

Car Ownership in Australia



The journey to car ownership in Australia is often **long and considered**, given the large financial investment.

Regardless of life stage, owning a car is of **high priority** for Australians.

Car ownership is set to rise, with 45% of non-car owners saying their views on primary transport preferences have changed [1].



59% of non-car owners are more likely to consider buying a car, and 38% are 'definitely' likely to consider buying a car 'right now'.



44% are looking to change automakers for their next vehicle.



38% have a shortlist of brands and dealerships they're keen to visit, when looking to buy a new car [2].

This represents an opportunity to increase consideration amongst car buyers, who are dissatisfied with their current car make and model.

1 in 3 customers are planning to buy a car in the next 12 months [3].



38% Are in the market for a brand-new car.

45% Are looking to purchase a second-hand car.

38% Plan to trade in their existing vehicle.

With 28% of shoppers deciding what make and model to buy and 69 different auto brands available in Australia, choice is plentiful. [4]

- Factors of highest importance to decision makers.
- 1. Test Drives**
91% consider it important to test drive a car before buying.
 - 2. Prices**
90% agree that the ability to negotiate on prices is important.
 - 2. Value**
85% value the ability to negotiate add-ons/optional extras.

Whilst virtual vehicle sales are here to stay, 63% of shoppers still prefer to visit and work with an authorized dealership, when buying a car [6].

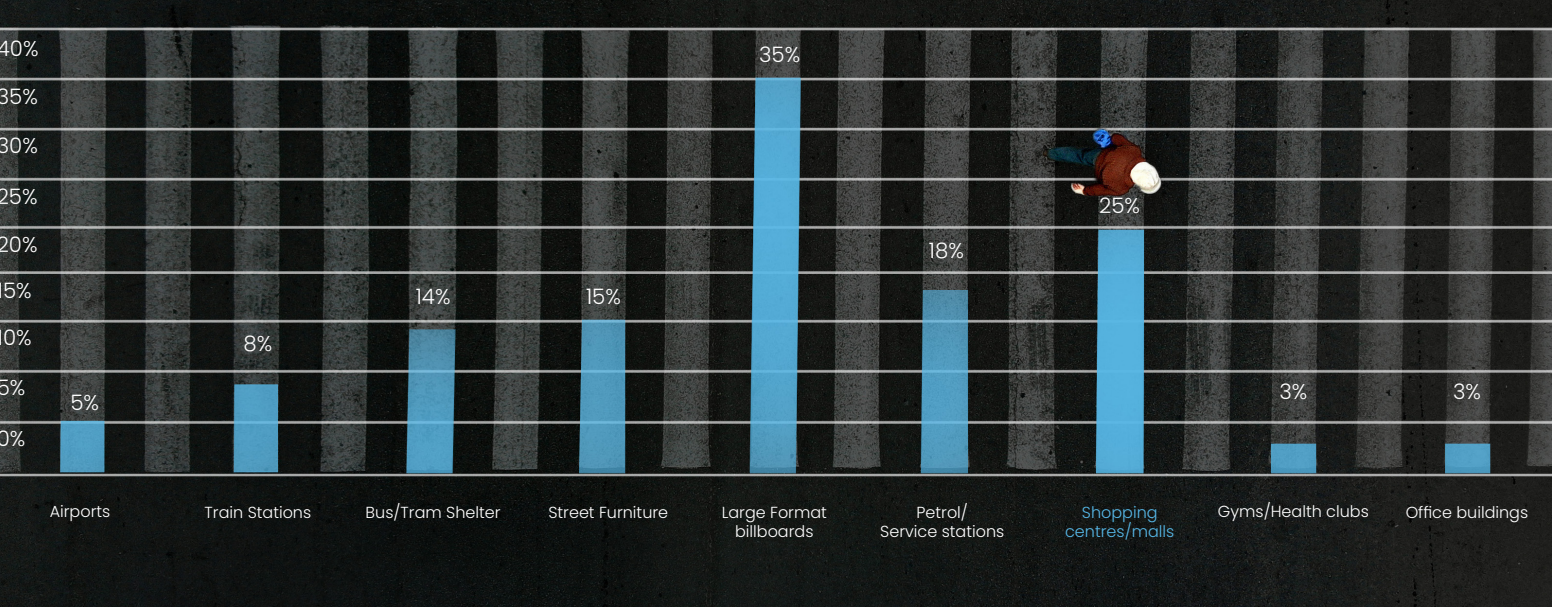
79% Still expect to purchase their next vehicle the 'traditional' way: in-person versus virtually [7].

6 in 10 still prefer to interact with an authorised Dealer [7].

61%

36% Are more likely to visit a car dealership, if it's within 20km of where they live [8].

When reaching Australians who are actively seeking information during the car buying process, Retail OOH should be part of the media mix [9].



Never underestimate the power of Retail OOH for driving awareness, inspiration and consideration amongst auto intenders [3].

68% Of shoppers have **researched** a car, after seeing it advertised on a retail panel in a shopping centre.

69% Of shoppers agree that advertising in shopping centres **provides inspiration**, when purchasing a new car.

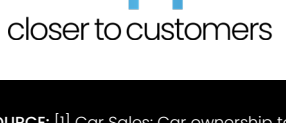
68% Of shoppers **have visited a car dealership (online/face-to-face)**, after seeing it advertised in a shopping centre.



The waiting list for many popular cars in Australia ranges from three months to 10 months, with estimated arrival and delivery times changing frequently.

Brand building is key during these times, to create a level of desire that will outweigh lengthy wait times faced [10].

Contact MarketingandInsights@shoppermedia.com.au to find out more or arrange a presentation of the full study findings.



SOURCE: [1] Car Sales: Car ownership to rise post-COVID-19. <https://www.carsales.com.au/editorial/details/car-ownership-to-rise-post-covid-19-124102/> [2] 2021 Retail Study, n=1001
SOURCE: [3] Shopper Study (Auto Category), May 2022, n=2,520 | SOURCE: [4] Zing! Insights, online survey of 500 Australian new car buyers/intenders
SOURCE: [5] Shopper Study (Auto Category), May 2022, n=2,502 | SOURCE: [6] Deloitte's 2021 Global Automotive Consumer Study | SOURCE: [8] Shopper Study (Auto Intenders), 2021, n=1,005
SOURCE: [9] ROY MORGAN SINGLE SOURCE AUSTRALIA: JAN 2021 - DEC 2021, BASE AUSTRALIANS AGED 18+ "Where have you seen billboard/poster or digital screen advertising in the last 7 days" (filtered to those seeking information around buying a car). | SOURCE: [10] Carat in View Series: Automotive (2022).