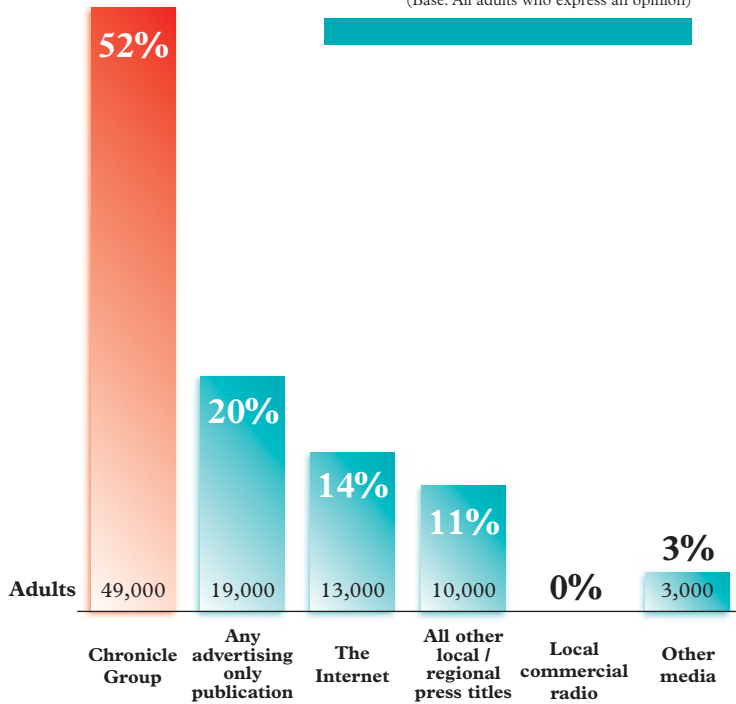


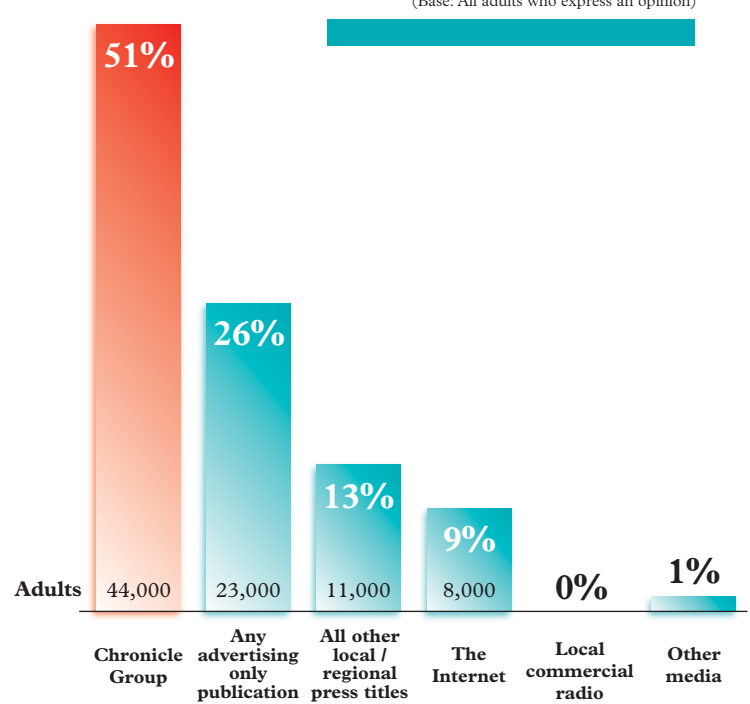
Media referred to first when buying a second-hand car

(Base: All adults who express an opinion)

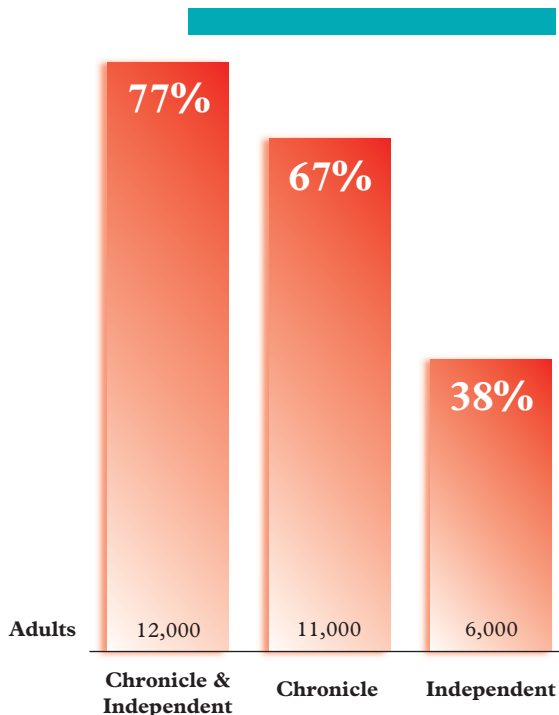


Media referred to first when selling second-hand cars

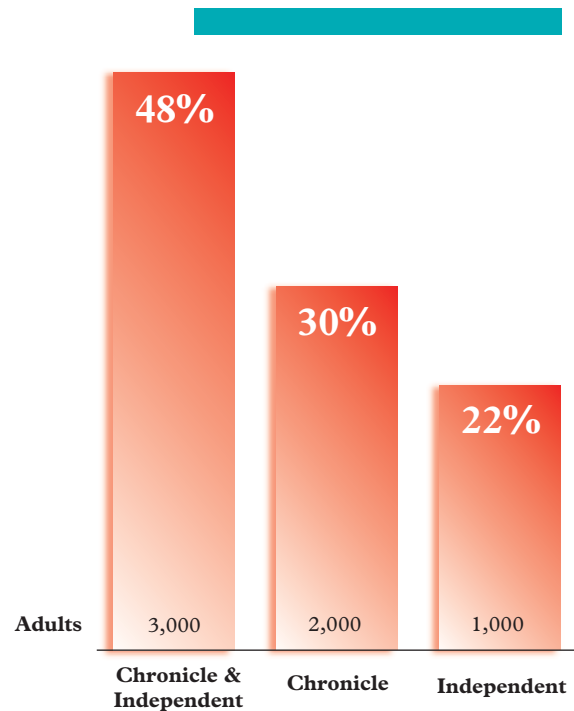
(Base: All adults who express an opinion)



Reaching adults that intend to buy a second-hand car in the next 12 months



Reaching adults that intend to buy a brand new car in the next 12 months



16,000 adults intend to purchase a second-hand car in the next 12 months. 77% of those adults are average issue readers of the Barnsley Chronicle & Independent. In an average month the Barnsley Chronicle & Independent reaches 89% of adults (14,000) that intend to buy a brand new car in the next 12 months.

7,000 adults intend to purchase a brand new car in the next 12 months. 48% of those adults are average issue readers of the Barnsley Chronicle & Independent. In an average month the Barnsley Chronicle & Independent reaches 62% of adults that intend to buy a brand new car in the next 12 months.