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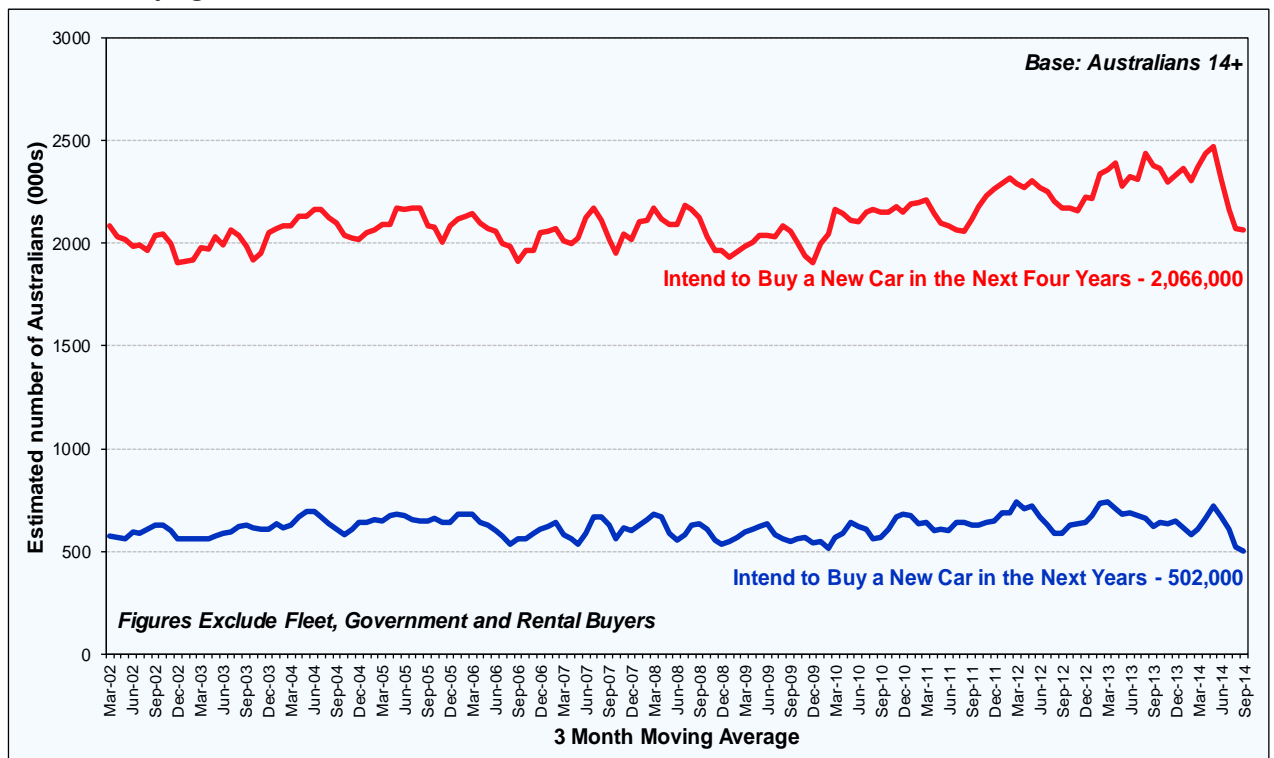
Monday, 27 October 2014

New car intention continues its descent

The number of potential new car buyers in Australian has continued its downward trajectory, with the latest figures from Roy Morgan Research revealing that 2,066,000 people plan to buy a new car in the next four years – the lowest since August 2011. But could there be light at the end of the tunnel? After all, this month’s decline is not quite as steep as the drop-off we reported [last month...](#)

Intention has also fallen among people intending to buy a new car in the next 12 months, slipping from 523,000 as of August 2014 to 502,000 in September.

New car buying intentions



Source: Roy Morgan Single Source (Australia), March 2002 – September 2014, n=660,542 (average quarterly sample n=13,486).

Jordan Pakes, Industry Director -- Automotive, Roy Morgan Research, says:

“While consumer confidence is relatively stable, and has been for the last few months, Australians are not feeling too positive about the country’s [economic outlook](#), with more of us expecting bad times than good over the coming year.

“Not all brands are suffering though, with an additional 22,000 people in the market for a Mitsubishi now compared to 12 months ago – with the Triton, Pajero & Outlander driving the brands overall growth.”

For comments or more information about Roy Morgan Research's automotive data, please contact:

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Related research findings

Purchase our latest detailed [Roy Morgan Automotive Currency Report](#) to learn more about automotive intentions for the different vehicle types. This report covers intentions to purchase new vehicles, future brand intentions and recent sales, loyalty and satisfaction, brand health, automotive attitudes, car servicing and use of the internet for vehicle related content. Brands are reported individually within three distinct groups: Local Manufacturers (Toyota, Holden and Ford), Mid Volume Importers (Mazda, Mitsubishi, Honda, Nissan, Subaru, Volkswagen and Hyundai) and Luxury Brands (BMW, Mercedes Benz, Audi and Lexus).

Purchase from our extensive and detailed range of Roy Morgan [new car intender profiles](#) by make, model and segment covering brands like Honda, BMW, Holden, Mazda, Ford, Mercedes-Benz, Subaru, Mitsubishi, Nissan and Volkswagen.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, 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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2