

# Motor Vehicles

STATISTICAL SUMMARY OF THE SALT LAKE MARKET



INTRODUCTION AND METHODOLOGY

Advertising is essential in today's competitive business climate — and market research is crucial for developing cost-effective advertising plans. The information contained in this statistical summary is intended to give you added confidence when making the important marketing decisions that guide the future of your business.

At Newspaper Agency Corporation, we commission in-depth studies of the Salt Lake market to arm our advertisers with superior information about the shopping activities of Salt Lake's consumers. Included in this statistical summary is the most up-to-date information available on the Salt Lake market from the best possible sources. The mainstay of our on-going research program is the 1999 Survey of the Salt Lake Primary Market conducted by Belden Associates, an independent, nationally recognized firm devoted to market research. Belden Associates enjoys a reputation for having the highest technical standards in the industry.

The 1999 study highlights shopping and purchasing behavior, intentions and attitudes of adults in the Salt Lake primary market area (comprised of 628,000 adults in Salt Lake and southern Davis counties). A random sample survey design included an in-depth phone interview of 1,205 respondents, followed by a mailed self-administered questionnaire. Superior information about Salt Lake's consumers will enhance your position in the market and ensure *The Salt Lake Tribune* and *Deseret News* are a part of your successful advertising plan — in other words, our success depends on your success.

At Newspaper Agency Corporation, we are committed to maximizing the effectiveness of your advertising and bringing you the most for your investment. If you have any questions about this study and how your business can use this data to develop advertising strategies, please contact your account executive or NAC's Marketing and Research Department.

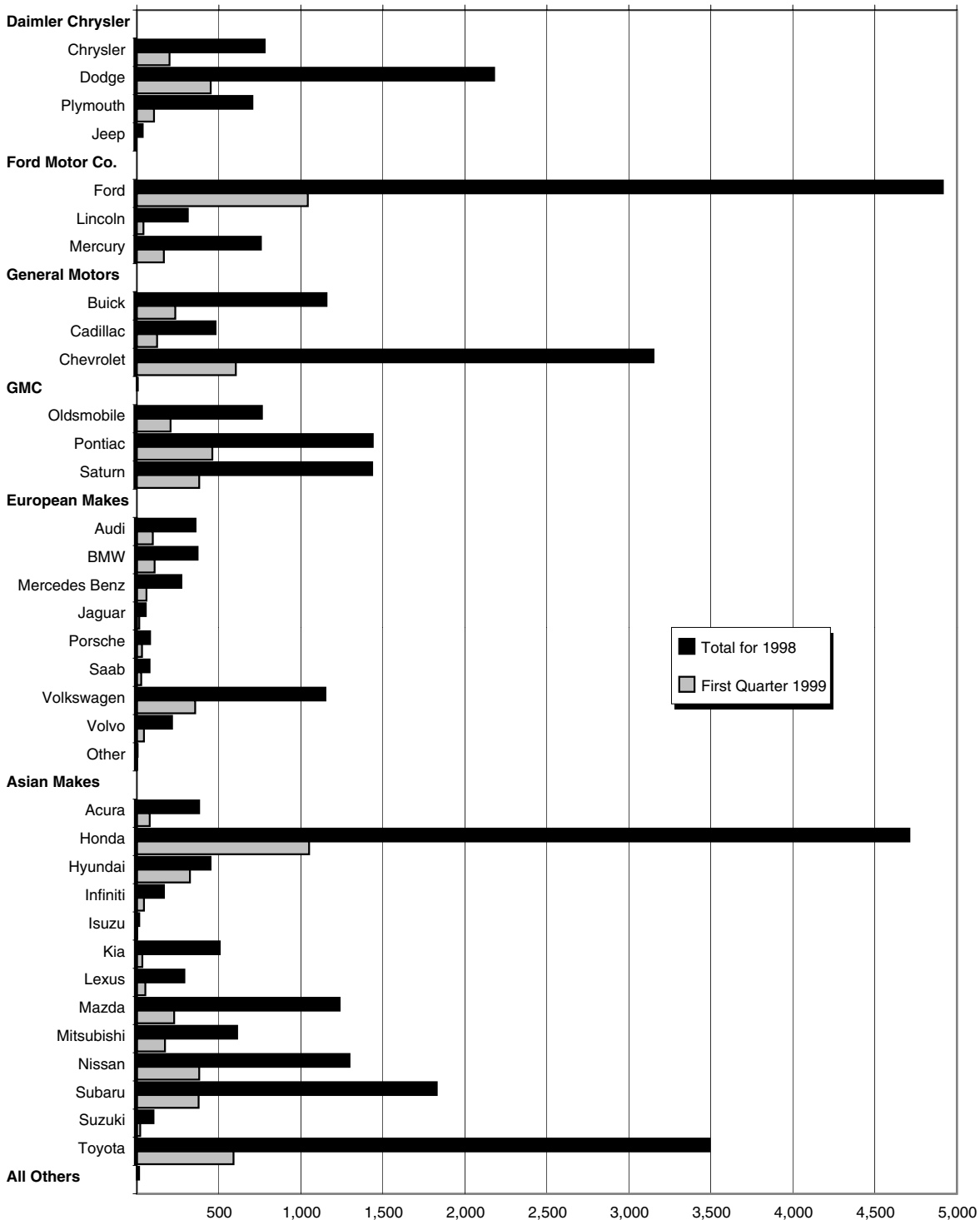
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**Sources:** All information in this statistical summary is from the *Belden Associates, 1999 Survey of the Salt Lake Primary Market Area*, unless otherwise noted.



