

# MORE THAN 65 MILLION

*adults have purchased a  
new or used vehicle in  
the last 12 months!*

*69 percent of  
these consumers  
are newspaper  
readers.\**



## ... AND NEWSPAPERS REACH MORE AUTOMOBILE PURCHASERS THAN OTHER MEDIA.

Vehicle Owners	Daily Newspaper	Sunday Newspaper	Primetime Television	Automotive Magazines	Any Yellow Page Reference Last Seven Days
New or Used Vehicle Bought Last 12 Months	49%	60%	42%	17%	31%
Domestic Vehicle Bought Last 12 Months	50	61	42	18	32
Imported Vehicle Bought Last 12 Months	49	60	40	16	32
Spent Less Than \$10,000 on Vehicle	46	57	42	17	30
Spent \$10,000-\$14,999 on Vehicle	52	63	42	13	30
Spent \$15,000-\$19,999 on Vehicle	53	64	43	13	30
Spent \$20,000-\$29,999 on Vehicle	56	66	43	14	29
Spent \$30,000-\$39,999 on Vehicle	58	68	42	14	30
Spent More Than \$40,000 on Vehicle	56	64	40	16	34

\*Daily/Sunday (net) newspaper reach  
Source: Mediamark Research Inc., Doublebase 2003  
Prepared by NAA Business Analysis & Research Dept.

# AUTOMOTIVE SALES

### **Revvng up big spenders**

*Adults who spent \$40,000 or more on a vehicle are more likely to be **heavy** newspaper readers (index 142) than adults in general (index 100). These big spenders are less likely to be heavy primetime television viewers (index 91), or heavy radio listeners (index 97).*

