



## **2015 Nationwide Readership Survey**

Conducted Among New Car Dealers

*Conducted by Erdos & Morgan  
for Automotive News*

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## PURPOSE, METHOD AND SCOPE

Erdos & Morgan was retained by Automotive News to conduct a survey among U.S. automotive dealers.

**The purpose of this survey was to determine readership and reading habits of automotive dealers**, the “most important” publication, and the use of websites and other methods for gathering news and information about the automotive industry. Additionally, basic dealership data for 2014 on the number of vehicles sold and net revenues were collected from this national sample of automotive dealers.

Two subgroups – dealers with 2014 net sales revenue less than \$35 million and dealers with 2014 net sales revenue of \$35 million or greater – were statistically tested at the 95% confidence level.

Automotive publications named in this report were collected on a completely unaided basis as were all other sources of news and information about the auto industry,

On Jan 5, 2015 an advance letter was mailed to the 2,000 automotive dealers. On Jan 8, 2015, a two-page questionnaire accompanied by a cover letter on Erdos & Morgan letterhead, a one-dollar bill incentive, and a postage-paid reply envelope was sent to these 2,000 automotive dealers. Respondents could complete the survey either by mailing the questionnaire back in the postage-paid reply envelope.

A second survey was mailed on Feb 4, 2015 to non-responders with contents identical to the first mailing, including another one-dollar bill incentive.

Completed questionnaires were returned directly to the offices of Erdos & Morgan. At no time was *Automotive News* identified as the sponsor of the survey.

At the survey closing date of March 6, 2015, a total of 179 questionnaires had been received. Allowing for 81 post office returns, the net effective mailing was 1,919.

The 179 total respondents represent a 9.3% net return rate. After eliminating 55 respondents who were not current automotive dealers, a respondent base of 124 current automotive dealers was used to calculate survey results.

All tables, percentages, and other calculations in this report were prepared by Erdos & Morgan in accordance with accepted research practices.

## ABOUT THE LIST

**The list used for the Nationwide Readership Survey of New Car Dealers was purchased from Dun & Bradstreet Information Services**, a company of the Dun & Bradstreet. The Dun & Bradstreet lists are certified by Business Publications Audit of Circulation, Inc. and are often used by publications

as a source for circulation development. D&Bs database consists of over 22 million publicly and privately owned U.S. companies and their key decision-makers.

D&B's lists offer selectivity by line of business (SIC), title, gender, age and size (number of employees or sales volume). SIC (Standard Industrial Classification) codes are a universal system of classifying through which one can distinguish all types of businesses. SIC codes were developed by the U.S. Government in cooperation with the private business sector.

For this research, D&B's U.S. new car dealer file (primary SIC code 5511) was selected. On an Nth name basis, 2,000 names were selected from those dealers with a sales volume of \$10 million or more. The sample list included the Chief Executive Officer at dealerships, e.g., president, owner, partner, etc., and included name, title, address, city, state and ZIP code.

A duplication elimination process including telephone number was implemented to weed out redundancy. Lists were provided directly from Dun & Bradstreet to the research company of Erdos & Morgan.

***At no time was Automotive News identified as a sponsor of the survey.***

## ABOUT ERDOS & MORGAN

**Erdos & Morgan is readily identified as a leader in business-to-business research.** With offices in New York and Boston, they are one of the premier international market and media research companies based in the United States.

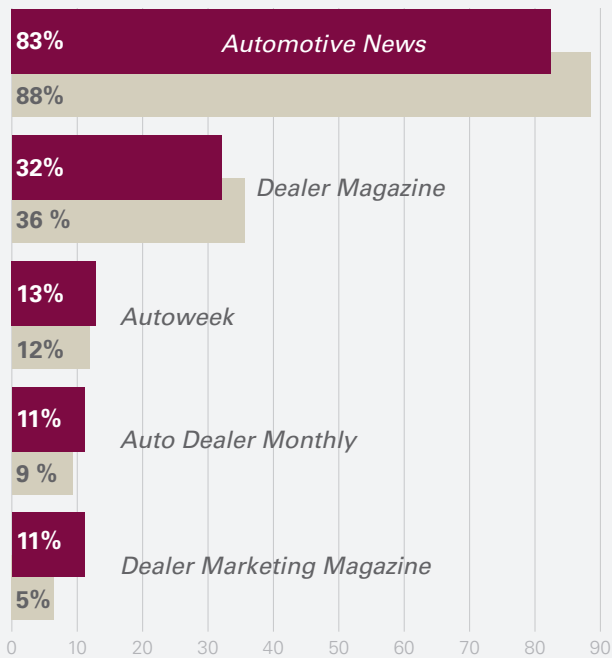
Erdos & Morgan is a 68-year-old full-service market research company offering a broad range of services to corporate America, the media, and advertising agencies. Founded in 1947 by Paul L. Erdos and Arthur J. Morgan, their years of experience provide unparalleled familiarity with the types of questions and analyses focused on business-to-business research.