## UTAH NEW-CAR SALES BY MAKE

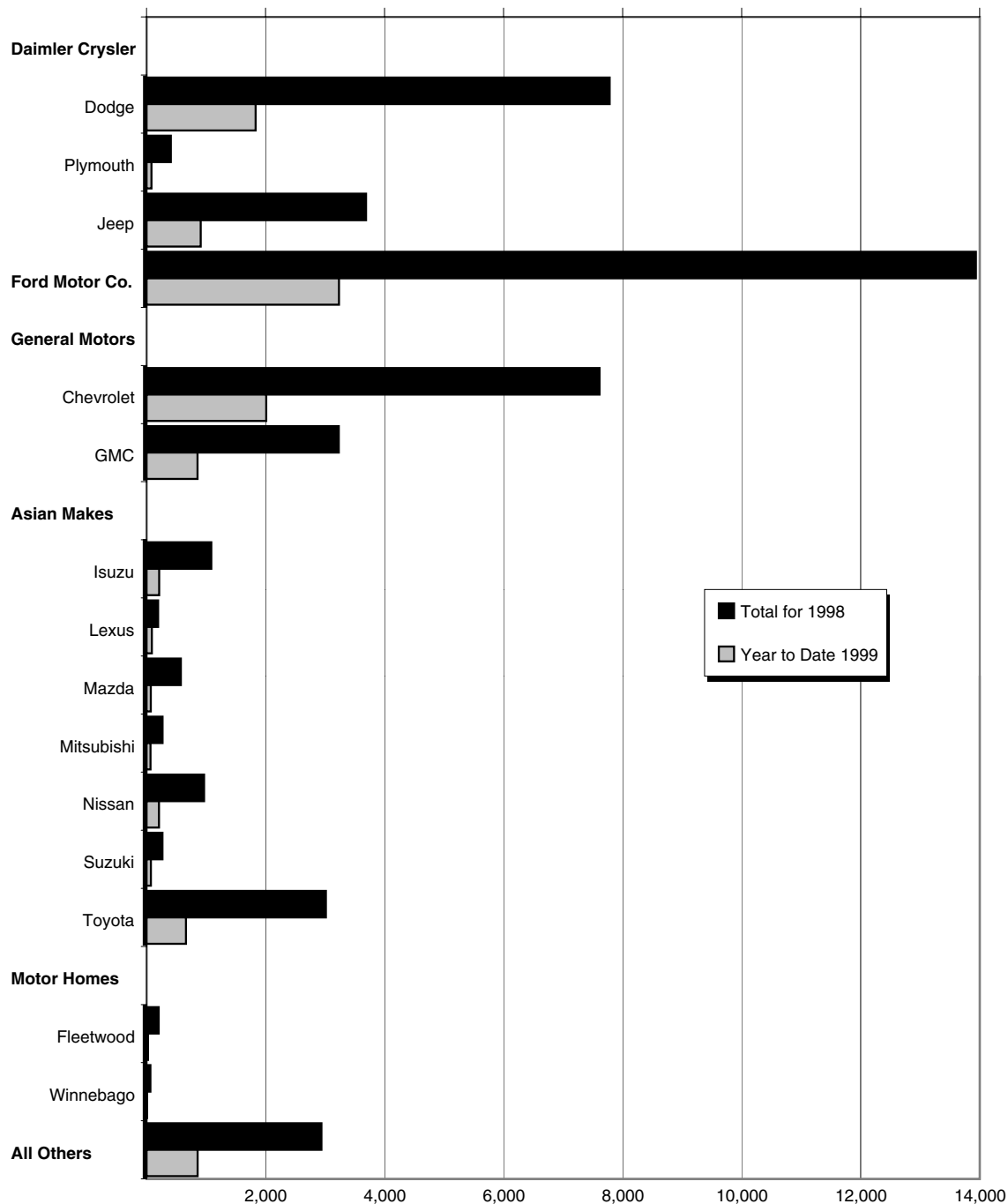


	First Quarter 1998	Second Quarter 1998	Third Quarter 1998	Fourth Quarter 1998	First Quarter 1999
Daimler Chrysler	937	966	967	826	753
Ford Motor Co.	1,569	1,641	1,636	1,134	1,246
General Motors	1,917	2,637	2,031	1,839	2,005
European Makes	521	701	758	596	734
Asian Makes	3,196	3,952	4,415	3,512	3,342
All Others	6	2	3	2	-

