



CUMULUS  
**Delivers Auto  
Buyers in  
Lancaster, PA**

# 81,600 Lancaster residents plan to spend more than \$1.3 billion on vehicles this year

**25,230** Lancaster residents plan to buy a new vehicle – at an average price of **\$22,812**

New model	Lancaster new auto buyers
SUV	9,684
Van or mini-van	6,540
Midsize car	3,785
Compact car	3,471
Full-size car	2,428
Pickup truck	2,174

**58,240** Lancaster residents plan to buy a used vehicle – at an average price of **\$13,587**

Used model	Lancaster used auto buyers
Sport utility vehicle	19,419
Pickup truck	11,597
Full-size car	9,684
Compact car	9,586
Van or mini-van	9,568
Midsize car	6,549
Luxury vehicle (any size)	5,432
Hybrid or electric vehicle (any size)	322

# Cumulus Media reaches 1 out of 5 auto buyers in Lancaster, spending over \$198 million per year

## Cumulus Media reaches over 13,600 auto buyers in Wilkes Barre- Scranton PA

New model	Cumulus Lancaster new auto buyers
Van or mini-van	2,058
Full-size car	1,604
Compact car	0
Hybrid or electric vehicle (any size)	0
Luxury vehicle (any size)	0
Midsized car	0

Used model	Cumulus Lancaster used auto buyers
Compact car	4,281
Midsized car	3,689
Full-size car	3,076
Sport utility vehicle	2,610
Van or mini-van	1,604
Pickup truck	903

# Cumulus Media's audience mirrors the automotive profile of the Lancaster market

Top 20 auto brands in Lancaster market	Lancaster owners	% of Lancaster population
Ford	107,473	26%
Chevrolet	81,499	20%
Toyota	66,815	16%
Honda	59,725	15%
Jeep	40,049	10%
Dodge	33,043	8%
Nissan	31,315	8%
GMC	22,098	5%
Hyundai	20,873	5%
Volkswagen	20,132	5%
Subaru	19,578	5%
Chrysler	18,015	4%
Kia	12,722	3%
Mazda	11,882	3%
Buick	11,571	3%
Mercury	9,216	2%
Mitsubishi	8,999	2%
Saturn	8,175	2%
Volvo	8,117	2%
Ram	8,084	2%

Top 20 auto brands among Cumulus Lancaster listeners	Cumulus Wilkes Barre-Scranton owners	% of Cumulus Lancaster listeners
Ford	15,650	23%
Jeep	11,973	17%
Chevrolet	11,601	17%
Toyota	8,717	13%
Dodge	6,099	9%
Buick	4,470	6%
GMC	4,469	6%
Nissan	4,256	6%
Mitsubishi	4,047	6%
Subaru	3,190	5%
Honda	2,955	4%
Hyundai	2,853	4%
Saturn	2,359	3%
Mercury	2,315	3%
Chrysler	1,957	3%
Kia	1,861	3%
Pontiac	1,266	2%
BMW	1,067	2%
Saab	1,033	2%
Oldsmobile	890	1%

# New auto buying preferences of Cumulus Media listeners are similar to the Wilkes Barre- Scranton population

Reason dealer was chosen to buy/lease last new vehicle	% of Lancaster population	% of Cumulus Lancaster audience
Price/value	22%	17%
Location	17%	10%
Reputation of dealer	14%	13%
Selection	14%	7%
Service	13%	7%
Previous business with dealer	11%	11%
Financing through dealer	8%	6%
Warranty	7%	5%
Other reason	6%	9%

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

Reason dealer was chosen to buy/lease last used vehicle	% of Lancaster population	% of Cumulus Lancaster audience
Price/Value	28%	18%
Selection	16%	9%
Location	13%	14%
Service	11%	6%
Reputation of dealer	9%	9%
Previous business with dealer	8%	8%
Warranty	7%	2%
Other reason	6%	4%
Financing through dealer	5%	1%

# Lancaster 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 Lancaster population	% of Cumulus Media audience
Less than 10 miles	37%	23%
10-19 miles	39%	41%
20-29 miles	11%	23%
30+ miles	13%	13%

Miles traveled to buy/lease last used vehicle (among used vehicle buyers)	% of Lancaster population	% of Cumulus Media audience
Less than 10 miles	33%	27%
10-19 miles	28%	35%
20-29 miles	23%	17%
30+ miles	16%	21%