Studies include syndicated research, such as Opinion Leaders, Purchase Influence in American Business, the Worldwide Professional Investment Community. Custom research includes panels, product research, concept/ad testing, sales and market positioning, customer satisfaction, corporate image/perception, subscriber, readership/editorial, circulation, direct marketing, and tracking studies. These are completed utilizing both quantitative and qualitative techniques including mail, telephone, personal/one-on-one, online, on-site, focus groups, and other statistically sound methods.

The following were all open-ended questions where respondents were asked to write in their answers.

**RECEIVERSHIP**

What automotive publications (in print or as a digital edition) do you receive addressed to you, routed to you, or by any other means?

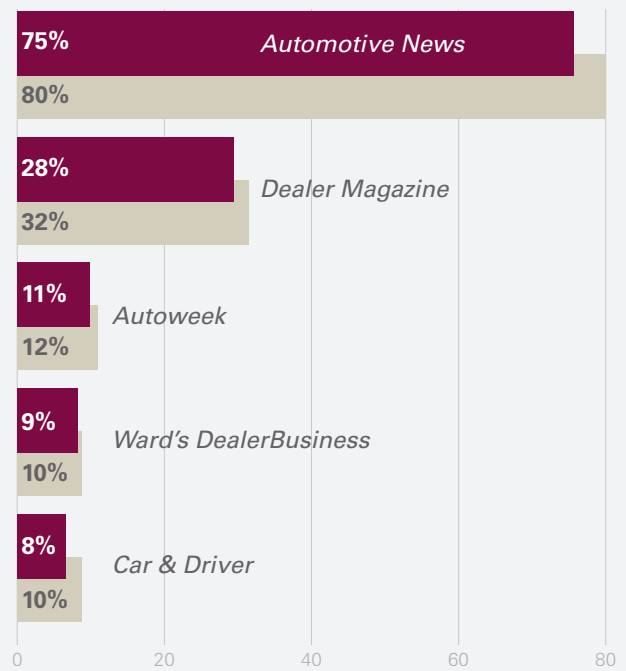


**ANALYSIS:**

Automotive News is, by more than a 2:1 margin, the most widely received trade publication.

**READERSHIP**

Percentage of respondents who read 1 or more of the last 4 issues:



**ANALYSIS:**

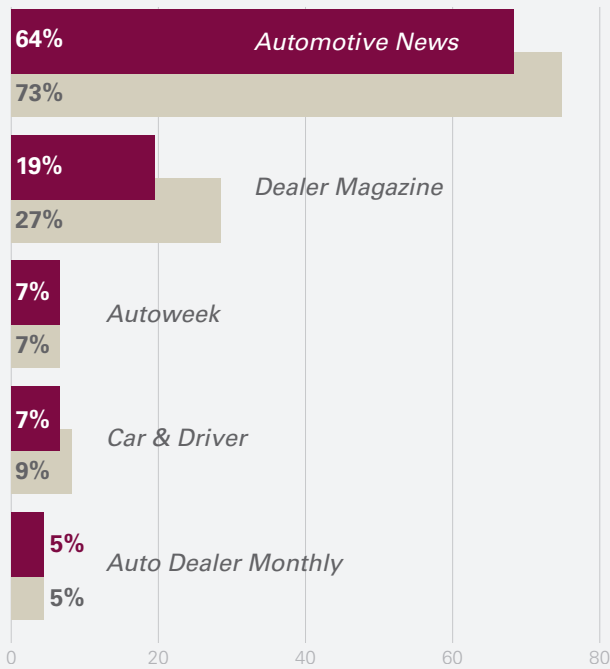
Eight out of ten dealers read one or more of the last four issues of Automotive News.

■ Total respondents (124) ■ Dealers with over \$35 million in annual sales

**Automotive News is, by an overwhelming majority, the most widely read automotive publication.**

## READERSHIP

Percentage of respondents who read all 4 of the last 4 issues:

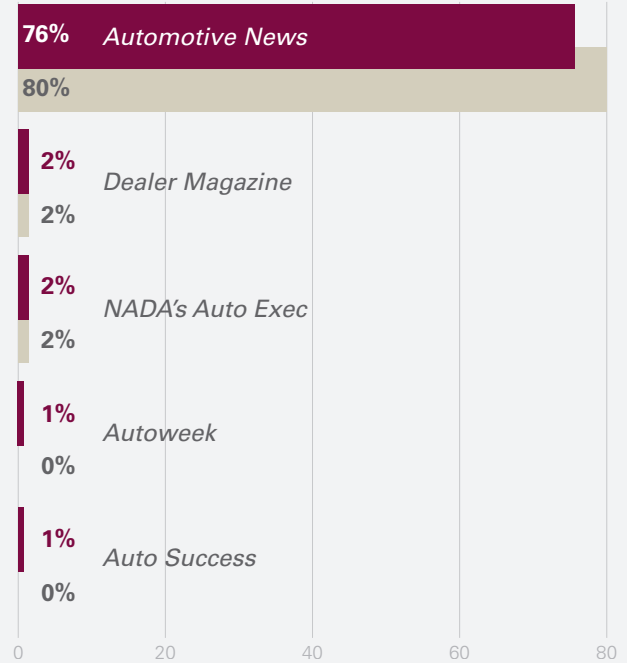


**ANALYSIS:**

Seven out of ten dealers with more than \$35 million in annual sales read all four of the last four issues of *Automotive News*.