*Note: The graph shows sales by make, while the table shows total sales by company or import status.*

*Source: Utah State Tax Commission*

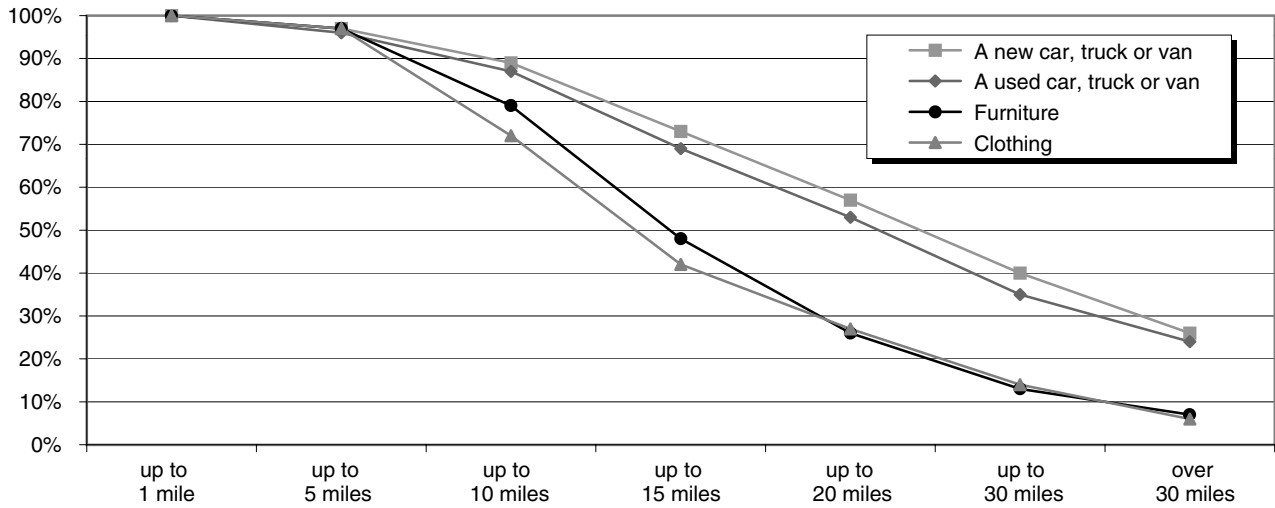
## UTAH NEW-TRUCK SALES BY MAKE



	First Quarter 1998	Second Quarter 1998	Third Quarter 1998	Fourth Quarter 1998	First Quarter 1999
Daimler Chrysler	2,566	3,180	3,114	3,014	2,820
Ford Motor Co.	2,782	4,083	3,689	3,381	3,232
General Motors	2,767	3,317	2,202	2,554	2,864
Asian Makes	1,385	1,535	1,961	1,481	1,372
Motor Homes	36	102	54	25	28
All Others	686	750	877	751	856

*Note:* The graph shows sales by make, while the table shows total sales by company or import status.  
*Source:* Utah State Tax Commission.

## DISTANCE SHOPPERS ARE WILLING TO TRAVEL



**Distance Willing to Travel in Miles**

Type of Shopping Trip	up to 1 mile	up to 5 miles	up to 10 miles	up to 15 miles	up to 20 miles	up to 30 miles	over 30 miles
A new car, truck or van	100%	97%	89%	73%	57%	40%	26%
A used car, truck or van	100%	96%	87%	69%	53%	35%	24%
Furniture	100%	97%	79%	48%	26%	13%	7%
Clothing	100%	97%	72%	42%	27%	14%	6%

