

NEWSPAPER MEDIA DRIVES VEHICLE SALES



75% of vehicle ads in printed newspapers get read

32% read their vehicle ads in online newspapers

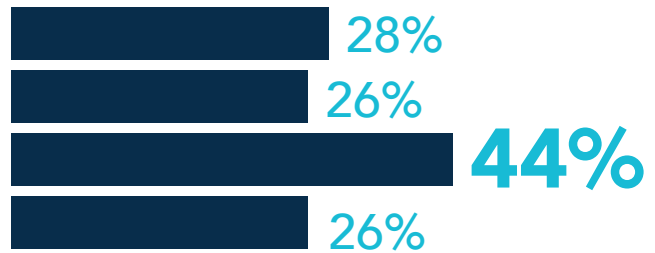
ONLY 14% of people read vehicle ads on social media

24% of people do not use social media at all

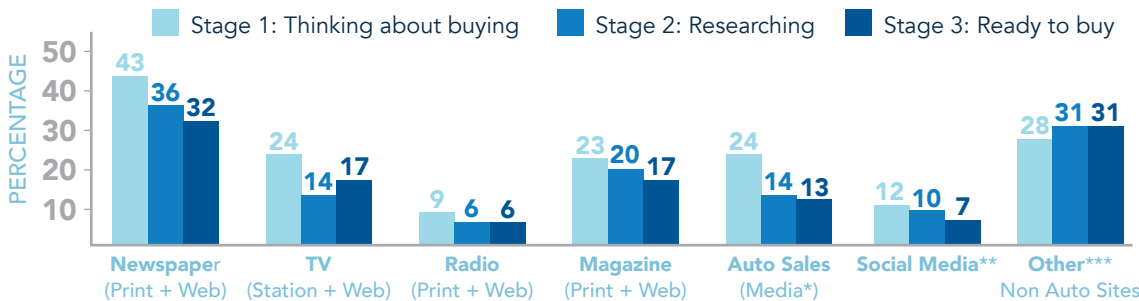


NEWSPAPERS ARE THE TOP SOURCE FOR DRIVING CUSTOMERS TO DEALER WEBSITES IN THE BUYERS CYCLE

AT THE BEGINNING WHEN THINKING OF BUYING VEHICLE
AT THE MIDDLE WHEN RESEARCHING OPTIONS
AT END WHEN READY TO BUY
WILL NOT VISIT SITE DURING BUYING CYCLE

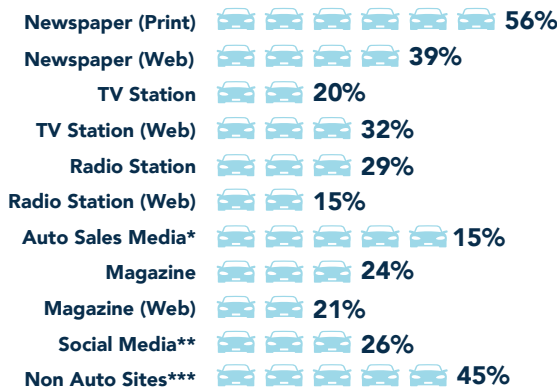


MEDIA INFLUENCE ON VEHICLE BUYING



*Autotrader, Kijiji etc. (print & web) ** Facebook, Twitter, Google+ etc. ***Websites excluding those listed and Auto Manufacturer, Model & Retailer sites.

NEWSPAPERS RANK HIGHEST FOR COMPARING AUTO PRICES



VISITS TO VEHICLE SITES

32% Newspaper media are the top triggers to visit vehicle **manufacturer websites** at 32%

31% Newspaper media are the top triggers to visit vehicle **dealer websites** at 31%

BASIS OF RESEARCH

Online panel (Yonic formally Uthink) sampling 2,461 Canadians by Totum Research on behalf of Newspapers Canada. Study performed October 2014. Scope of research: National: English (83%) and French (17%). Targets: Age, gender and regional targets were applied to ensure valid representation*. Presentation: Based on 487 buyers of new vehicles in the past two years. Variance: Margin of error ±4.4% at the 95% confidence level.

* Sample = Gender: Men 49%, Women 51%; Region: West 28%, Ontario 37%, Quebec 26%, Atlantic 9%; Age: 18-34s 46%, 35-54s 25%, 55-64s 17%, 65+ 12%

