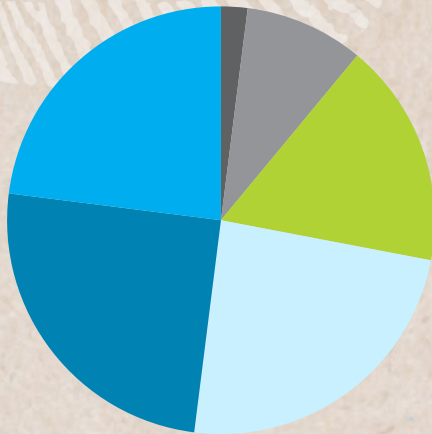


**CAR PURCHASE
RESEARCH RESULTS**

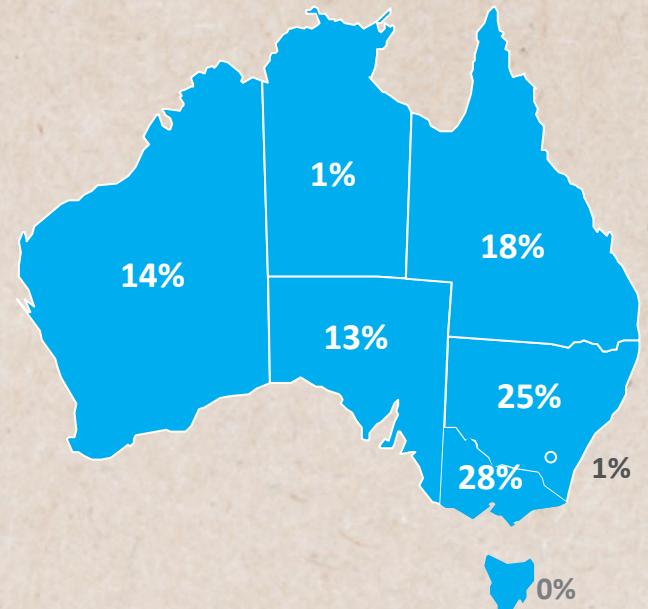
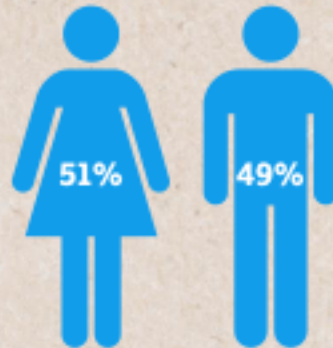


Survey Overview

Age Split



- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



SAMPLE SIZE: 801 PANELLISTS QUALIFIED FOR THE SURVEY.* **IN FIELD:** 27TH MARCH, 2013 TO 5TH APRIL, 2013

RESPONDENTS WHO INTEND TO PURCHASE A CAR IN THE NEXT 12 MONTHS: 452 (56% of the sample)

RESPONDENTS WHO HAVE PURCHASED A CAR IN THE LAST 12 MONTHS: 343 (43% of the sample)

Source: News Limited Pulse Panel Survey, April 2013

*Bought or sold a car in the last 12 months OR planning to buy a car in the next 12 months

n= 801

Of Our Panel Respondents

**66% TOOK ONE MONTH OR LESS
TO PURCHASE THEIR NEW CAR.
21% TOOK LESS THAN A WEEK.**

THE PROCESS OF BUYING A CAR IS SHORT...

Source: News Limited Pulse Panel Survey, March 2013
How long did the process of purchasing your car take? From the day you decided to buy a new car to the day you purchased it. n= 343 (bought a new car in the last 12 months)

Motivation To Purchase a New Car



RATIONAL

53% - TRADE IN

16% - CAR PROBLEM/HIGH COST OR REPAIR

11% - NEW FEATURES, LIKE TECHNOLOGY

6% - I HAVE BEEN SAVING FOR SOME TIME

5% - CAR LEASE EXPIRED

4% - READ REVIEW/EDITORIAL FEATURE

2% - I SAW GREAT LOW INTEREST FINANCE DEAL



EMOTIONAL

26% - CHANGE IN MY SITUATION

10% - IT WAS FOR A FAMILY MEMBER

9% - I FELT I DESERVED IT

7% - I WANTED A SECOND CAR

6% - NEW MODEL RELEASE OF THE CAR I OWN

4% - I SAW AN AD

2% - IT WAS AN IMPULSE PURCHASE

Source: News Limited Pulse Panel Survey, March 2013

You mentioned that you bought a car in the last 12 months. What were some of the main reasons that you decided to buy a new car?

n= 343 (bought a new car in the last 12 months)

Behaviour differs between gender when researching a new car



■ = GENDER SKEW
WORD SIZE = RANK

Source: News Limited Pulse Panel Survey, March 2013

And how did you research your new car?

n= 343 (bought a new car in the last 12 months) F = 176, M = 167

CAR PURCHASE MEDIA TOUCH POINTS



Built awareness of the types of cars in the market

RANKED>

In initial stages of awareness auto websites & newspaper auto sections are the most influential sources of information.

“First brought the specific car to my attention”

RANKED>

Newspaper auto sections play an important role in bringing specific cars to the attention of consumers



Newspaper Auto Sections



Auto Websites



Newspaper Ads



Review Websites



Manufacturer Websites



Search Engines



TV Ads

“Good for details, images, features & benefits”

RANKED>

As consumers move through the path to purchase, websites play an increasingly important role in providing further information such as images, features, benefits & details.

“Good for news & reviews”

RANKED>

Newspapers play the primary role in informing consumers about potential cars through news and reviews

“Helped me search, select and shortlist”

RANKED>

As our audience narrow down their choices, they rely on auto sites and search engines – suggests preference has been formed.

“Advised me of good deals out in the market”

RANKED>

At the ‘pointy end’ of the purchase Newspapers play a more dominant role for people on the lookout for deals



Of people intending to buy a new car in the next 12 months

**31% OF THEM ARE ALREADY
KEEPING AN EYE OUT IN THE
PAPER FOR GOOD DEALS**

IN SUMMARY

1. Our readers are active buyers of cars

Through our digital, print and mobiles assets brands can access over **1.9 million people** intending to buy a new car in the next 12 months, that's **84%** of new car intenders*

2. The decision making process is short for our audience

This presents an opportunity to engage with car buyers quickly as they make major purchasing decisions and also highlights the importance of a consistent presence

3. Results show positive use of print and online throughout the car purchasing process

Print advertising is used throughout the path to purchase and plays an essential role in any automotive campaign

4. Our car buying audience is on the look now for deals

Almost a third of those intending to buy in next 12 months are looking in the paper now for good deals