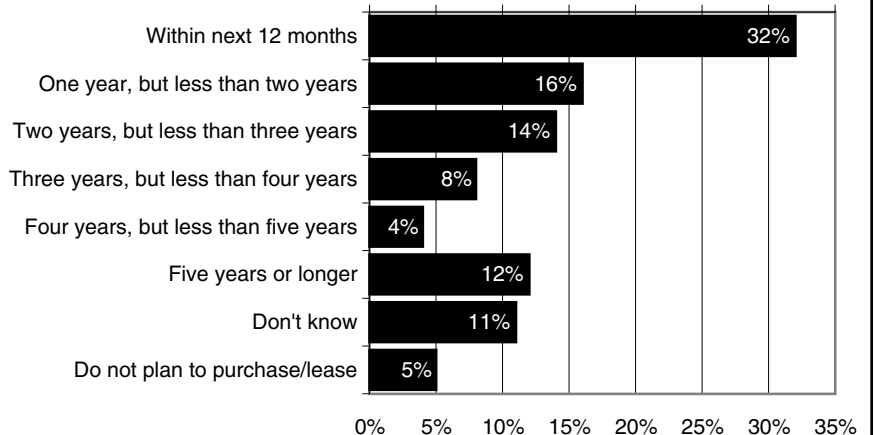
**How to read:** Almost all adults are willing to travel up to five miles to shop for a new vehicle. Only 26 percent are willing to travel over 30 miles.

**Note:** The statistics for furniture and clothing are shown for comparison purposes.

## TIME FRAME FOR PURCHASING OR LEASING NEXT VEHICLE

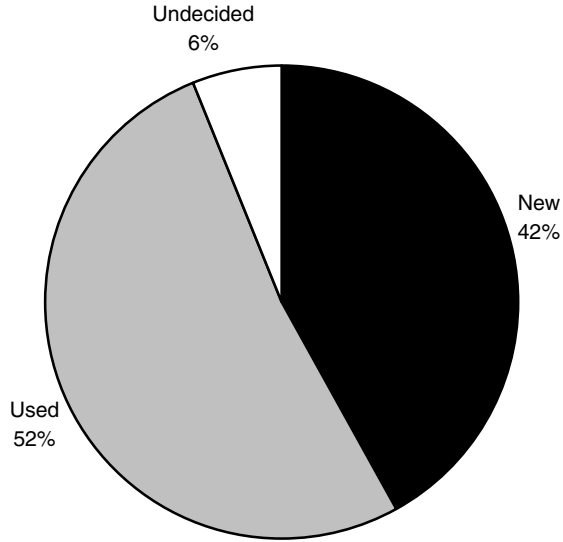
Within next 12 months	32%
One year, but less than two years	16%
Two years, but less than three years	14%
Three years, but less than four years	8%
Four years, but less than five years	4%
Five years or longer	12%
Don't know	11%
Do not plan to purchase/lease	5%

**How to read:** 32 percent of adults plan to purchase their next vehicle in the next 12 months.

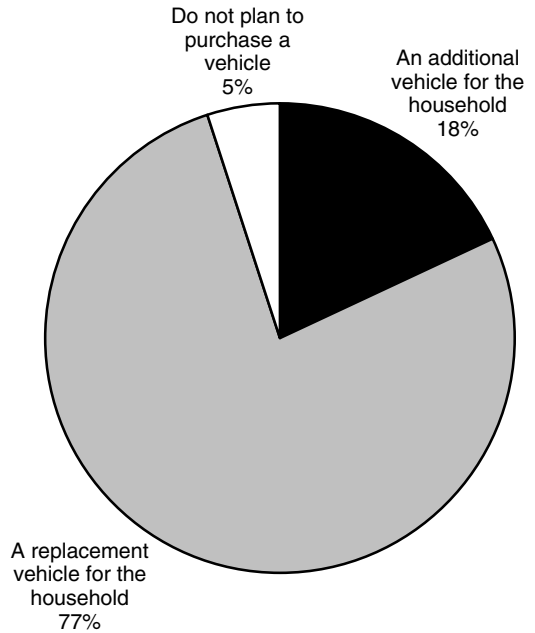


## INTENT TO PURCHASE NEW OR USED VEHICLES

**For adults planning to purchase or lease a vehicle in the next two years.**



**“Will the next vehicle your household purchases be:”**

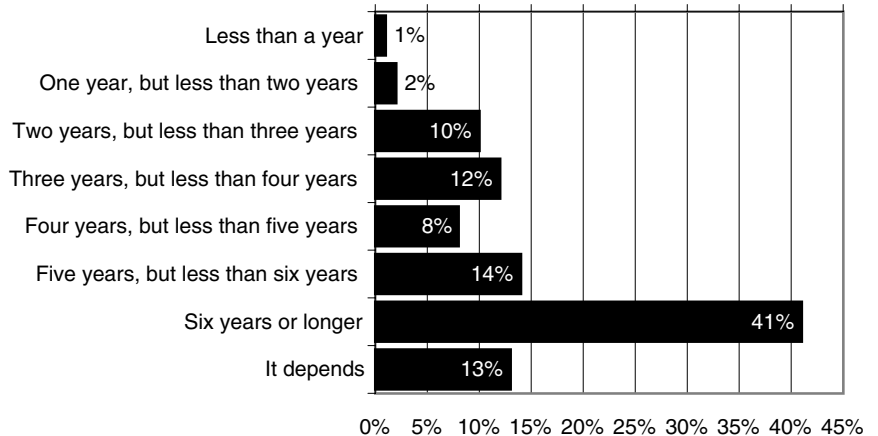


## LENGTH OF OWNERSHIP OF NEW VEHICLES

Question: “In general, how long do you drive a new vehicle before you sell it or trade it in and move to another vehicle?”

