



carsales Quarterly Insights Report

October 2015

The carsales Quarterly Insights Report - October 2015

The Australian love affair with the car has been well documented over the years and is arguably part of our cultural identity; but how much do we really know about the cars we buy, why we buy them and what they mean to us? The *carsales Quarterly Insights Report* aims to shed light on our love affair, each quarter investigating the market and digging into the data that drives the new and used car market in Australia.

The report gives access to data previously only available to Australia's manufacturers and distributors and sheds light on the cars we look for, the cars we lust after and the cars we buy, while investigating how the market differs from state to state.

Each quarter, the *carsales Quarterly Insight Report* will feature an in-depth review of one specific vehicle in the market. Over the coming years, this will create an extensive profile of the Australian car buying public. The first vehicle in the headlights of the report is the Volkswagen Golf - a car which was chosen for profiling before consumer sentiment towards their emissions scandal could be evaluated.

Hundreds of thousands of prospective car buyers use carsales.com.au each month to contact car dealers or private sellers. The vehicle information associated with these transactions is collected and analysed daily by carsales to track the 'user-chooser' private car marketplace and provide a holistic insight to both new and used car purchasing. This data stands in contrast to existing new-car buying surveys or new-car-registrations that are largely composed of business, fleet or government orders and often distorted by short-term dealer incentives.



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In the small car market in 2014,

20,483

new Volkswagen Golf were sold
making it one of Australia's most
popular small passenger cars



Vehicle in the headlights - Volkswagen Golf

The Volkswagen Golf is popular with Australians. According to data from the Federal Chamber of Automotive Industries in the financial year to 30 June 2015, 20,483 new Golf were registered Down Under. This places the Golf fourth in the small car market, behind the Toyota Corolla (43,319), Mazda 3 (41,216) and Hyundai i30 (31,614). The Holden Cruze came in fifth with 17,121 registrations.

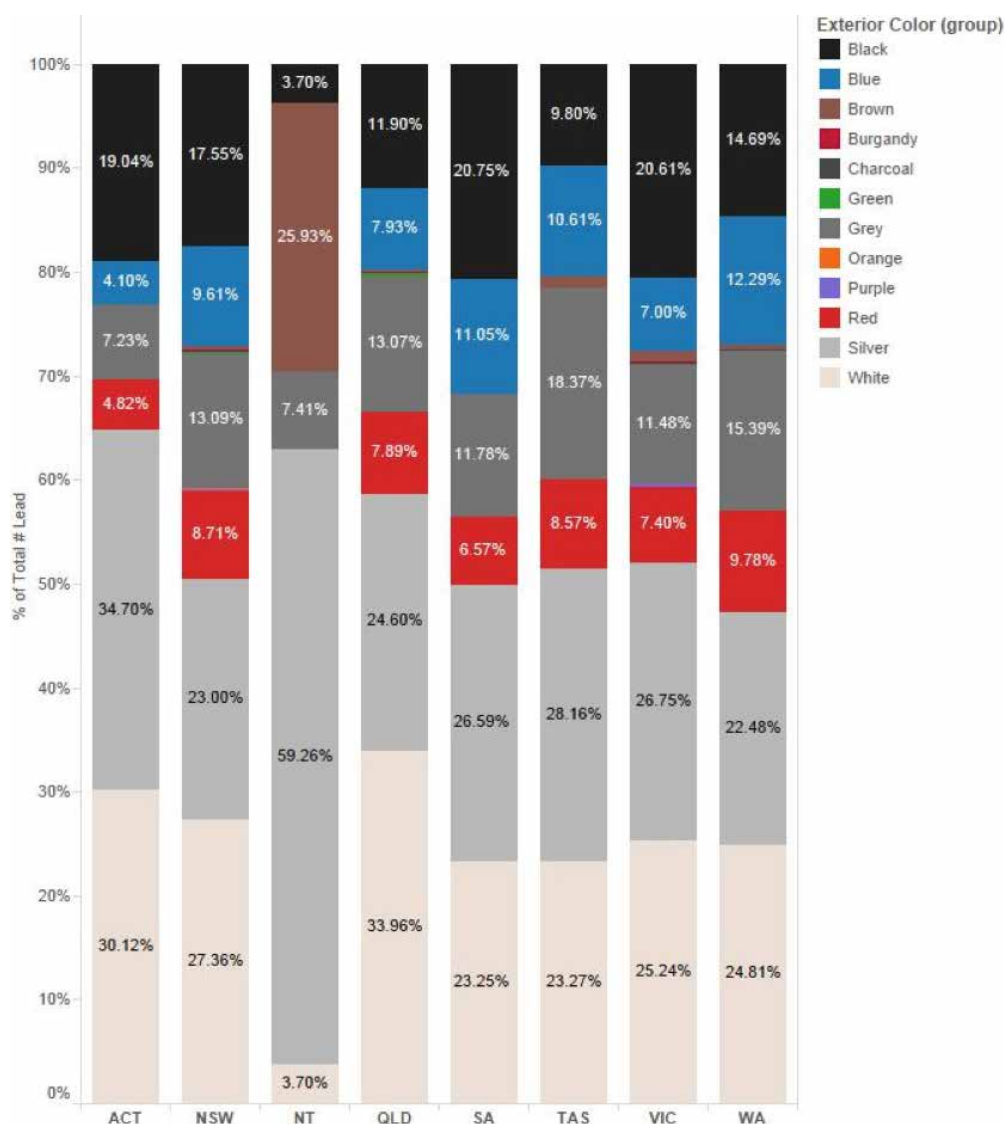
The VW Golf is also the 10th highest selling car of any type in Australia, according to data from VFACTS.

Considering carsales' data for the first half of 2015, Australia-wide Golf shoppers tend to stick to traditional colours with 27.2% of all enquiries for white. That said, Northern Territory bucked the colour trend, opting for silver as their most popular colour for a whopping 59.3% in the Top End. Much has been written about black cars heating up quicker than white cars - Mythbusters undertook an experiment which saw the black car 5°C warmer than the white car (52.2°C to 57.2°C) after a stint in the sun. This could be one reason why Northern Territorians and Queenslanders shun a black Golf with just 3.7% and 11.9% of enquiries respectively in black, compared to a whopping 59.3% in silver for NT, and 33.96% in white in Queensland. The cooler southern states may also care less about heating caused by darker coloured cars.

Consumers tend to stick to traditional colours when considering a Golf with 27.22% of all enquiries in white, 24.85% in silver and 17.54% in black - making up 69.6% of all Golf enquiries in the year to July 2015.

Colours such as blue and red have been received with a lukewarm reception nationally and, despite all states showing a market for VW Golf in these colours, both blue and red enthusiasts average less than 9% nationally.

Colours may say a lot about VW Golf buyers.



Source: carsales internal data, Business Intelligence, July 2014 – June 2015

By colour

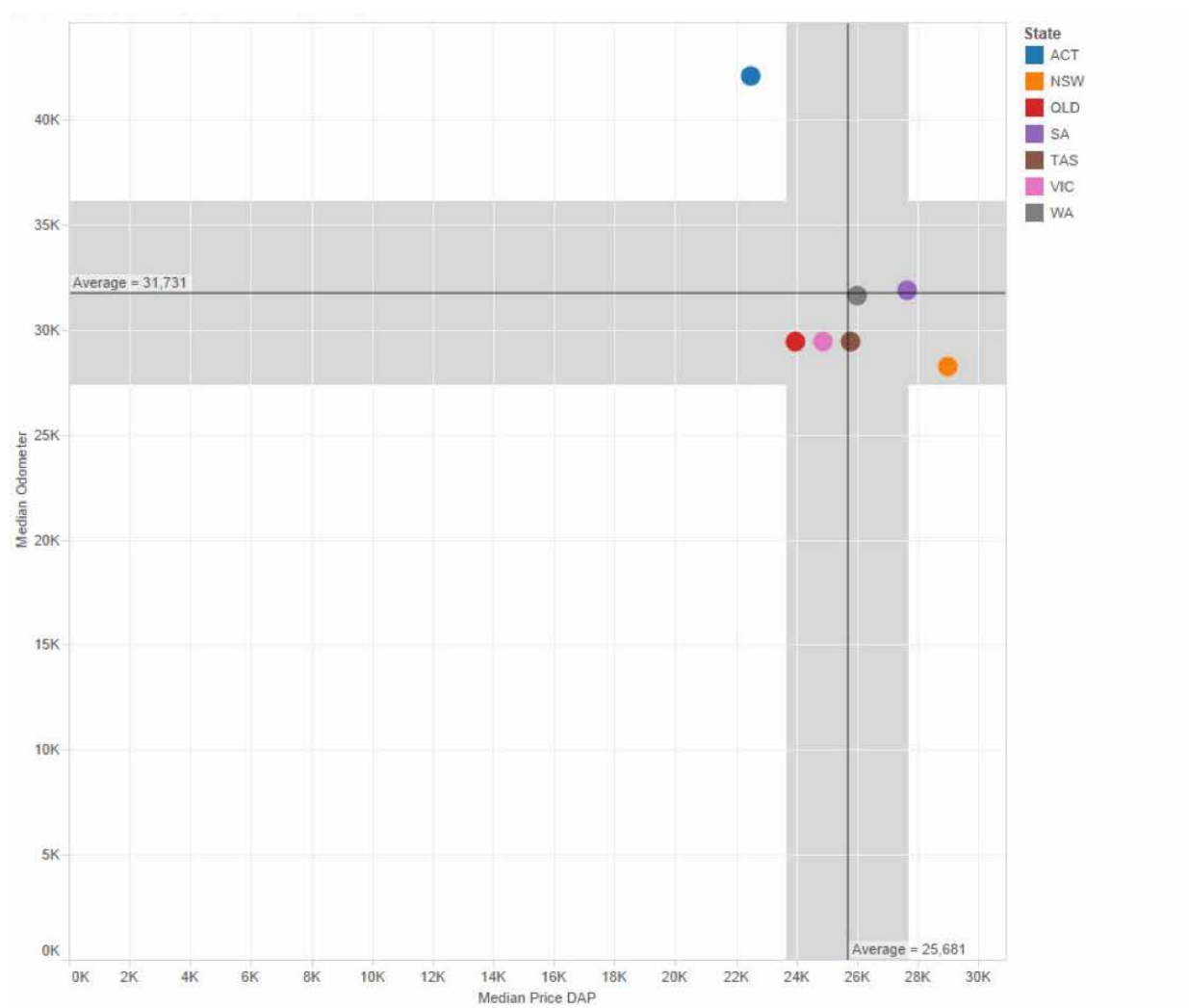
- Black VW Golf are most popular in South Australia (20.75%) compared to a low of just 3.7% in Northern Territory
- Enquiries for silver and white are pretty consistent across all states with a high of 59.26% in Northern Territory for silver and a low of 22.48% in Western Australia for silver, and for white a high of 33.96% in Queensland and a low of 23.25% in South Australia
- As with all manufacturers, VW believes these are the colours that Australians want and imports accordingly

By state

- Silver is the most popular car colour in the ACT (34.7%) above all other colours, and has the second lowest interest of all the states in blue cars (4.10%)
- Nearly 10% of all enquiries in WA are red - the highest of any state. WA also had the highest level of blue cars (12.29%)

In regards to resale prices over the past two years, VW Golf are most expensive in NSW (although the average kilometres are lower) while the best place to buy a used Golf is in Queensland. Interestingly, the ACT is the cheapest state to purchase a second hand Golf, however the median odometer is the highest of all the states at 42,079 kilometres.

