

# VEHICLES

## MORE THAN 2.5 MILLION

people aged 15+ in New Zealand are either the sole or joint owner of a car.

So, which media do these Vehicle owners accelerate towards?

Well, **68%** of these people have read a newspaper in the last seven days.

Moderate to heavy newspaper readers of the automotive section are more likely to buy a car in the next 12 months than people who are moderate to heavy consumers of other forms of media. In fact, these newspaper readers are far more likely (**index 171**) to buy a car in the next 12 months than 15+ car owners in general.

Daily newspapers are the best vehicle for generating a **consumer response to advertising**.

**77%** of 15+ readers who are car owners decide where to buy something from information in a Daily Newspaper.

### Decide Where To Buy From

	%
Daily Paper	77
TV	57
Radio	46

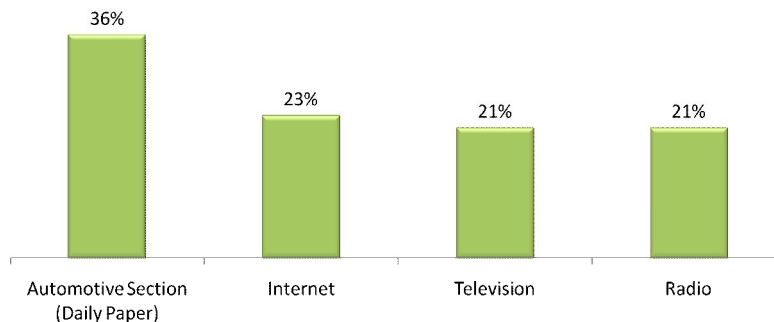
\* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w  
TV: watch 14+ hours p/w  
Radio: listen to 7+ hours p/w  
Internet: Use 60+ mins p/w

### Moderate to Heavy Media Consumption\*

	Automotive Section (Daily Paper) %	TV %	Radio %	Internet %
Likely to Buy a Car in the Next 12 Months	37	22	22	24
Drive 20,000km as part of job	23	14	17	16
Bought Car in Last Year	22	20	21	22
Bought Second Hand Car in Last Year	18	17	17	18
Bought New Car in Last Year	4	2	2	3

### Concerned by the Type of Car I Drive



Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008  
Base: All 15+ Car Owners - Population: 2,564,000 Sample: 8,906