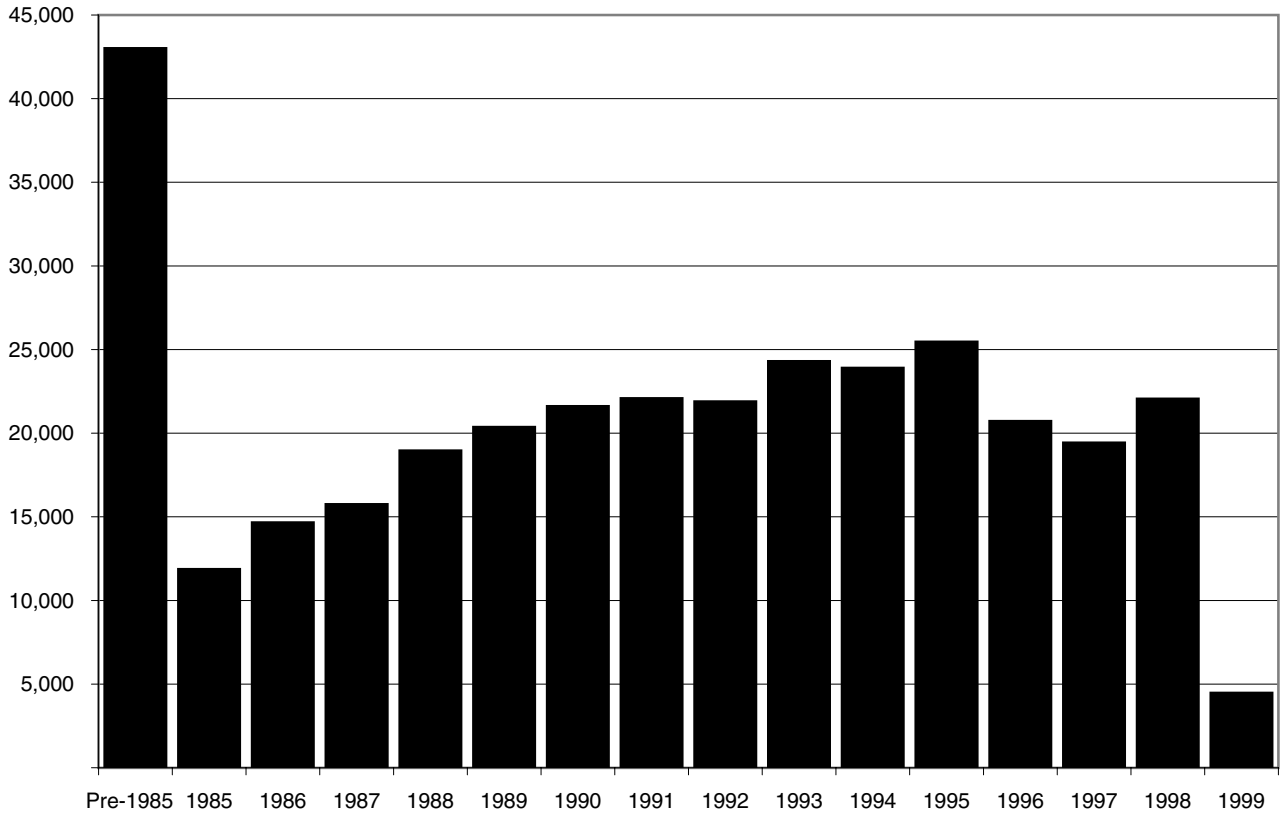
Less than a year	1%
One year, but less than two years	2%
Two years, but less than three years	10%
Three years, but less than four years	12%
Four years, but less than five years	8%
Five years, but less than six years	14%
Six years or longer	41%
It depends	13%