As Canberra has a large student population, students may be holding on to their cars a lot longer than other Golf owners before they sell them. Or could it be that Canberra's plethora of public servants on fixed employment contracts cannot change their car as often as those in other states?



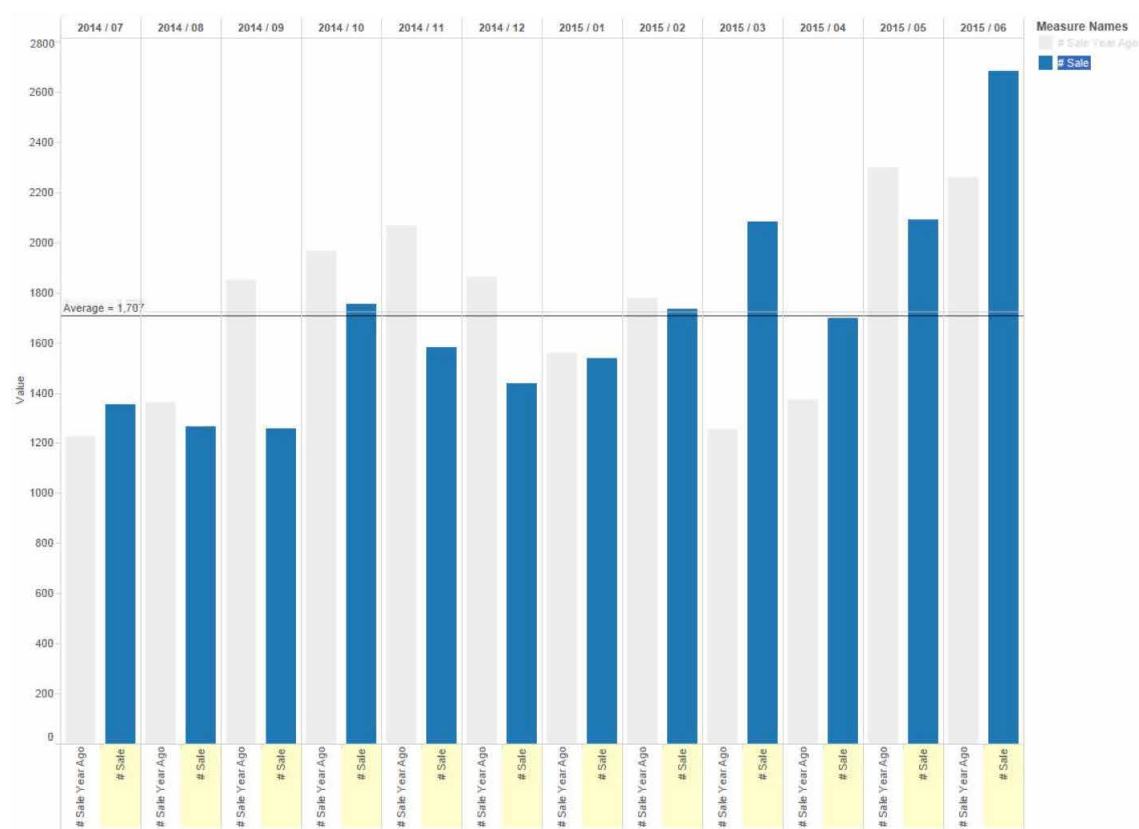
Source: carsales internal data, Business Intelligence, June 2014 – July 2015, Dealer stock only. Excludes VW Golf GTI badge. NT excluded due to sample size.

Annual sales

Whilst sales of the VW Golf between July 2014 and June 2015 showed fluctuation from the previous year, overall there was a slight decrease in the average monthly sales figure, with a fewer 31 vehicles sold per month by end of June 2015.

"The Golf is trending up in 2015 despite being mid-cycle with not a great deal of reason," said carsales.com Ltd CEO Greg Roebuck. "The current Golf 7 launched in April 2013, so is currently just under half-way through its model lifecycle. The burst this year is partly due to sharper RRP pricing which Volkswagen introduced (\$22,990) and more shipments from Germany. Obviously the future is uncertain, pending outcomes of TDI diesel investigations," noted Roebuck.

This decrease of 31 cars sold monthly saw the average monthly sales of a VW Golf drop from 1,738 (in 2013/14) to 1,707 (2014/15).



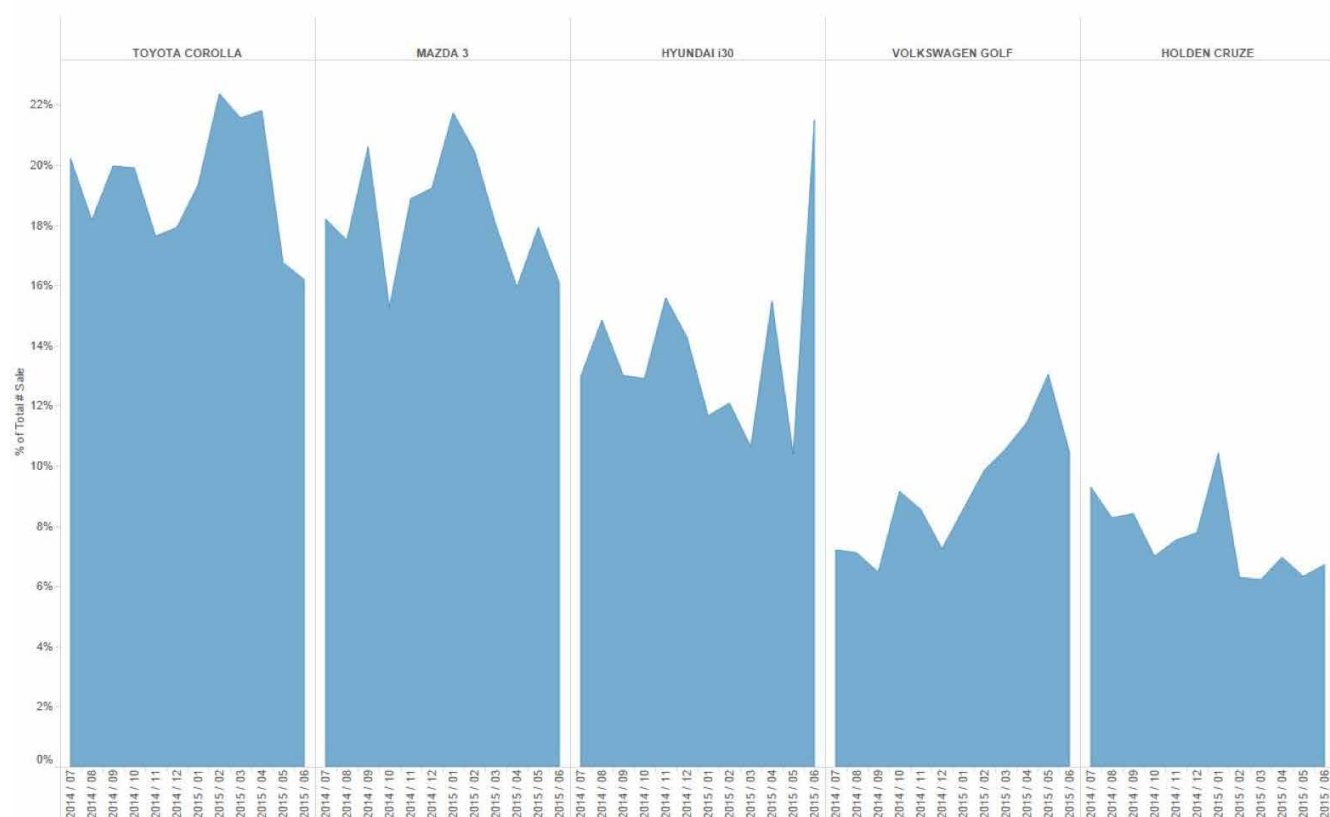
Source: FCAI, VFacts sales data, July 2013 – June 2014; July 2014 – June 2015

Small passenger car competitor analysis

With the Toyota Corolla and Mazda 3 consistent front-runners in the small passenger car vehicle (sub \$40,000), the VW Golf is showing steady growth - much more so than the Australian built Holden Cruze.

