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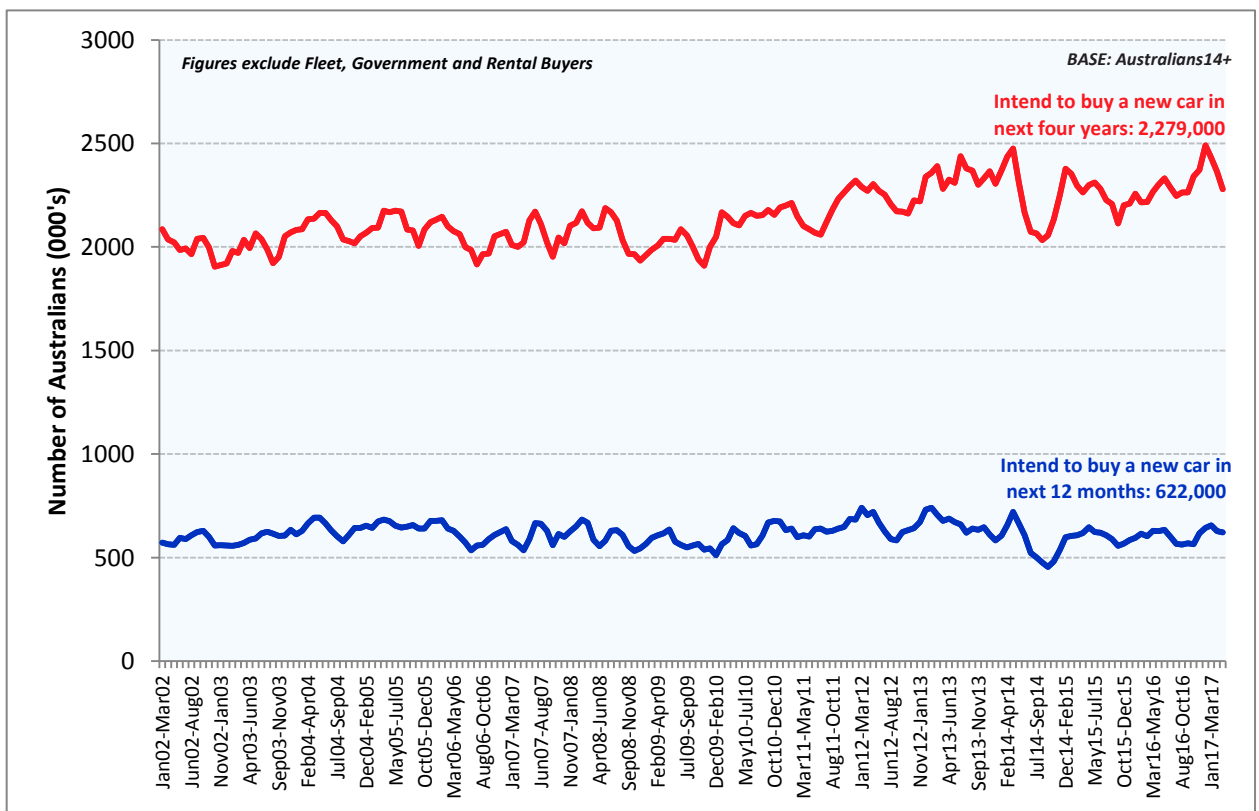
New Car Buying Intention softens after setting new records earlier in the year

After starting the year with record numbers of Australians intending to buy a new car, car buying intention in Australia has softened. Roy Morgan’s research shows that Consumer Confidence is often a key driver of car buying intention – and Australians are less confident about their finances now than they were at the beginning of 2017.

While intention may have gone down recently, the automotive industry remains in great shape. An estimated 622,000 Australians plan to buy a new car in the next 12 months.

Overall 2,279,000 Australians intend to buy a new car in the next four years—down from a record of 2,490,000 in February, but almost 15,000 ahead compared to the result last year.

New Car Purchase Intention: May 2017



Source: Roy Morgan Single Source (Australia), January 2002 – May 2017, rolling monthly, average quarterly sample n = 13,325 Australians 14+.

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Rob Heneghan, Automotive Account Manager, Roy Morgan Research, says:

“Australia’s new car market started 2017 by setting new records for the number of new car intenders. Some of that momentum has since stalled – following a decline in the [ANZ-Roy Morgan Consumer Confidence index](#) – especially amongst those with plans to buy in the next four years.

“Market analysis using Roy Morgan’s [Helix Personas](#) segmentation shows that one of the biggest drops in buying intention has been amongst the most affluent groups – Leading Lifestyles. This affluent group traditionally makes up the largest portion of new car intenders, with a strong preference for Japanese brands such as Toyota, Mazda and Subaru.

“The recent downturn has been reflected in lower numbers of passenger and commercial vehicles intenders, but SUV intention has continued growing, adding another 30,000 intenders since January. If Australia’s love affair with SUV’s continues at this pace, we could see SUV’s overtaking passenger vehicles as the nation’s favourite vehicle, within the next 12 months.”

To learn more about Roy Morgan’s Automotive Currency Report, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2

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