**Note:** Based on adults who have ever purchased or leased a new vehicle.



## AGE OF CARS REGISTERED IN SALT LAKE COUNTY

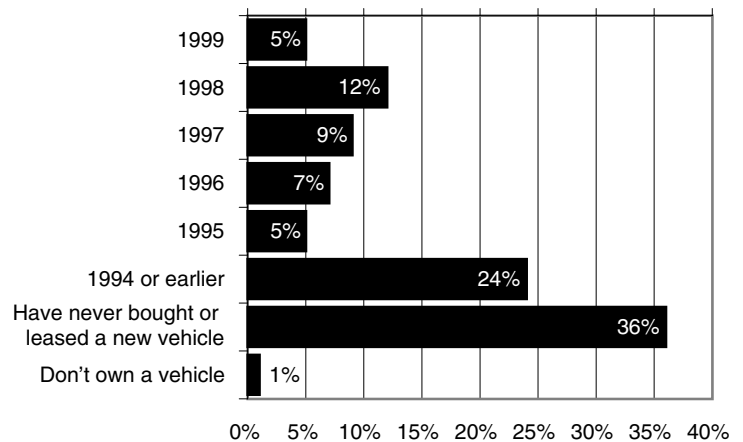
The average age of cars registered in Utah is 8.7 years old (i.e., model year 1990).



Source: Utah State Tax Commission, March 1999.

## YEAR OF LAST NEW-CAR PURCHASE OR LEASE

1999	5%
1998	12%
1997	9%
1996	7%
1995	5%
1994 or earlier	24%
Have never bought or leased a new vehicle	36%
Don't own a vehicle	1%



## AUTOMOTIVE ATTITUDES

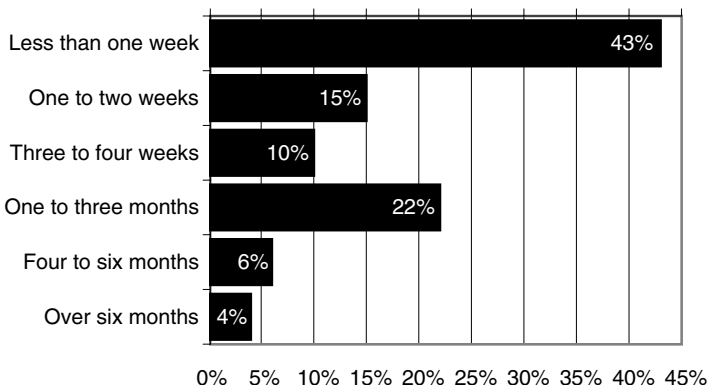
Adults who agree with the following statements:

	All adults	Men	Women
I do a great deal of off-road driving.	22%	29%	14%
I'll switch to a new car when I see a model that I really like.	22%	22%	22%
When preparing to buy a car, I'm more concerned with the monthly payment than the total price.	45%	41%	50%
To drive a better car for a lower monthly payment, I would consider leasing.	32%	34%	30%
When I'm ready to buy a car, I search the newspaper for auto advertising.	64%	65%	64%
Percent of adults who are quality rather than price-conscious.	49%	50%	47%

## TIME SPENT SHOPPING FOR A NEW VEHICLE

For adults that have ever purchased or leased a new vehicle.

Less than one week	43%
One to two weeks	15%
Three to four weeks	10%
One to three months	22%
Four to six months	6%
Over six months	4%

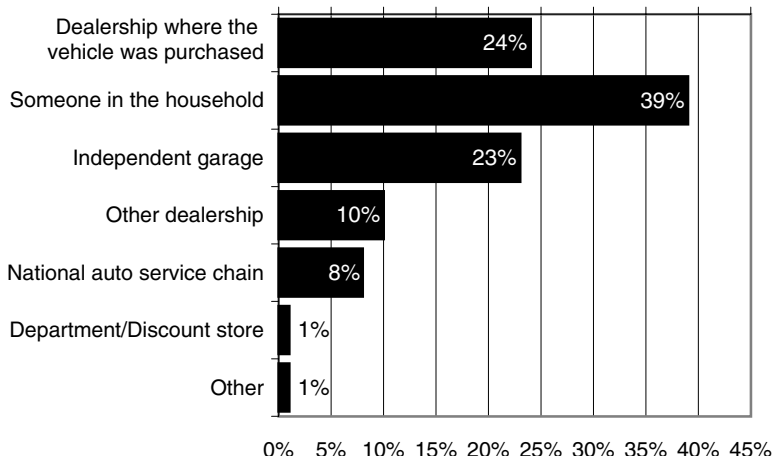


**The median time spent shopping for a new vehicle is one to two weeks.**

## VEHICLE MAINTENANCE

Question: "Who does most of the maintenance and service on your household vehicles, not including routine maintenance?"

Dealership where the vehicle was purchased	24%
Someone in the household	39%
Independent garage	23%
Other dealership	10%
National auto service chain	8%
Department/Discount store	1%
Other	1%



## DEMOGRAPHIC PROFILE OF POTENTIAL VEHICLE BUYERS

For adults who plan to purchase a vehicle in the next two years.