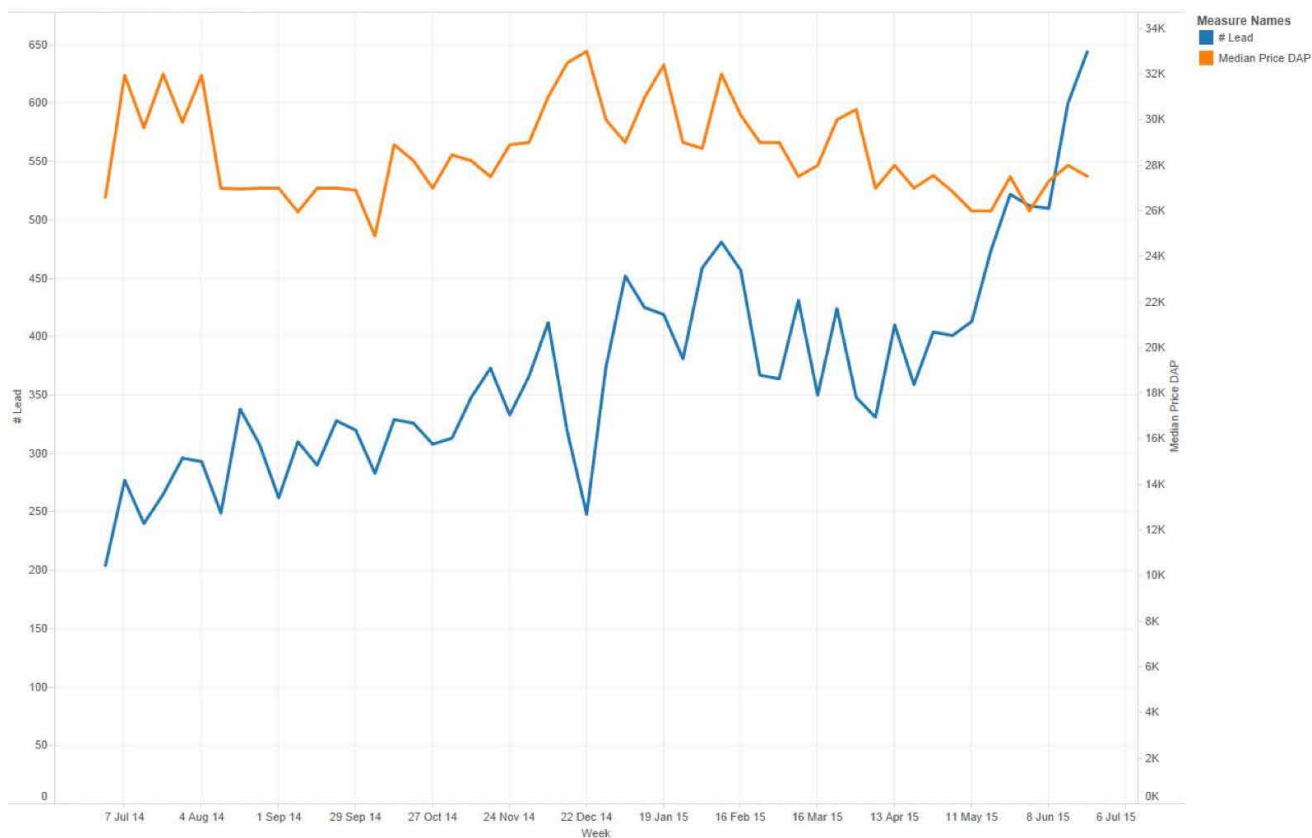
In the first five months of 2015, the Golf showed consistent growth from December to April, thereafter dropping approximately 3% in May along with the Toyota Corolla and Mazda 3, meanwhile the Hyundai i30 experienced a very large peak at the end of June.

carsales CEO Greg Roebuck says, "while at face value the data suggests a spike in sales share, given our knowledge of activity by dealers at this time of year, it might be more accurate to say that dealers are trying to get rid of old stock by redistributing it to family and friends."



Source: FCAI, VFacts sales data, July 2014 – June 2015

Median DAPs v Leads

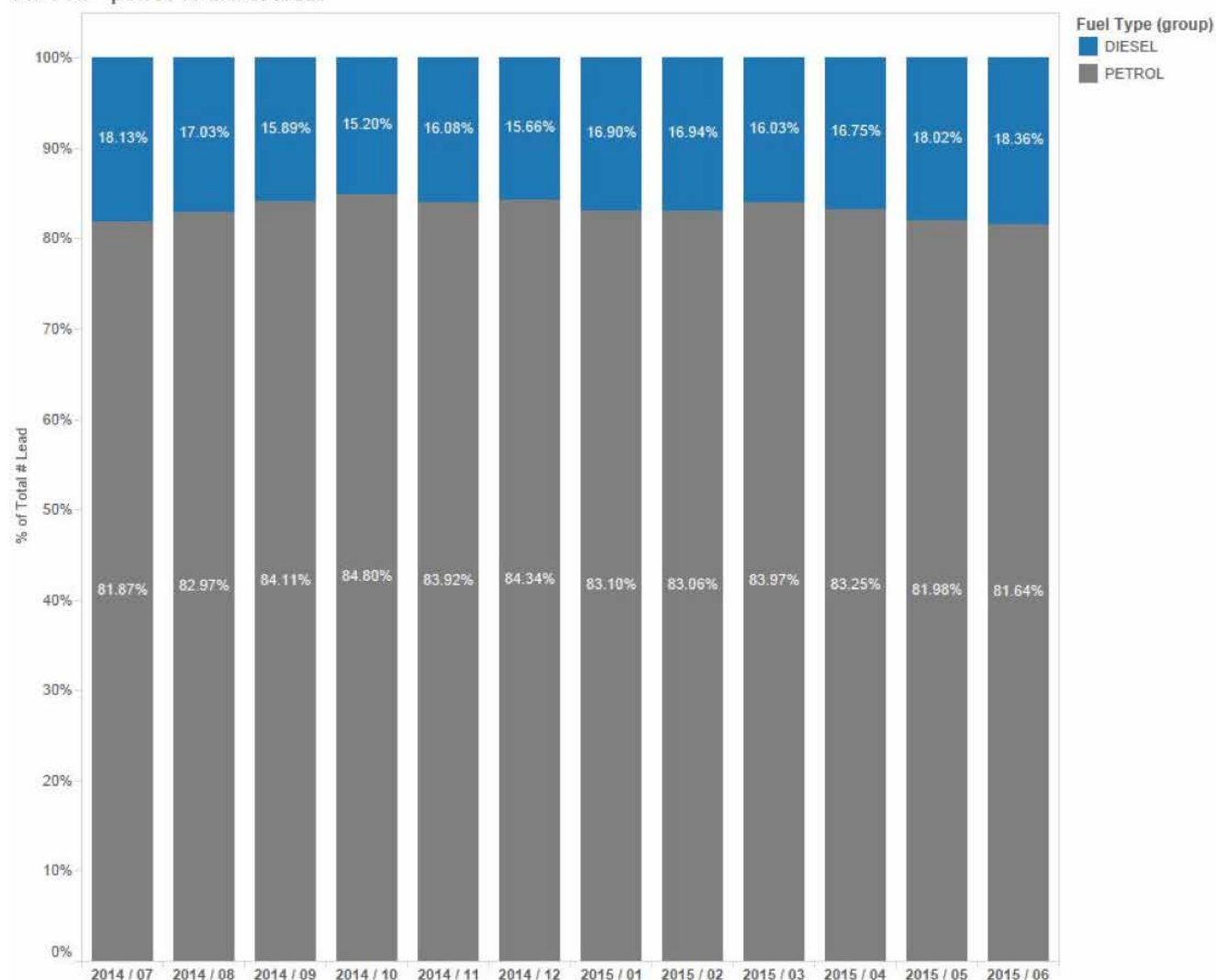


Source: carsales internal data, Business Intelligence, July 2014 – June 2015.
New and Dealer Used inventory, Release Year 2012-2015.

"The data suggest that dealers were discounting right up to EOFY sales, matched by increased consideration by consumers. Post EOFY sales we see prices jump above pre-sales levels before normalising again. As prices increase, consideration wanes," said Greg Roebuck, carsales.com.au Ltd CEO.

Petrol v Diesel

VW Golf - petrol vs diesel leads



VW Golf leads by fuel type. "Petrol" includes Petrol - Premium ULP, Petrol - Unleaded ULP, Petrol, Dealer new and used leads only. July 2014 - June 2015.

Despite the fact that many car buyers in recent years have converted to diesel powered models for greater efficiency and to lessen their impact on the environment, when it comes to fuel type, petrol VW Golf make up 84% of the Golf market across the last financial year.

"What's surprising, perhaps even more so in wake of the VW emissions scandal, is that whilst the VW Golf is popular for its compact size and speed around crowded cities, their focus is not on sustainability - with less than 16% of VW Golf purchases over the financial year a diesel model," Roebuck comments.

Interestingly, there was an increase in diesel uptake in last two months of the financial year.

Search behaviour

It is no secret that we live in a world of multi-screening - where we consume information at the click of a button or the swipe of a screen, wherever, whenever we want. According to a Roy Morgan Single Source report in October 2014, multi-screening has increased in popularity by 36% from three years earlier, for 18 to 49-year-olds.¹

Various reports have identified two main types of screening - sequential screening: where we move between devices, and simultaneous screening, where we use multiple devices at once.

As an online business, it's therefore little wonder that this behaviour of multi-screening is prevalent in the way people use carsales as a search platform - and when they do it.

**DID YOU
KNOW?**

**DESKTOP COMPUTERS
EXPERIENCE A SPIKE IN
SEARCHES DURING THE
WORKING DAY (9AM-4PM)**

¹ Roy Morgan Single Source, July 2010–June 2011 <http://www.roymorgan.com/findings/5857-multi-screening-internet-with-television-on-the-rise-june-2014-201410072255>



Multi-screening is the new black
- with usage across multiple
mobile devices simultaneously a
popular pastime for the average
Australian household between

8-9pm nightly



Popular search day/times/devices

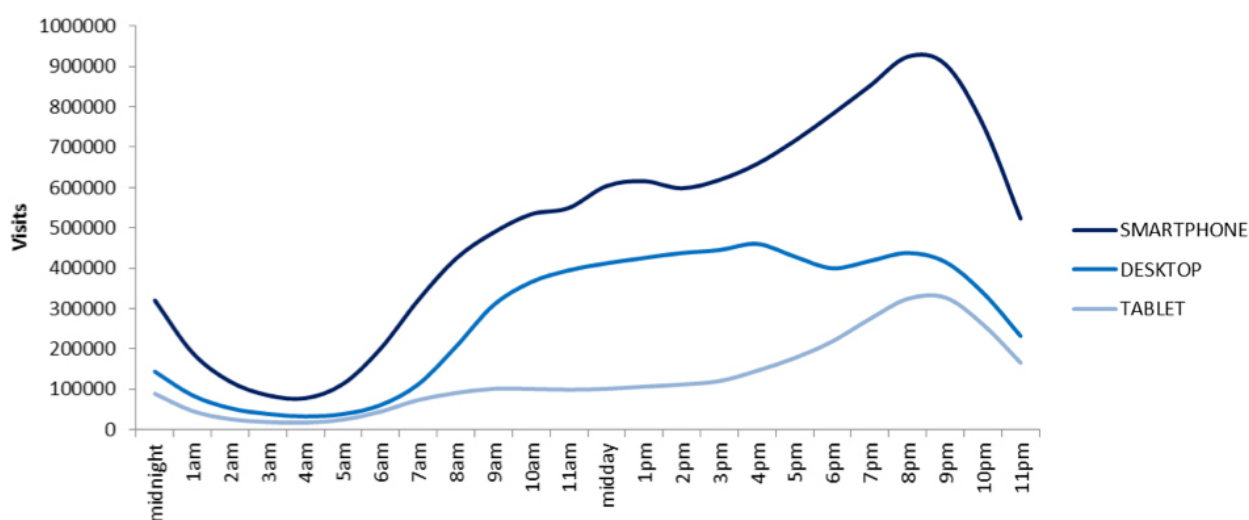
As working families get home at the end of the day the number of visits conducted on mobile devices - Tablets and Smartphones - begins to rise quickly, peaking between 8pm and 9pm - no doubt whilst consumers are watching their favourite shows but also searching on the Internet.

