicle are newspaper readers.¹

Dealership choice: More than all other media combined, 57% indicate the reason for visiting a dealership was due to newspaper (print and online).²

Pricing information: 96% of new car buyers agree that newspapers are the most helpful as a source for pricing information.²

Where to buy: 97% of new car buyers agree that newspapers are the most helpful as a source of information on where to buy.²

Local selection: 97% of new car buyers agree that newspapers are the most helpful as a source of information on local selections.²

Used car buyers: 61% of used car buyers selected newspapers (print and online) as their primary source of information.²

As three quarters of newspaper web site users also read the printed paper, it is useful to advertise in both places to reinforce the message.

Newspapers and their sites drive automotive purchases!



1 NADbank 2008 all-markets
2 CNW Research 2009 and Scarborough Research 2008

