

Discover your *edge*

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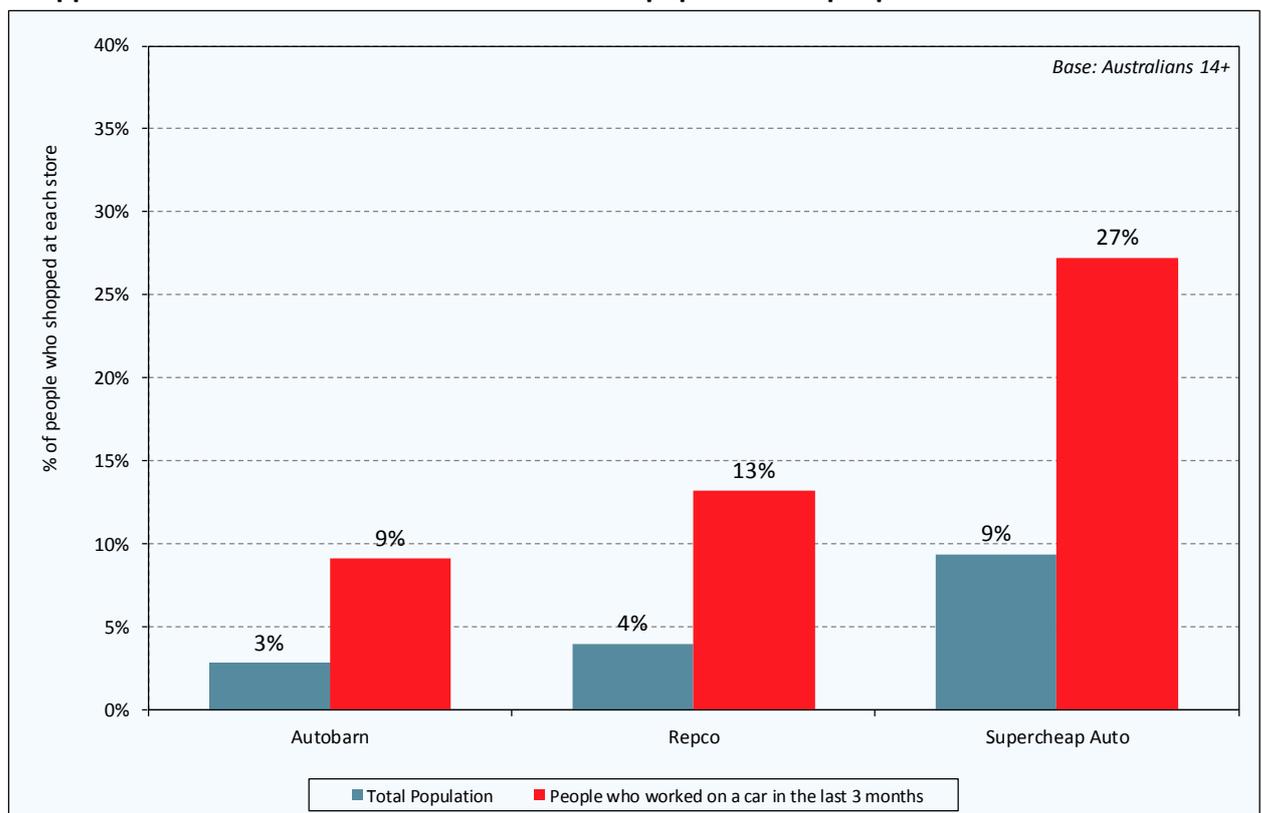
Australia's 'backyard mechanics' more likely to buy auto accessories (and get their car serviced!)

In the year to June 2014, 16% of Australians worked on a car in any given three months, down from 18% in 2010, while the proportion who got their car serviced by a professional in an average four weeks stayed relatively stable. But who'd have guessed that people who worked on cars were also more likely than the average Australian to get their car serviced?

Between 2010 and 2014, the proportion of people who worked on cars who also got their car serviced grew slightly from 28% to 29%, in contrast to the total population (20% to 19%).

Nobody would be surprised to learn that people who work on cars are overwhelmingly male and aged between 35–49 or 50–64 years, with an above-average proportion of country-dwellers among them. They are also more likely than the average Australian to have shopped at an auto accessories shop in the last four weeks – particularly Autobarn and Repco.

Shopped at car accessories stores in last 4 weeks: population vs people who worked on a car



Source: Roy Morgan Single Source (Australia), July 2013 – June 2014 (n=16,809).

While Repco and Autobarn are especially popular among people who work on cars, Supercheap Auto is by far the most popular of the three big auto parts stores, with 9% of Australians aged 14+ shopping there in an average four weeks. This is more than double the proportion who shopped at Repco (4%), and triple that which shopped at Autobarn (3%)

Warren Reid, Group Accounts Director – Consumer Products, Roy Morgan Research, says:

“While it’s certainly logical that people who work on cars at home would be more likely than the average Aussie to shop at auto accessories stores, the fact that they are also more likely to get their car serviced seems somewhat surprising at first – until you think about it.

“Whereas 24% of the total population agree with the statement, ‘I regard myself as a bit of a car enthusiast’, this figure jumps to 56% of people who work on their cars at home. While these ‘revheads’ obviously enjoy a bit of backyard tinkering, they would still rely on the professionals to do the serious work, keep their service schedules up to date and their beloved vehicle performing to its maximum capacity.

“Using Roy Morgan Research’s ground-breaking segmentation tool Helix Personas, we can form an even clearer picture of who these people are – and see that although they share some obvious common traits, there are key differences between them that might help an auto accessories shop (or a chain of garages) determine who exactly they wish to target.

“For example, individuals from the [Family First](#) persona are 24% more likely than the average Australian to have worked on a car in the last three months. These middle-class, family-focused Aussies tend to live in outer suburbs or medium-sized regional towns, where a fair bit of driving is required. They also enjoy DIY, so probably wouldn’t be averse to a bit of home car maintenance – on their own vehicle or those of their kids.

“People from the [Still Working](#) persona, on the other hand, tend to be older, predominantly rural and on tight budgets. Working on their car (also likely to be older!) would likely be a viable way for them to stretch their finances further – as long as they didn’t have to follow it up with a visit to the mechanic every time... This Persona is twice as likely to have shopped at Repco than the other two auto stores.”

For comments or more information about Roy Morgan Research’s retail data, please contact:**Warren Reid**

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View our range of Automotive [Store profiles](#), including an [Autobarn customers profile](#), a [Repco customers profile](#), and a [Supercheap Auto customers profile](#). Or you could check out our [Worked on a Car profile](#).

These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research Ltd. A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

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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