The opposite happens during the day with desktop computers spiking in visits from 9am to 4pm, with a peak in the late afternoon at 4pm, indicating that potential buyers are having a sneaky break to browse while at their desks, while there is a jump in mobile and tablet use in the evening when people are in front of their TVs.

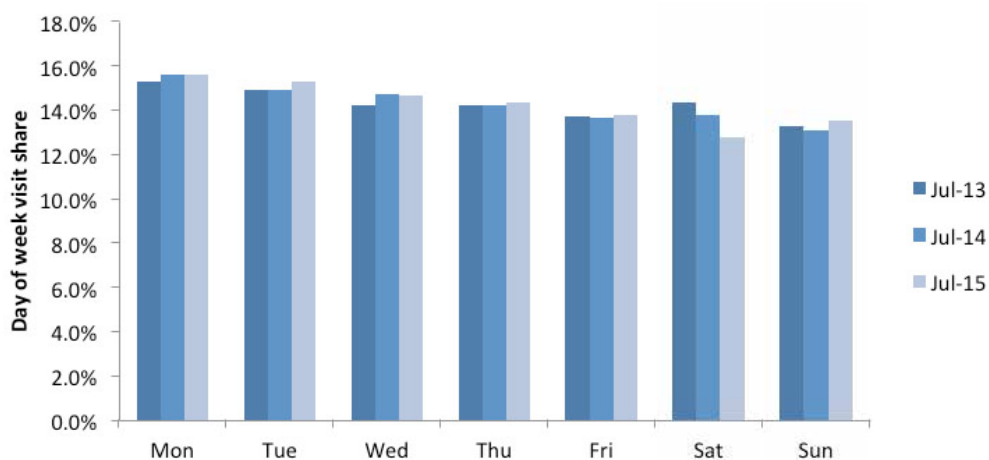
It is also interesting to note that the days when the most searches are conducted on carsales are Mondays and Tuesdays. The lowest day is Saturday, when you may have thought searches would increase as people do their research before visiting dealerships over the weekend.

Analysing the past three years, the search data is consistent with Mondays averaging 15.5% of all weekly searches and Tuesdays 15%.

Over the same period Saturday is the least popular, with an average of 13.6%. This data suggests that people plan ahead for their weekend dealership visits and return to the site on a Monday to revisit their shortlisted selections.



Source: carsales internal data, Webtrends, July 2015



Source: carsales internal data, Webtrends, July 1-28, 2013, 2014, 2015

Shopping around: Territorians willing to travel the most for the cars they love

There is no doubt that the Internet and the plethora of personal electronic devices on the market have changed purchasing behaviours. And whilst we may have thought buying a car would not transcend state borders, carsales' data show something a little different.

In fact, if you live in the Northern Territory you are more likely to be looking interstate for a car than in your own backyard. Northern Territorians appear to be the least likely to enquire on local cars with more enquiries being made interstate (63.24%) than in the Territory itself (36.76%) due to a smaller car market in this state. Many highly paid fly in fly out (FIFO) workers in mining, as well as Government and Defence workers may also be shopping interstate for their family back home.

Queensland is the most popular state for enquiries by Territorians (18.59%), unsurprisingly given Queensland's proximity to the Territory. Distance also does not seem to worry the Territorians with 13.45% of their interstate enquiries made for Victorian cars. A further 11.79% of enquiries were for NSW vehicles, whereas for neighbouring South Australia and Western Australia, enquiries were lower at 10.09% and 8.49% respectively. By searching interstate buyers are giving themselves more choice and ensuring they are not limited by availability.

Those in the Australian Capital Territory are also more likely to enquire interstate than within the ACT

(47.45% locally compared to 52.55% interstate) due to their small market and proximity to dealers/sellers in New South Wales. Unsurprisingly, 35.7% of interstate enquiries were made on NSW cars, and 10.17% of enquiries were for Victorian cars.

"A key challenge faced by buyers looking for cars interstate is having the peace of mind that the quality of the vehicle is consistent with its online description," says Roebuck.

"carsales offers a solution to this issue through Auto Inspect, a service that offers pre-purchase inspection, finance and safety inspection, and verification services for a margin of the price of roadside insurers."

All the other states - except Tasmania - showed considerable loyalty in hunting for cars within state borders with West Australia topping the loyalty chart at 93.52%, just ahead of Victoria at 92.92%, with Queensland at 89.33%, NSW at 85.71% and South Australia at 83.82%. Tasmanians were at 66.99% but nearly one in all five enquirers (19.51%) were considering cars in Victoria.

When the 2014-15 figures were compared with the corresponding period in 2013-14, it showed Territorians were increasingly looking interstate (from 50.1% to 62.6%). Tasmanians are also increasingly looking interstate (26.6% to 32.8%) and ACT (43.7% to 52.7%) perhaps due to the smaller populations and smaller markets.

Enquiries in another state: 2013 - 2014

Dealer State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	% of Total # Lead
ACT	47.43%	1.67%	0.64%	0.18%	0.20%	0.25%	0.18%	0.09%	
NSW	36.64%	85.70%	12.51%	5.37%	4.06%	6.43%	3.11%	2.19%	
NT	0.04%	0.04%	39.89%	0.05%	0.06%	0.03%	0.03%	0.07%	
QLD	3.43%	4.43%	17.53%	89.50%	1.87%	2.97%	1.28%	1.14%	
SA	1.20%	0.84%	8.87%	0.58%	84.32%	1.54%	1.08%	0.68%	
TAS	0.20%	0.12%	0.41%	0.09%	0.14%	69.28%	0.17%	0.07%	
VIC	9.93%	6.18%	13.04%	3.41%	8.06%	18.28%	93.39%	2.78%	
WA	1.13%	1.02%	7.12%	0.83%	1.29%	1.23%	0.76%	92.98%	

Enquiries in another State: 2014 - 2015

Dealer State	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	% of Total # Lead
ACT	47.45%	1.71%	0.42%	0.16%	0.20%	0.35%	0.18%	0.09%	
NSW	35.70%	85.71%	11.79%	5.42%	4.06%	6.25%	3.26%	2.00%	
NT	0.04%	0.04%	36.76%	0.05%	0.06%	0.06%	0.02%	0.06%	
QLD	3.43%	4.27%	18.59%	89.33%	1.93%	3.40%	1.31%	1.10%	
SA	1.39%	0.92%	10.09%	0.61%	83.82%	1.71%	1.15%	0.66%	
TAS	0.22%	0.15%	0.41%	0.10%	0.14%	66.99%	0.21%	0.06%	
VIC	10.17%	5.99%	13.45%	3.34%	8.22%	19.51%	92.92%	2.49%	
WA	1.60%	1.22%	8.49%	0.99%	1.55%	1.73%	0.95%	93.52%	

Source: carsales internal data, Business Intelligence, July 2014 – June 2015



Top 10 cars across Australia

(top 10 wealthiest/poorest suburbs national and at a state level)

What cars are at the top of the list for Australia's wealthiest and poorest suburbs? Based on data from the Australian Taxation Office's annual Taxation Statistics report for 2012-13¹, we have analysed enquiries in Australia's top 10 wealthiest and bottom 10 poorest postcodes² nationally, as well as by state, and this is what we found.



National statistics:

Move over sports cars - amongst Australia's top 10 wealthiest suburbs (by income), the VW Golf is the most sought-after car with seven out of 10 top postcodes making the most enquiries on this car. As the only small car to make the list, Australians living in the top 10 wealthiest suburbs then opt for a selection of European 4WDs - including the Mercedes ML350, BMW X5, and Range Rover Sport.

Given the choice of car in these suburbs is either something small and speedy, could it be that the proliferation of vertical living in these wealthier, more centralised suburbs is driving demand for smaller, zippier and in many respects, cheaper cars in which to get around?

Interestingly, Dover Heights and Mosman are the sporty Golf capitals of Australia, with enquiries on the turbocharged GTI, GTI-Performance and R models leading the way in these suburbs. Thirty-five per cent of VW Golf enquiries in Dover Heights were for the GTI model, while the GTI made up 22.5% of Golf enquiries in Mosman, and the R made up 13% of enquiries.

¹ <https://data.gov.au/dataset/taxation-statistics-2012-13/resource/146e28ca-8532-4ccd-b194-1b04a72c33da>

² ATO research

Australia's bottom 10 postcodes for income are largely rural with 4x4 and utility preferences matching their owner's landscape. The Toyota Landcruiser was the most popular car for four out of the 10 postcodes, with the rest of the bottom ten comprising a mix of off-road vehicles, such as the Mazda BT-50, Mitsubishi Pajero and Toyota Hilux, as well as a few of the trusty Australian varieties of Holden Commodore, Ford Falcon and the Falcon Ute.