	Market	Plan to purchase new vehicle	Plan to purchase used vehicle
<b>Market Share</b>			
Percentage of Adults	100%	20%	25%
Number of Adults	628,000	126,100	154,200
<b>Gender</b>			
Male	49%	54%	52%
Female	51%	46%	48%
<b>Age</b>			
18-24	13%	9%	21%
25-34	21%	23%	24%
35-44	24%	27%	30%
45-54	18%	25%	16%
55-64	10%	6%	7%
65 or Older	14%	10%	2%
<b>Homeownership</b>			
Own	75%	81%	62%
Rent	25%	19%	38%
<b>Marital Status</b>			
Married	67%	70%	64%
Single	18%	18%	24%
Divorced	10%	10%	10%
Widowed	5%	2%	2%
<b>Education Level</b>			
Bachelor's Degree or Higher	32%	38%	25%
Some College or Technical Training	33%	32%	39%
High School Grad or Less	35%	30%	36%
<b>Occupation</b>			
Executive, Professional, Technical	29%	35%	28%
Sales, Clerical	24%	28%	28%
Blue Collar	22%	20%	28%
Retired	15%	9%	4%
Homemaker	7%	5%	8%
Not Employed	4%	2%	4%
<b>Household Income</b>			
Below \$25,000	14%	6%	15%
\$25,000 - \$34,999	17%	8%	21%
\$35,000 - \$49,999	25%	20%	24%
\$50,000 - \$74,999	24%	35%	21%
\$75,000 or More	20%	32%	19%
<b>Readership</b>			
Daily	55%	60%	48%
Sunday	65%	65%	63%

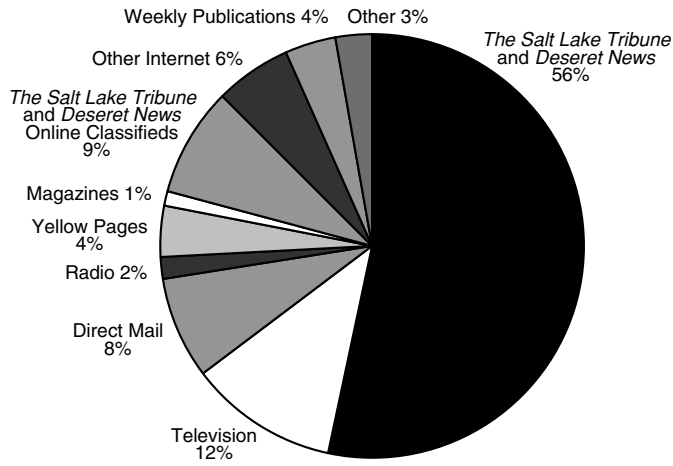


# DEMOGRAPHIC PROFILE OF VEHICLE SHOPPER'S PREFERENCES

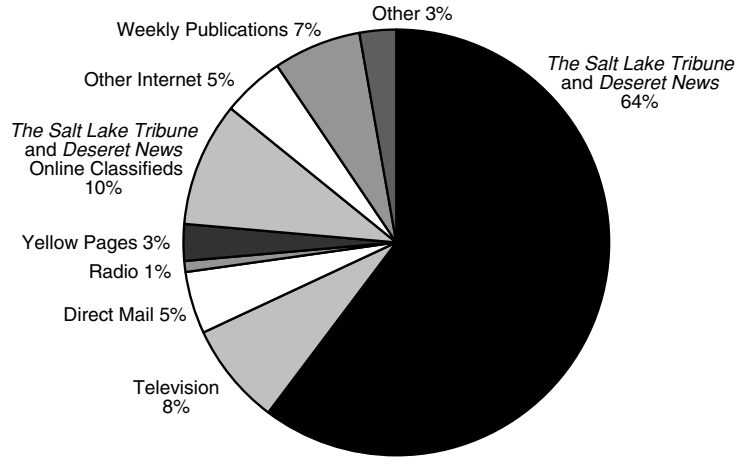
	Market	Adults who agree they search the paper for advertising when shopping for a vehicle	Adults who are more quality-conscious than price-conscious when buying a new car	Adults who are more price-conscious than quality-conscious when buying a new car
<b>Market Share</b>				
Percentage of Adults	100%	64%	49%	51%
Number of Adults	628,000	400,400	307,720	320,280
<b>Gender</b>				
Male	49%	52%	51%	48%
Female	51%	48%	49%	52%
<b>Age</b>				
18-24	13%	21%	13%	13%
25-34	21%	24%	22%	21%
35-44	24%	30%	23%	25%
45-54	18%	16%	18%	17%
55-64	10%	7%	11%	9%
65 or Older	14%	2%	13%	15%
<b>Homeownership</b>				
Own	75%	62%	77%	73%
Rent	25%	38%	23%	27%
<b>Marital Status</b>				
Married	67%	64%	65%	70%
Single	18%	24%	21%	14%
Divorced	10%	10%	9%	11%
Widowed	5%	2%	5%	6%
<b>Education Level</b>				
Bachelor's Degree or Higher	32%	25%	34%	30%
Some College or Technical Training	33%	39%	33%	33%
High School Grad or Less	35%	36%	33%	37%
<b>Occupation</b>				
Executive, Professional, Technical	29%	28%	30%	27%
Sales, Clerical	24%	28%	25%	23%
Blue Collar	22%	28%	21%	23%
Retired	15%	4%	14%	16%
Homemaker	7%	8%	7%	7%
Not Employed	4%	4%	4%	4%
<b>Household Income</b>				
Below \$25,000	14%	15%	11%	18%
\$25,000 - \$34,999	17%	21%	15%	19%
\$35,000 - \$49,999	25%	24%	23%	27%
\$50,000 - \$74,999	24%	21%	28%	20%
\$75,000 or More	20%	19%	23%	17%
<b>Readership</b>				
Daily	55%	48%	58%	52%
Sunday	65%	63%	68%	63%

