



CUMULUS
**Delivers Auto
Buyers in
Harrisburg**

107,079 Harrisburg residents plan to spend \$1.2 billion on vehicles this year

29,224 Harrisburg residents plan to buy a new vehicle – at an average price of **\$24,614**

New model	Harrisburg new auto buyers
Sport utility vehicle	8,805
Full-size car	6,351
Pickup truck	6,196
Midsized car	5,924
Van or mini-van	3,384
Compact car	1,967
Luxury vehicle	1,470
Hybrid or electric vehicle	520

78,403 Harrisburg residents plan to buy a used vehicle – at an average price of **\$12,507**

Used model	Harrisburg used auto buyers
Sport utility vehicle	31,665
Pickup truck	17,554
Van or mini-van	15,031
Midsized car	14,024
Full-size car	10,254
Compact car	9,453
Hybrid or electric vehicle	2,720
Luxury vehicle	2,083

Cumulus Media reaches nearly 1 out of 3 auto buyers in Harrisburg, spending over \$686 million per year

Cumulus Media reaches more than 40,677 auto buyers in Harrisburg.

New model	Cumulus Harrisburg new auto buyers
Sport utility vehicle	5,111
Full-size car	3,879
Pickup truck	2,324
Luxury vehicle	1,470
Midsize car	1,440
Van or mini-van	1,055
Compact car	0
Hybrid or electric vehicle	0

Used model	Cumulus Harrisburg used auto buyers
Sport utility vehicle	14,758
Pickup truck	7,048
Midsize car	6,504
Van or mini-van	5,360
Compact car	2,488
Full-size car	2,401
Hybrid or electric vehicle	1,831
Luxury vehicle	791

Cumulus Media's audience mirrors the automotive profile of the Harrisburg market

Top 20 auto brands in Harrisburg market	Harrisburg owners	% of Harrisburg population
Chevrolet	132,791	24%
Ford	124,660	23%
Honda	89,725	16%
Toyota	77,989	14%
Jeep	46,714	9%
Volkswagen	45,657	8%
Dodge	40,375	7%
Nissan	38,872	7%
Hyundai	32,582	6%
Ram	32,208	6%
Mazda	31,945	6%
Subaru	30,536	6%
Kia	27,458	5%
Chrysler	22,414	4%
Buick	20,838	4%
Pontiac	18,872	3%
Saturn	13,588	3%
GMC	10,020	2%
Lincoln	6,252	1%
Mitsubishi	6,141	1%

Top 20 auto brands among Cumulus Harrisburg listeners	Cumulus Harrisburg owners	% of Cumulus Harrisburg listeners
Chevrolet	50,367	26%
Ford	41,251	22%
Honda	33,153	17%
Toyota	31,416	16%
Jeep	21,197	11%
Volkswagen	19,335	10%
Dodge	15,792	8%
Nissan	15,364	8%
Subaru	13,834	7%
Ram	13,669	7%
Kia	12,537	7%
Mazda	11,196	6%
Hyundai	10,601	6%
Chrysler	8,995	5%
Pontiac	8,057	4%
Saturn	6,238	3%
Mitsubishi	5,171	3%
Buick	4,275	2%
Mercedes	2,704	1%
Volvo	2,569	1%

New auto buying preferences of Cumulus Media listeners are similar to the Harrisburg population

Reason dealer was chosen to buy/lease last new vehicle	% of Harrisburg population	% of Cumulus Harrisburg audience
Financing through dealer	8%	9%
Location	20%	21%
Previous business with dealer	13%	13%
Price - value	26%	26%
Reputation of dealer	15%	13%
Selection of makes/models	18%	17%
Service	14%	13%
Warranty	7%	8%
Other reason	4%	4%

Used auto buying decisions of Cumulus Media listeners are similar to the Harrisburg population

Reason dealer was chosen to buy/lease last used vehicle	% of Harrisburg population	% of Cumulus Harrisburg audience
Financing through dealer	6%	8%
Location	12%	14%
Previous business with dealer	6%	5%
Price - value	23%	29%
Reputation of dealer	10%	11%
Selection of makes/models	10%	13%
Service	8%	10%
Warranty	5%	8%
Other reason	6%	7%

Harrisburg residents and Cumulus Media listeners are willing to drive to buy their car

Most Cumulus Media listeners traveled more than 10 miles for their last new or used car purchase

Miles traveled to buy/lease last new vehicle (among new vehicle buyers)	% of Harrisburg population	% of Cumulus Media audience
Less than 10 miles	36%	37%
10-19 miles	35%	37%
20-29 miles	15%	13%
30+ miles	15%	13%

Miles traveled to buy/lease last used vehicle (among used vehicle buyers)	% of Harrisburg population	% of Cumulus Media audience
Less than 10 miles	36%	37%
10-19 miles	22%	23%
20-29 miles	19%	19%
30+ miles	23%	21%