Top 10 wealthiest suburbs (national)

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car (by enquiries)
2027	DARLING POINT, EDGECLIFF, HMAS RUSHCUTTERS, POINT PIPER, NSW	177,514	VW Golf
3761	ST ANDREWS, VIC	148,967	Mitsubishi Triton
2023	BELLEVUE HILL, NSW	143,112	VW Golf
6011	COTTESLOE, PEPPERMINT GROVE, WA	142,504	VW Golf
3143	HAWKS BURN, TOORAK, VIC	142,000	VW Golf / BMW X5
2030	DOVER HEIGHTS, HMAS WATSON, ROSE BAY NORTH, VAUCLUSE, WATSONS BAY, NSW	139,099	VW Golf
3944	PORTSEA, VIC	138,800	Mercedes ML350
2088	MOSMAN, SPIT JUNCTION, NSW	137,647	VW Golf
2110	HUNTERS HILL, WOOLWICH, NSW	132,557	BMW X5
2063	NORTHBRIDGE, NSW	130,801	VW Golf / Range Rover Sport

Bottom 10 poorest suburbs (national)

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car (by enquiries)
2403	DELUNGRA, GRAGIN, MYALL CREEK, VIC	21,691	Mazda BT-50
2359	ABERDEEN, BAKERS CREEK, BUNDARRA, NSW	24,742	Nissan Navara
2361	ASHFORD, ATHOLWOOD, BONSHAW, LIMESTONE, PINDAROI, NSW	25,431	Holden Commodore
2404	BANGHEET, BINGARA, GINEROI, KEERA, DINOGA, ELCOMBE, UPPER BINGARA, PALLAL, RIVERVIEW, NSW	27,013	Toyota Landcruiser
2424	TIRI, CUNDLE FLAT, COOPLACURRIPA, CELLS RIVER, CAFFREYS FLAT, NUMBER ONE, MOUNT GEORGE, KNORRIT FOREST, KNORRIT FLAT, NSW	27,537	Toyota RAV4
4613	ABBNEYWOOD, MELROSE, OKEDEN, PROSTON, SPEEDWELL, BOONDOOMA, BRIGOODA, COVERTY, KINLEYMORE, STALWORTH, QLD	27,547	Toyota Landcruiser
3637	AAIA, YALCA, VIC	27,627	Nissan Navara
4626	BEERON, BOYNEWOOD, BROVINIA, CATTLE CREEK, COONAMBULA, DERRI DERRA, DYKEHEAD, GLENRAE, GURGEENA, HAWKWOOD, MONOGORILBY, MUNDOWRAN, MUNDUBBERA, O'BIL BIL, OLD COORANGA, PHILPOTT, RIVERLEIGH, QLD	27,891	Mitsubishi Pajero
2842	MOLLYAN, MENDOORAN, YARRAGRIN, NSW	28,110	Toyota Landcruiser
2371	CAPOOMPETA, DEEPWATER, EMMAVILLE, ROCKY CREEK, STANNUM, TORRINGTON, WELLINGTON VALE, YELLOW DAM, NSW	28,252	Toyota Landcruiser Pardo



ACT:

Of all inner-city postcodes, ACT has the largest percentage of large passenger cars/small SUV type cars - with the top picks for the ACT's wealthier suburbs including the Subaru Forester, Range Rover Evoque and the Ford Ranger.

The cars preferred by those in ACT's upper and lower socio-economic areas varies very little - with a very similar suite of

cars making the wish list. This is perhaps because the territory is smaller than other states/territories across Australia, and the gap between the top 10 and bottom 10 postcodes by income is not as disparate, with the highest income at \$99,578 per annum for postcode 2603, while at the other end of the scale, the income for postcode 2912 sat around the average wage at \$56,379 per annum.

Top 10 wealthiest postcodes in ACT

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by lead
2603	FORREST, GRIFFITH, MANUKA, RED HILL	99,578	VW Golf
2600	BARTON, CANBERRA, DEAKIN, DEAKIN WEST, DUNTROON, HARMAN, PARLIAMENT HOUSE, RUSSELL, YARRALUMLA	94,695	Subaru Forester / Impreza
2604	CAUSEWAY, KINGSTON, NARRABUNDAH	79,109	Mazda 3
2605	CURTIN, GARRAN, HUGHES	76,797	Land Rover Range Rover Evoque / Subaru WRX
2607	FARRER, ISAACS, MAWSON, PEARCE, TORRENS	68,005	VW Golf
2612	BRADDON, CAMPBELL, REID, TURNER	67,749	Holden Commodore
2602	AINSLIE, DICKSON, DOWNER, HACKETT, LYNEHAM, O'CONNOR, WATSON	65,862	Subaru Forester
2611	CHAPMAN, COOMBS, COREE, DUFFY, FISHER, HOLDER, RIVETT, STIRLING, STROMLO, WARAMANGA, WESTON, WESTON CREEK, WRIGHT	65,344	Toyota Corolla
2618	HALL, NANIMA, SPRINGRANGE, WALLAROO	64,881	Ford Ranger
2904	FADDEN, GOWRIE, MACARTHUR, MONASH	64,708	Holden Commodore / Ford Falcon

Bottom 10 poorest postcodes in ACT

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by lead
2912	2912 (GUNGAHLIN)	56,739	Nissan Pulsar
2615	2615 (CHARNWOOD, DUNLOP, FLOREY, FLYNN, FRASER, HIGGINS, HOLT, KIPPAX, LATHAM, MACGREGOR, MELBA, SPENCE)	57,779	Holden Commodore
2905	2905 (BONYTHON, CALWELL, CHISHOLM, GILMORE, ISABELLA PLAINS, RICHARDSON, THEODORE)	58,859	Holden Commodore
2601	2601 (ACTON, BLACK MOUNTAIN, CANBERRA CITY)	58,893	Mazda 3/ Toyota Camry
2617	2617 (BELCONNEN, BRUCE, EVATT, GIRALANG, KALEEN, LAWSON, MCKELLAR, UNIVERSITY OF CANBERRA)	59,045	Holden Commodore
2900	2900 (GREENWAY, TUGGERANONG TOWN CENTRE)	59,801	Ford Falcon
2906	2906 (BANKS, CONDER, GORDON)	60,215	Ford Falcon
2903	2903 (OXLEY, WANNIASSA)	60,619	Ford Falcon
2902	2902 (AMBAH, KAMBAH VILLAGE)	60,892	Holden Commodore
2609	2609 (CANBERRA AIRPORT, FYSHWICK, MAJURA, PIALLIGO, SYMONSTON)	63,364	VW Amarok



NSW:

The figures don't lie - Sydney's most popular car is the VW Golf, with eight out of 10 of the city's wealthiest suburbs choosing VW Golf over any other passenger car. The runner up (BMW X5) was a distant second, favoured by two suburbs (one who also favoured the VW Golf) with the only other car to make the mix being the Range Rover Sport. Given the second most popular cars by a long way are luxury European SUVs, could this be an indication that mummy and daddy are more interested in purchasing small, safe

and reliable city cars for their children...or just that the status quo in Sydney's inner suburbs is a smaller, zippiest car to get people from A to B?

Ironically, whilst Sydney's top 10 suburbs are all uniform with the cars they like - VW Golf - the bottom 10 suburbs have varied preferences but with a common thread of being working class/tradie cars, such as the Mazda BT-50, Toyota Landcruiser, Holden Commodore, and the Toyota RAV4.

Top 10 wealthiest postcodes NSW

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by lead
2027	DARLING POINT, EDGECLIFF, HMAS RUSHCUTTERS, POINT PIPER	177,514	VW Golf
2023	BELLEVUE HILL	143,112	VW Golf
2030	DOVER HEIGHTS, HMAS WATSON, ROSE BAY NORTH, VAUCLUSE, WATSONS BAY	139,099	VW Golf
2088	MOSMAN, SPIT JUNCTION	137,647	VW Golf
2110	HUNTERS HILL, WOOLWICH	132,557	BMW X5
2063	NORTHBRIDGE	130,801	VW Golf / RR Sport
2025	WOOLLAHRA	126,411	VW Golf
2028	DOUBLE BAY	112,953	BMW X5
2061	MILSONS POINT, KIRIRIBILLI	109,304	VW Golf
2041	BALMAIN, BIRCHGROVE, BALMAIN EAST	109,101	VW Golf

Bottom 10 poorest postcodes NSW

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by lead
2403	DELUNGRA, GRAGIN, MYALL CREEK	21,691	Mazda BT-50
2359	ABERDEEN, BAKERS CREEK, BUNDARRA	24,742	Nissan Navara
2361	ASHFORD, ATHOLWOOD, BONSHAW, LIMESTONE, PINDAROI	25,431	Holden Commodore
2404	BANGHEET, BINGARA, GINEROI, KEERA, DINOGA, ELCOMBE, UPPER BINGARA, PALLAL, RIVERVIEW	27,013	Toyota Landcruiser
2424	TIRI, CUNDLE FLAT, COOPLACURRIPA, CELLS RIVER, CAFFREYS FLAT, NUMBER ONE, MOUNT GEORGE, KNORRIT FOREST, KNORRIT FLAT	27,537	Toyota RAV4
2842	MOLLYAN, MENDOORAN, YARRAGRIN	28,110	Toyota Landcruiser
2371	CAPOOMPETA, DEEPWATER, EMMAVILLE, ROCKY CREEK, STANNUM, TORRINGTON, WELLINGTON VALE, YELLOW DAM	28,252	Toyota RAV4 / Toyota Landcruiser Prado
2347	OODSREEF, UPPER HORTON, THIRLDENE, RED HILL, MAYVALE, LONGARM, LINDESAY, IRONBARK, GUNDAMULDA, GULF CREEK, COBBADAH, BARRABA, BANOON	29,825	Isuzu D-Max
2876	GUNNINGBLAND, BOGAN GATE, NELUNGALOO	30,117	Kia Sorrento
2453	DUNDURRABIN, DORRIGO MOUNTAIN, FERNBROOK, EBOR, CLOUDS CREEK, CASCADE, DORRIGO, DEER VALE, BIELSDOWN HILLS, BOSTOBRIK, BILLYS CREEK, WILD CATTLE CREEK, NEVER NEVER, NORTH DORRIGO, TALLOWOOD RIDGE, TYRINGHAM, HERNANI, MARENGO, MEGAN, MOONPAR	30,244	Toyota Hilux / Toyota Landcruiser



NT:

Territorians love a Toyota - with eight out of 10 of the wealthiest suburbs up north opting for a mix of Landcruisers, Hilux, Corolla or Yaris' - with the only other cars making the list being the Mazda BT-50 and Isuzu D-Max..

Again in NT's less wealthy suburbs, Toyotas (particularly Landcruisers and Hilux) are favoured - with the Holden Commodore playing second fiddle in only two of the 10 locations.

