

MOTORS

New Car Market

Buying a new car is probably the second largest single purchase a consumer will make, after buying a home. Within the area covered by the Barnsley Chronicle research, the new car market is worth an estimated £88 million in the next 12 months with an average spend of £12,711. *Most new car buyers plan their purchase; of those that could remember the time scale, 67% took 2 months or longer between thinking about buying to placing the order.

Used Car Market

Within the area covered by the Barnsley Chronicle research, the used car market is worth an estimated £87 million in the next 12 months with an average spend of £5,461. *Independent newspaper industry research carried out in 1999, highlighted that 57% of used car buyers would purchase their used car through a dealership. 41% of adults would purchase privately; significantly, since 1993 private purchasing has declined by 16%. *Used car buyers consider the following information as essential within a used car advertisement: price, age of car, mileage, warranty and AA check.

*Source: Newspaper Society Consumers Choice IV, 2000



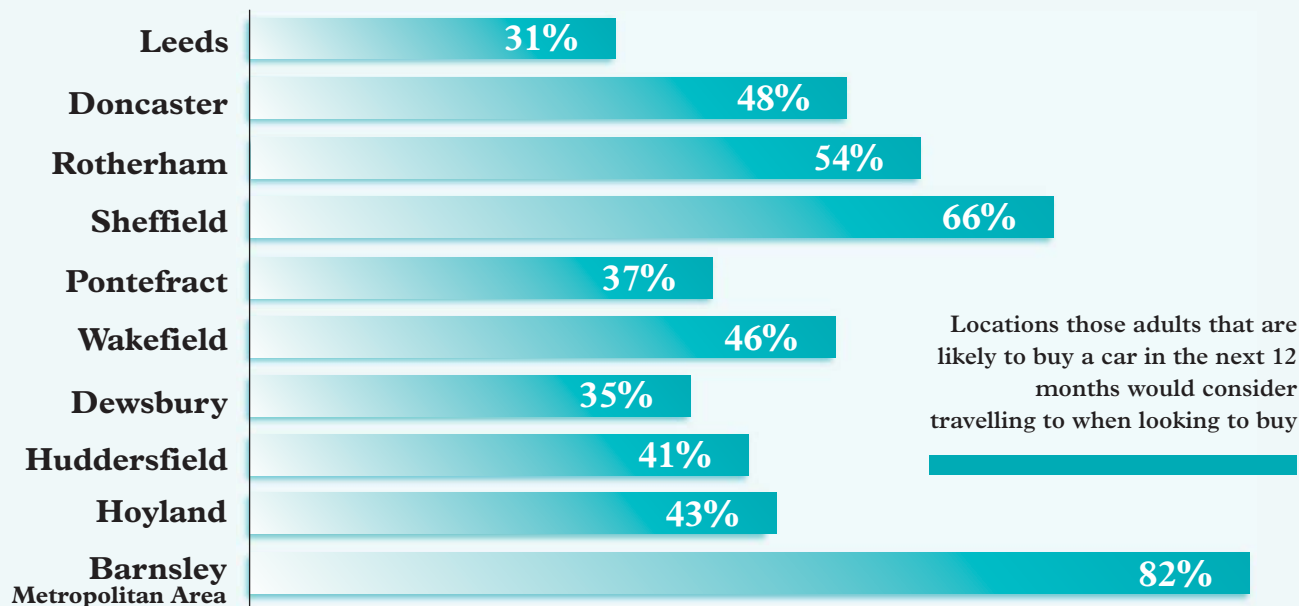
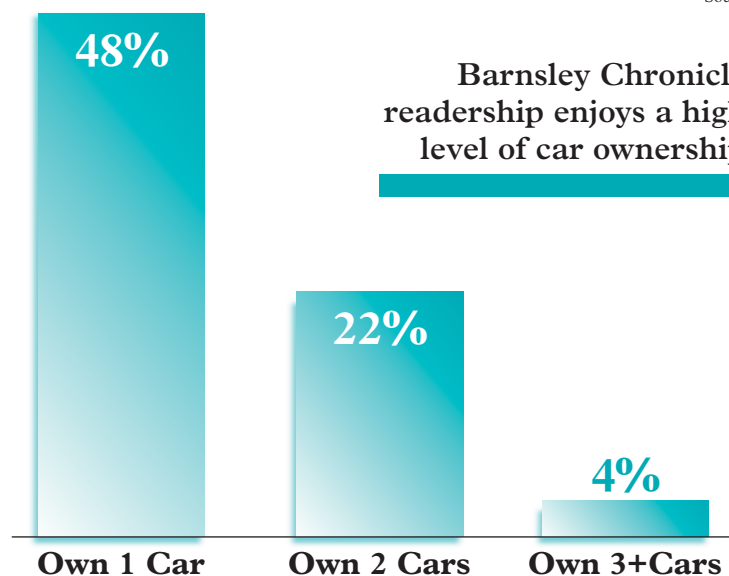
Purchasing Potential

The Barnsley Chronicle covers a lucrative market. Within the area covered by the Barnsley Chronicle research are to be found:-

- 25,000 car owners who will be looking to change their car within the next 12 months.
- 4,000 adults who read the Barnsley Chronicle at least once a month are very/fairly likely to purchase a brand new car in the next 12 months with an average spend by readers of £11,290 per new car.
- £45 million is very/fairly likely to be spent on brand new cars in the next 12 months by Chronicle readers.

- 2,000 adults who read the Barnsley Independent at least once a month are very/fairly likely to purchase a brand new car in the next 12 months with an average spend by readers of £11,707 per new car.
- £23 million is very/fairly likely to be spent on brand new cars in the next 12 months by Barnsley Independent readers.
- 84% of those looking to purchase in the next 12 months read a Barnsley Chronicle group title at least once a month.
- The Barnsley Chronicle readership enjoys a high level of car ownership. The percentage of those owning 1 car (48%) is 20% above the national average.

Source: TGI/2002



Source: NOP February to March within the 10%+ circulation area of the Barnsley Chronicle