## IMPORTANCE

Which automotive publication do you consider most important?



**ANALYSIS:**

*Automotive News* was overwhelmingly selected as the most important automotive publication among dealers.

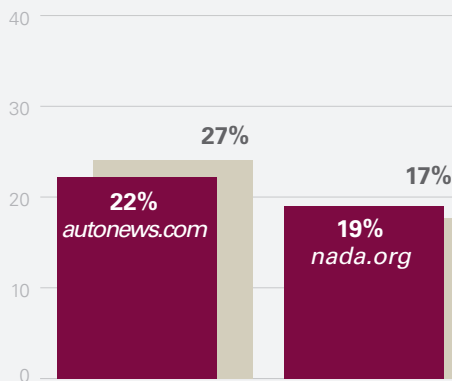
■ Total respondents (124) ■ Dealers with over \$35 million in annual sales

***Historical Erdos & Morgan research confirms Automotive News remains the leader in receivership, readership and importance among new car dealers.***

## WEBSITES

Which websites do you consider to be sources of news and information about the automotive industry?

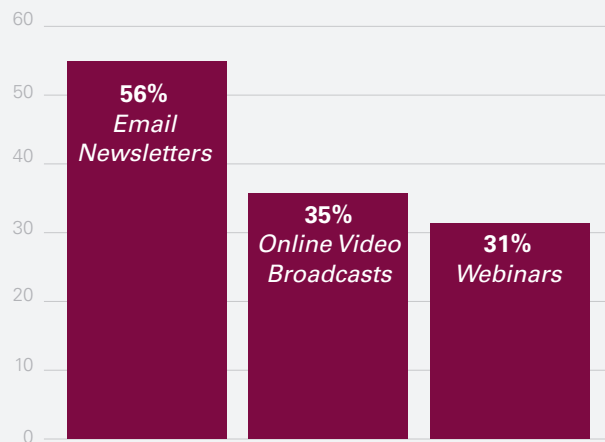
Responses for *Automotive News* and NADA are shown below. No other website was mentioned by more than 4% of the respondents.



Total respondents (124)  
 Dealers with over \$35 million in annual sales

## OTHER NEWS SOURCES

What other ways do you gather news and information about the automotive industry?



## ONLINE VIDEO BROADCASTS

Of those who view online video broadcasts, here's what they're watching:

	%
Automotive News	35%
Manufacturer Generated Broadcasts	16%
All Others Combined	20%
NADA	14%
CBT	9%

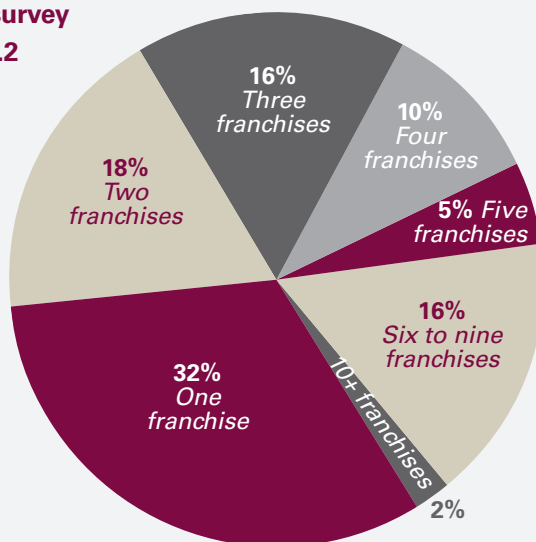
## EVENTS ATTENDED

What live automotive conferences and events do you attend regularly?

	%
NADA Convention	40%
Manufacturer Meetings/Conferences	17%
Regional Associations	11%
Auto Shows	6%

## NUMBER OF FRANCHISES CURRENTLY OWNED OR MANAGED

Dealers who responded to the survey own or manage an average of 3.2 franchises.



## NUMBER OF NEW/USED VEHICLES SOLD BY DEALERSHIP

Dealers sold an average of 1,775 new and 1,231 used vehicles during 2014.

# SOLD IN 2014	NEW %	USED %
Fewer than 500	22%	28%
500 – 999	23%	34%
1,000 – 1,999	23%	15%
2,000 – 4,999	18%	13%
5,000 or more	9%	4%
No answer	6%	6%
<b>Average</b>	<b>1,775</b>	<b>1,231</b>

## TOTAL DEALERSHIP REVENUE FOR ALL DEPARTMENTS (IN 2014)

In 2014, total dealership revenue for all departments was an average of \$53 million, with one-third doing \$60 million or more.

REVENUE	%
Less than \$15 million	21%
\$15 – \$34.9 million	21%
\$35 – \$59.9 million	14%
\$60 – \$84.9 million	13%
\$85 – \$109.9 million	6%
\$110 million or more	15%
No answer	11%

Average (in millions): 53

Total respondents (124)  
Totals do not add to 100% due to rounding.

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