Top 10 wealthiest postcodes NT

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
828	BERRIMAH, KNUCKEY LAGOON	121,138	Mazda BT-50
885	ALYANGULA	81,517	Toyota Landcruiser
820	BAGOT, BAYVIEW, COONAWARRA, EAST POINT, EATON, FANNIE BAY, LARRAKEYAH, LUDMILLA, PARAP, STUART PARK, THE GARDENS, THE NARROWS, WINNELLIE, WOOLNER	76,348	Toyota Hilux
880	GAPUWIYAK, GOVE, GUNYANGARA, NHULUNBUY, YIRRKALA	72,444	Toyota Landcruiser
804	PARAP	71,061	Toyota Corolla
811	CASUARINA	69,091	Toyota Yaris
821	WINNELLIE	68,814	Toyota Hiace
835	COOLALINGA, HOWARD SPRINGS, VIRGINIA	66,881	Toyota Landcruiser
801	DARWIN	66,771	Toyota Hilux
814	NIGHTCLIFF	64,960	Isuzu D-Max

Bottom 10 poorest postcodes NT

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
852	ARNOLD, BAINES, BARUNGA, BESWICK, BESWICK CREEK, BINJARI, BIRDUM, BRADSHAW, BUCHANAN, BULMAN WEEMOL, CRESWELL, DAGURAGU, DALY WATERS, DELAMERE, DUNMARRA, EDITH, ELSEY, ELSEY STATION, FLORINA, FLYING FOX, GREGORY, GULUNG, ARDRULK, GURINDJI, JILKMINGGAN, K	32,825	Toyota Landcruiser
872	ALI CURUNG, ALICE SPRINGS, AREYONGA, BARROW CREEK, ERNABELLA, FINKE, FREGON, HAASTS BLUFF, HERMANNSTADT, KALTUKATJARA, KINTORE, NYIRRIPI, PAPUNYA, SANTA TERESA, TI TREE, YUENDUMU, YULARA	37,617	Toyota Landcruiser
862	AVON DOWNS, CALVERT, CRESSWELL DOWNS, ELLIOTT, HELEN, PRINGS, MUCKATY STATION, NEWCASTLE WATERS, NICHOLSON, PAMAYU, PHILLIP CREEK STATION, RENNER SPRINGS, TABLELANDS, TENNANT CREEK, THREE WAYS, WARREGO, WOLLOGORANG STATION, WYCLIFFE WELL	39,310	Toyota Landcruiser
822	ANGURUGU, ACACIA HILLS, BEES CREEK, BATHURST ISLAND, ANNIE RIVER, ANINDILYAKWA, BURRUNDIE, BLACKMORE, BLACK JUNGLE, BELYUEN, CHANNEL ISLAND, CAMP CREEK, BYNOE HARBOUR, BYNOE, COLLETT CREEK, COOMALIE CREEK, COX PENINSULA, DALY, CHARLES DARWIN, CHARLOTTE	42,202	Toyota Hilux
861	TENNANT CREEK	45,338	Toyota Landcruiser Prado
845	BACHELOR	45,988	Toyota Landcruiser
854	BORROLOOLA	47,397	Holden Commodore
860	TENNANT CREEK	54,311	Holden Commodore
850	LANSDOWNE, KATHERINE SOUTH, EMUNGALAN, COSSACK, KATHERINE EAST, KATHERINE	54,373	Toyota Landcruiser Prado
851	KATHERINE	54,598	Toyota Landcruiser



QLD:

Queenslanders don't do things by halves, with those living in all of Queensland's 10 most affluent suburbs enquiring on the most cars monthly, actively looking at 38 cars per month for every one car enquired about in Queensland's bottom 10 states.

Of Queensland's top 10 postcodes, the postcodes of Balmoral, Arden and Brookfield lead the charge for

VW Golf, while in May Downs, Moranbah and Tieri the Toyota Landcruiser tops the list.

Moving away from the coast to the bottom 10 suburbs, this is where the big cars go to play, with all ten cars across these suburbs being SUVs including: Toyota Landcruiser, Subaru Forester, Mitsubishi Pajero, Holden Cruze, RAV4 and Mitsubishi Triton.

Top 10 wealthiest postcodes QLD

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
4709	TIERI	100,833	Toyota Landcruiser
4007	ASCOT, HAMILTON, HAMILTON CENTRAL	96,404	VW Golf
4744	MORANBAH	89,211	Toyota Landcruiser
4171	BALMORAL, BULIMBA, HAWTHORNE	88,829	VW Golf
B4065	ARDON	87,920	VW Golf
4746	MAY DOWNS, MIDDLEMOUNT	86,674	Toyota Landcruiser
4005	NEW FARM, TENERIFFE	86,028	Subaru Forester
4743	GLENDEN, SUTTOR	85,279	Nissan Navara
4069	BROOKFIELD, CHAPEL HILL, FIG TREE POCKET, KENMORE, KENMORE EAST, KENMORE HILLS, PINJARRA HILLS, PULLENVALE, UPPER BROOKFIELD	83,554	VW Golf
4155	CHANDLER	83,257	Holden Commodore

Bottom 10 poorest postcodes QLD

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
4613	4613 (ABBEYWOOD, MELROSE, OKEDEN, PROSTON, SPEEDWELL, BOONDOOMA, BRIGOODA, COVERTY, KINLEYSMORE, STALWORTH)	27,547	Toyota Landcruiser
4626	4626 (BEERON, BOYNEWOOD, BROVINIA, CATTLE CREEK, COONAMBULA, DERRI DERRA, DYKEHEAD, GLENRAE, GURGEENA, HAWKWOOD, MONOGORILBY, MUNDOWRAN, MUNDUBBERA, O'BIL BIL, OLD COORANGA, PHILPOTT, RIVERLEIGH)	27,891	Mitsubishi Pajero
D4374	D4374 (ALVEEN)	28,296	Subaru Forester
4601	4601 (BARAMBAH, GOOMERIBONG, GOOMERI, BOOBYJAN, BOONARA, WRATTENS FOREST, TANSEY, MANUMBAR, KINBOMBI)	28,541	Holden Cruze
4823	4823 (CARPENTARIA, MCKINLAY, STOKES, JULIA CREEK, KYNUNA, TALDORA, WARBURTON)	29,026	Toyota RAV4
4468	4468 (CLARA CREEK, MORVEN)	29,153	Mazda CX-7
4705	4705 (MOUNT GARDINER, MACKENZIE RIVER, MARLBOROUGH, CLARKE CREEK, LOTUS CREEK)	29,598	Toyota Landcruiser
4419	4419 (COCKATOO, GROSMONT, WANDOAN)	29,989	Toyota RAV4
4383	4383 (WALLANGARRA)	30,082	Mitsubishi Triton
4287	4287 (BARNEY VIEW, MOUNT LINDESAY, MOUNT BARNEY, RATHDOWNNEY, PALEN CREEK, RUNNING CREEK)	30,296	Mazda 3



SA:

South Australians don't dig the Europeans - with Toyota and Holden the most popular cars in both the highest and lowest income suburbs. VW Golf is a popular choice in only few of the top 10 suburbs, such as Dulwich, Glenside, and

in College Park, but certainly pales in comparison to South Australia's love of time honoured brands like the Holden or Toyota.

Top 10 wealthiest postcodes SA

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
5725	OLYMPIC DAM, ROXBY DOWNS	88,634	Toyota Landcruiser Prado
5006	NORTH ADELAIDE	83,837	Mazda 3
5061	HYDE PARK, MALVERN, UNLEY	83,553	Toyota Hilux
5081	COLLINSWOOD, GILBERTON, MEDINDIE, VALE PARK, WALKERVILLE	80,934	Mazda 3
5066	BEAUMONT, BURNSIDE, ERINDALE, HAZELWOOD PARK, STONYFELL, WATERFALL GULLY, WATTLE PARK	77,699	Toyota Corolla / VW Golf / Toyota Hilux
5064	GLEN OSMOND, GLENUNGA, MOUNT OSMOND, MYRTLE BANK, ST GEORGES, URRBRAE	76,013	Hatch
5065	DULWICH, GLENSIDE, LINDEN PARK, TOORAK GARDENS, TUSMORE	74,260	VW Golf
5069	COLLEGE PARK, EVANDALE, HACKNEY, MAYLANDS, ST PETERS, STEPNEY	73,623	VW Golf
5062	BROWN HILL CREEK, CLAPHAM, HAWTHORN, KINGSWOOD, LOWER MITCHAM, LYNTON, MITCHAM, MITCHAM SHOPPING CENTRE, NETHERBY, SPRINGFIELD, TORRENS PARK	70,905	Holden Commodore
5152	CLELAND, CRAFTERS, CRAFTERS WEST, MOUNT LOFTY, STIRLING	70,326	Toyota Camry

Bottom 10 poorest postcodes SA

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
5301	CARCUMA, GERANIUM, JABUK, MOORLANDS, NETHERTON, PARRAKIE, PEAKE, SHERLOCK, WILKAWATT	28,518	Toyota Corolla
5220	PARNDANA	30,249	Toyota Hilux
5577	POINT SOUTTAR, INNESTON, FOUL BAY, COUCH BEACH, WAROOKA, THE PINES	31,204	Mitsubishi Triton
5481	WIRRABARA, WONGYARRA, BANGOR, MURRAY TOWN	31,279	Holden Commodore / Discovery 4
5633	BOONERDO, ULYERRA, LOCK	32,048	Holden Commodore
5307	KAROONDA, MARAMA	33,216	Toyota Landcruiser
5482	BOOLEROO CENTRE, WEPOWIE	33,508	Jeep Grand Cherokee
5431	MINBURRA PLAIN, MINBURRA STATION, MORCHARD, NORTH HILLS, ORROROO, PEKINA, TARCOWIE, WALLOWAY, WILLOWIE, YALPARA, AMYTON, COOMOOROO, BLACK ROCK, HAMMOND, EURELIA, MINBURRA, JOHNBURGH	33,589	Toyota Landcruiser
5262	KYBYBOLITE, BINNUM, FRANCES, HYNAM, KARTE	33,634	Toyota Landcruiser Prado / Toyota Hilux
5454	SPALDING, WASHPOOL, MAYFIELD, HACKLINS CORNER, EUROMINA, BROUGHTON RIVER VALLEY, ANDREWS	34,108	Holden Commodore



TAS:

Taswegians are avid adventurers according to their choice of wheels, with off-road vehicles topping the list in both the Territory's wealthiest and poorest suburbs. Hitting the great outdoors, the cars to top the list across the board include the Subaru Forester, Nissan Navara, Nissan Pathfinder and Toyota Landcruiser - with not much in between!

There's the least difference in car preferences amongst the richer and poorer suburbs in Tasmania than in any other location in Australia - with the top and bottom 10 suburbs favouring the large SUVs almost exclusively.