## PREFERRED ADVERTISING SOURCE FOR NEW OR USED VEHICLE

Preferred advertising source for a new car, truck or van.

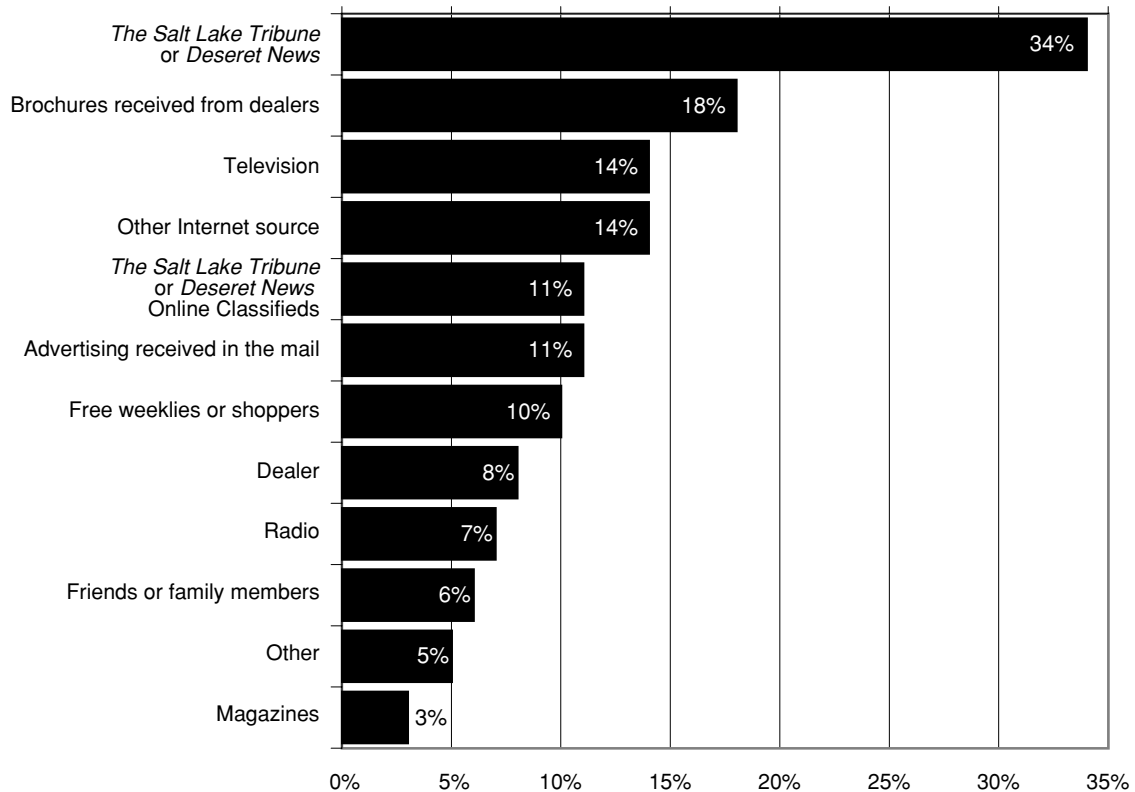


Preferred advertising source for a used car, truck or van.



Note: Percentages may total more than 100 percent because some respondents chose more than one source.

## ADVERTISING SOURCE CONSULTED FOR LAST VEHICLE PURCHASE



# NEWSPAPER AGENCY CORPORATION

ADVERTISING AGENT FOR THE SALT LAKE TRIBUNE AND DESERET NEWS

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