Top 10 wealthiest postcodes TAS

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
7470	ROSEBERY	67,724	Subaru Forester
7005	DYNNYRNE, LOWER SANDY BAY, UNIVERSITY OF TASMANIA	63,518	Subaru Forester
7004	BATTERY POINT, SOUTH HOBART	59,576	Nissan Nivara
7007	MOUNT NELSON, TOLMANS HILL	59,345	Toyota Hiace
7258	BREADALBANE, RELBIA, WHITE HILLS	58,617	Subaru XV
7467	LAKE MARGARET, QUEENSTOWN	57,578	Subaru Forester
7469	GRANVILLE HARBOUR, RENISON BELL, TRIAL HARBOUR, ZEEHAN	56,806	Mazda CX-9
7053	BONNET HILL, TAROONA	55,839	Toyota Landcruiser Prado
7468	STRAHAN, MACQUARIE HEADS	54,639	Nissan Pathfinder / Jeep Grand Cherokee / Toyota Landcruiser
7000	GLEBE, HOBART, MOUNT STUART, NORTH HOBART, QUEENS DOMAIN, WEST HOBART	54,404	VW Golf

Bottom 10 poorest postcodes TAS

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
7264	BOOBYALLA, CAPE PORTLAND, DERBY, EDDYSTONE, EDDYSTONE POINT, GLADSTONE, HERRICK, MOORINA, MUSSELROE BAY, PIONEER, RUSHY LAGOON, SOUTH MOUNT CAMERON, TELITA, WELDBOROUGH	32,935	Ford Territory
7184	NUBEENA, STORMLEA, WHITE BEACH	33,716	BMW X5
7120	ANDOVER, ANTILL PONDS, BADEN, LEMONT, LEVENDALE, MOUNT, EYMOUR, OATLANDS, PARATTAH, PAWTELLA, RHYNDASTON, STONEHENGE, SWANSTON, TIBERIA, TUNBRIDGE, TUNNACK, WHITEFOORD, WOODBURY, WOODSDALE, YORK PLAINS	35,053	Toyota Hilux
7263	ALBERTON, LEGERWOOD, RINGAROOMA, TALAWA, TRENAH	35,702	Nissan Navara
7216	BINALONG BAY, AKAROA, STIEGLITZ, ST HELENS, THE GARDENS, GOULDS COUNTRY, GOSHEN, PYENGANA, LOTTAH	35,840	Nissan Pathfinder
7190	LITTLE SWANPORT, ORFORD, CRANBROOK, DOLPHIN SANDS, APSLAWN, BUCKLAND, TRIABUNNA, SPRING BEACH, SWANSEA, ROCKY HILLS, RUNNYMEDE, PONTPOOL, RHEBAN	36,612	Toyota Landcruiser
7261	WARRENTINNA, BRANXHOLM	36,760	Mazda BT-50 / Nissan Navara
7304	ELIZABETH TOWN, GOLDEN VALLEY, JACKEYS MARSH, KIMBERLEY, DAIRY PLAINS, DELORAINE, DOCTORS POINT, DUNORLAN, MOLE CREEK, MOLTEMA, MONTANA, NEEDLES, LIENA, MAYBERRY, MEANDER, MERSEY FOREST, WALLS OF JERUSALEM, REYNOLDS NECK, WEETAH, WEEGENA	36,847	Nissan Navara
7112	DEEP BAY, EGGS AND BACON BAY, CHARLOTTE COVE, CYGNET, ABELS BAY, VERONA SANDS, NICHOLLS RIVULET, RANDALLS BAY, GARDEN ISLAND CREEK, GARDNERS BAY	37,299	Toyota Hilux
7116	BROOKS BAY, CAIRNS BAY, SURVEYORS BAY, SURGES BAY, PORT HUON, POLICE POINT, GEEVESTON, CASTLE FORBES BAY	37,358	Ford Ranger



VIC:

Say goodbye to the Toorak Tractor, carsales reveals that size doesn't matter when it comes to cars.

Seven out of 10 cars bought in Melbourne's wealthiest suburbs are small passenger cars (with 60% of the top 10 suburbs favouring the VW Golf).

Perhaps surprisingly, the most favoured car in Melbourne's wealthy South-Eastern suburb of Malvern/Kooyong was the

Holden Ute. Whilst this may seem at odds with the cars parked along some of the suburb's leafy streets, we think it's the new trend of enjoying a bit of time in the fresh country air kicking in!

For every one car people search for in Melbourne's poorer suburbs, those living in Melbourne's "it" locations search for 31.

Top 10 wealthiest postcodes VIC

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
3761	ST ANDREWS	148,967	Mitsubishi Triton
3142	HAWKSBURN, TOORAK	142,000	VW Golf
3944	PORTSEA	138,800	ML350
3186	BRIGHTON, BRIGHTON NORTH, DENDY	117,468	BMW X5
3206	ALBERT PARK, MIDDLE PARK	114,721	VW Golf
3144	KOORYONG, MALVERN, MALVERN NORTH	105,399	Holden Ute
3126	CAMBERWELL EAST, CANTERBURY	103,065	VW Golf
3002	EAST MELBOURNE	102,741	VW Golf
3143	ARMADALE, ARMADALE NORTH	99,243	VW Golf / BMW X5
3101	COTHAM, KEW	97,093	VW Golf

Bottom 10 poorest postcodes VIC

Postcode	Suburb name	Mean Taxable Income or loss \$	Most popular car by enquiries
3637	WAAIA, YALCA	27,627	Nissan Navara
3312	CARAPOOK, CHETWYND, BAHGALLAH, BRIMBOAL, LAKE MUNDI, KILLARA, NANGEELA, LINDSAY, DORODONG, DERGHOLM, HENTY, DUNROBIN, WANDO VALE, WANDO BRIDGE, WARROCK, POWERS CREEK, POOLAJELO, STRATHDOWNIE, SANDFORD	28,334	Holden Rodeo
3407	GATUM, ENGLEFIELD, VASEY, PIGEON PONDS, BALMORAL	29,573	Toyota Hilux
3384	JOEL JOEL, JOEL SOUTH, LANDSBOROUGH, LANDSBOROUGH WEST, NAVARRE, TULKARA, WATTLE CREEK, FRENCHMANS, CONGONGELLA, BARKLY	30,018	Ford Falcon
3962	TOORA NORTH, WONYP, WOORARRA EAST, AGNES, TOORA	30,697	Mazda BT-50
3624	GIRGARRE	30,816	Isuzu D-Max
3472	DUNLUCE, DUNOLLY, EDDINGTON, GOLDSBOROUGH, INKERMANN, MCINTYRE, MOLIAGUL, MOUNT HOOGHLY, BET BET, BETLEY, BROMLEY	31,476	Mitsubishi Colt
3287	HAWKESDALE, MINHAMITE	31,543	Mitsubishi Triton
3294	KARABEAL, DUNKELD, MOUTAJUP, MIRRANATWA, VICTORIA VALLEY, VICTORIA POINT, WOODHOUSE	31,658	Ford Territory
3566	GUNBOWER	31,747	Mitsubishi Triton



WA:

The car of choice for seven of the 10 wealthiest suburbs in Western Australia are Toyota Landcruisers or Prados - insinuating that in the West, big is best!

Out of the top 10 most affluent suburbs in WA, the most enquiries were made on the Toyota Landcruiser Prado.

There was little difference in enquiries between the most and least affluent states in WA, with the most popular cars in the bottom 10 being large SUVs/off-road vehicles such as the Landcruiser, Landcruiser Prado, Hilux - perhaps a reflection of the fact that in the west, nothing is nearby so comfort comes first.

Top 10 wealthiest postcodes WA

Suburb name	Mean Taxable Income or loss \$	Most popular car / leads
COTTESLOE, PEPPERMINT GROVE	142,504	VW Golf
BROADWAY NEDLANDS, CRAWLEY, DALKEITH, NEDLANDS, NEDLANDS DC	124,266	Ford Focus
CITY BEACH	123,354	Toyota Landcruiser
MOSMAN PARK	108,779	Toyota Landcruiser
CLAREMONT, CLAREMONT NORTH, KARRAKATTA, MOUNT CLAREMONT, SWANBOURNE	107,429	VW Golf
DAMPIER, DAMPIER ARCHIPELAGO	102,652	Toyota Landcruiser
NORTH FREMANTLE	102,101	Toyota Landcruiser
ONSLow, PEEDAMULLA, CANE, TALANDJI, YANNARIE	100,701	Toyota Landcruiser
INDEE, MUNDABULLANGANA, PARDOO, PORT HEDLAND, REDBANK, STRELLEY, WALLAREENYA, WEDGEFIELD	99,841	Toyota Landcruiser Prado
APPLECROSS, APPLECROSS NORTH, ARDROSS, BRENTWOOD, CANNING BRIDGE APPLECROSS, MOUNT PLEASANT	99,680	Toyota Landcruiser Prado

Bottom 10 poorest postcodes WA

Suburb name	Mean Taxable Income or loss \$	Most popular car / leads
NARRIKUP	31,576	Toyota Landcruiser
CRANBROOK	33,322	Mazda BT-50
BROKE, NORTH WALPOLE, WALPOLE	35,285	Toyota Landcruiser
BADGINGARRA, BOOTHENDARRA, GREY, HILL RIVER, NAMBUING	36,208	Toyota Hilux
CRAMPHORNE, MUNTADGIN	36,768	Holden Commodore
STIRLING RANGE NATIONAL PARK, NORTH STIRLINGS, BOXWOOD HILL, BORDEN, AMELUP, NALYERLUP, MONJEBUP, MAGITUP, BREMER BAY	39,604	Toyota Landcruiser
FORRESTANIA, HYDEN	39,800	Landcruiser Prado / Mitsubishi Pajero
CHEYNES, GNOWELLEN, GREEN RANGE, WELLSTEAD, KOJANEERUP SOUTH, MANYPEAKS, METTLER, PALMDALE	39,868	Holden Captiva
KUKERIN, MERILUP, NORTH KUKERIN, SOUTH KUKERIN	40,025	BT-50, Ford Falcon, Grant Vitar, Toyota Hilux, VW Multivan (1 each)
BOORARA BROOK, CROWEA, MEERUP, NORTHCLIFFE, SHANNON, WINDY HARBOUR	40,608	Ford Falcon





Turbot St
EXIT ↗

What cars do people buy for others?

When it comes to purchasing a car for someone else, the VW Golf's smaller, cheaper cousin, the Polo, currently occupies this space with mainstream Australia.

carsales consumer surveys recently reported that 33% of all enquiries on brand-new VW Polos were for someone who wasn't the driver (i.e. children, mother, etc). So while some of Australia's wealthiest residents will buy a VW Golf for themselves, they might be buying their children the smaller cousin as their first car.

Other models with a similar buyer profile were the KIA Rio and Suzuki Swift.

Best Describes You	Model	% of Total Respondants
Not The Driver	POLO	32.61%
Not The Driver	RIO	24.44%
Not The Driver	SWIFT	23.19%
Not The Driver	LANCER	18.31%
Not The Driver	NAVARA	14.52%
Not The Driver	TRITON	6.90%

When colour does matter!

What does a brown car in the Northern Territory have in common with a beige car in Tasmania? For private sellers, these coloured cars are the quickest to sell in the country with beige cars selling in Tassie in just eight days and brown in the Territory in 18 days.

The two colours may not be everyone's cup of tea but considering the average time to sell a car is 35 days, it may be worth taking these colours into account when buying a car.

Brown coloured cars perform well across all states. As mentioned, brown cars take just 18 days to sell via carsales in the NT against an average of 38.81 days to sell a car, 32.5 days in the ACT and in SA they will take an average 27 days compared to the state average of 45 days.

Of course, you could also go for pink which sells quicker across the country than virtually any other colour. In flamboyant NSW it takes just 27 days to sell, 29 days in WA and 29.5 days in both Queensland and Victoria.

In Western Australia, the love of the Fremantle Dockers perhaps goes a little too far for some. Purple cars in WA sell in 20.5 days against an average of nearly 32 days for all cars.

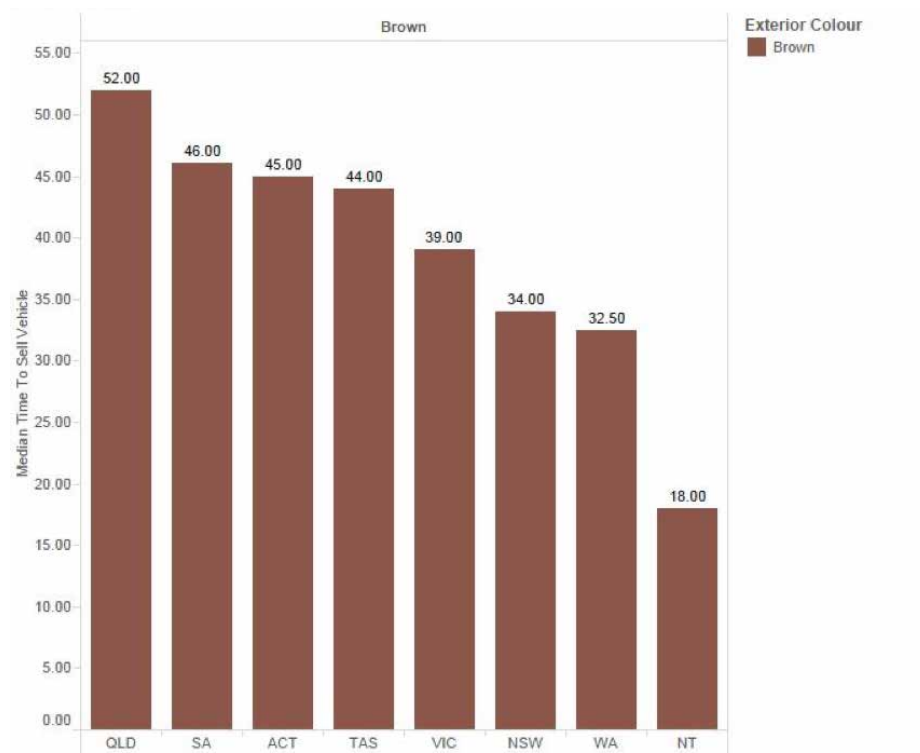
In Victoria we know they love black (when it comes to fashion anyway) but when it comes to black cars, they take 42 days to sell in Victoria which only pips the national average at the post by half a day - with black running off the shelves at 42.19 days on average across the country. An explanation could be that whilst black is a very popular colour for Melbourne fashionistas, when it comes to cars there are enough on the market for everyone, so getting in first is not a concern.

DID YOU KNOW?

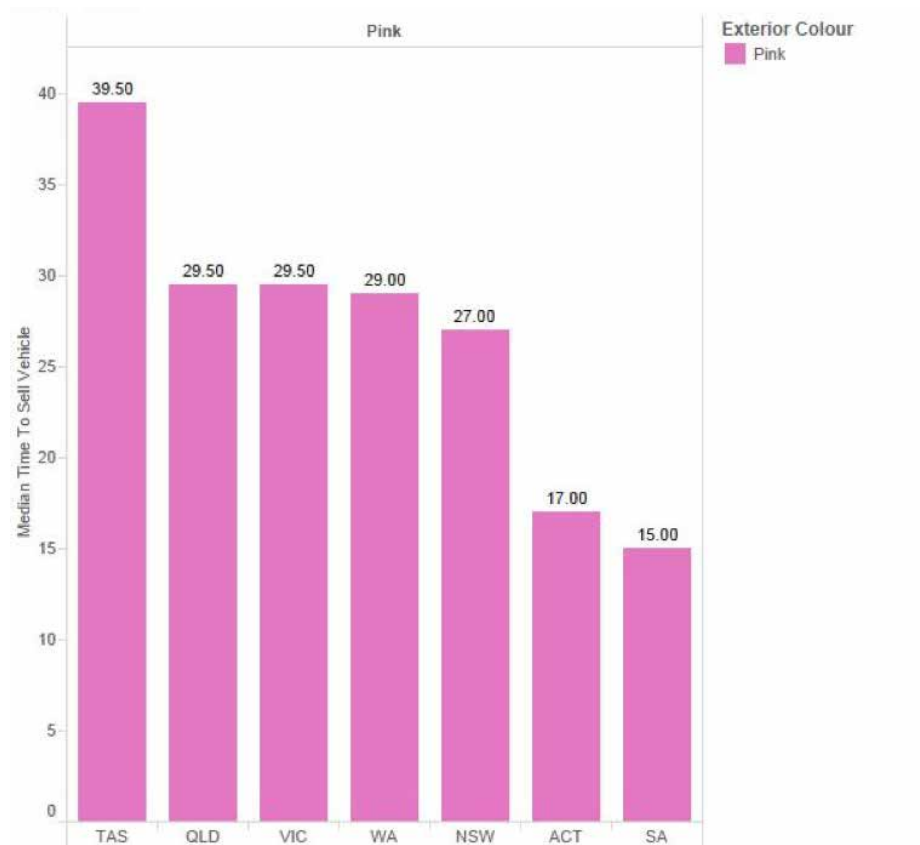
Pink cars sell quicker across the country than virtually any other colour – taking 15 days in SA, 17 in the ACT, 27 days in NSW, 29 days in WA and 29.5 in QLD



Median Time to Sell by Colour and State - Brown

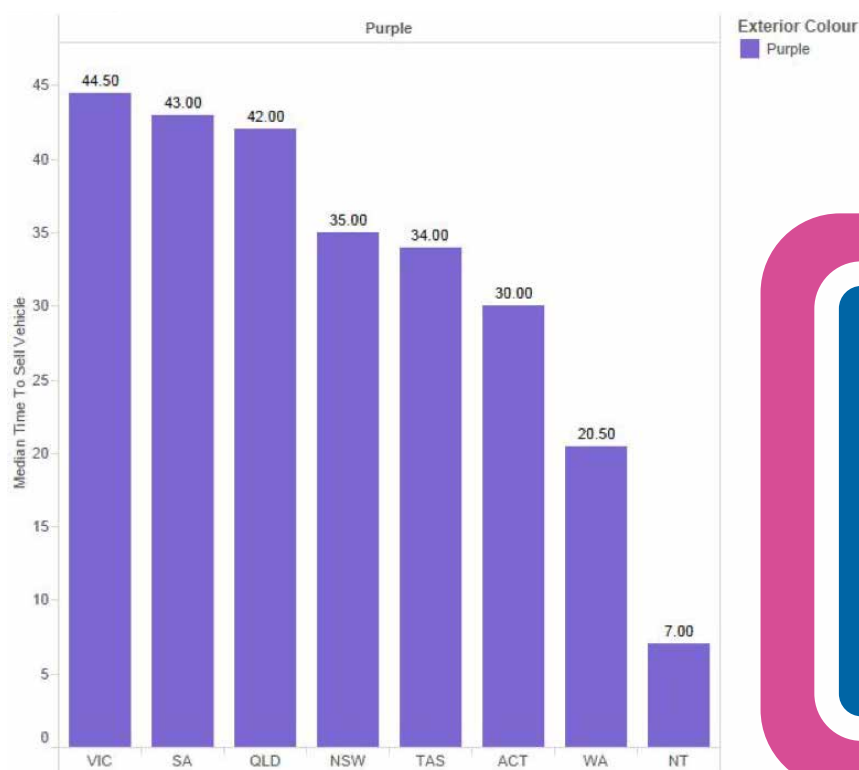


Median Time to Sell by Colour and State - Pink



Source: carsales internal data, Business Intelligence, June 2014 - June 2015

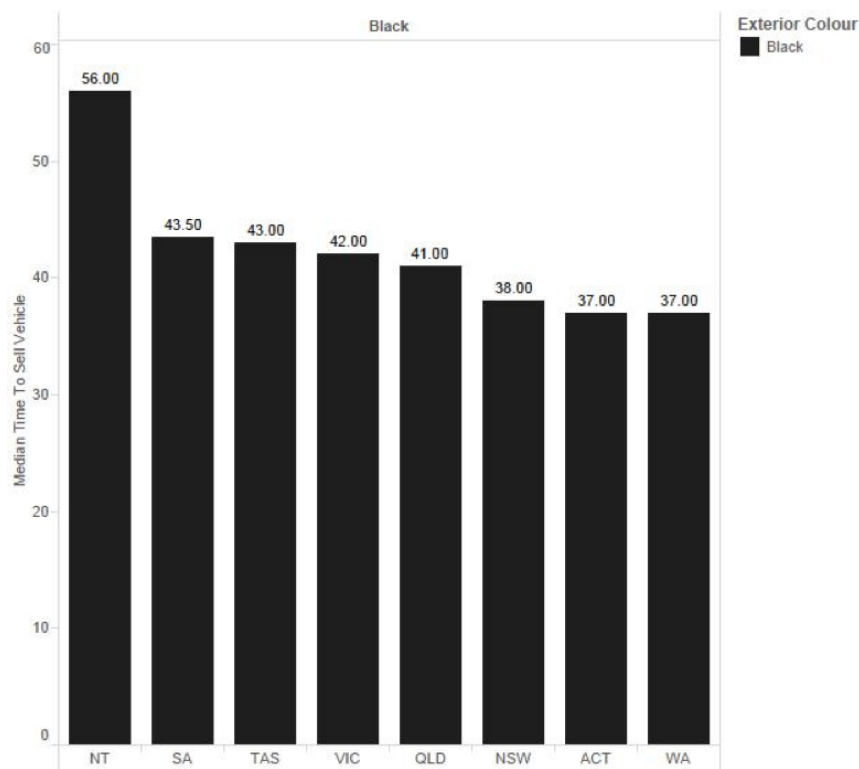
Median Time to Sell by Colour and State - Purple



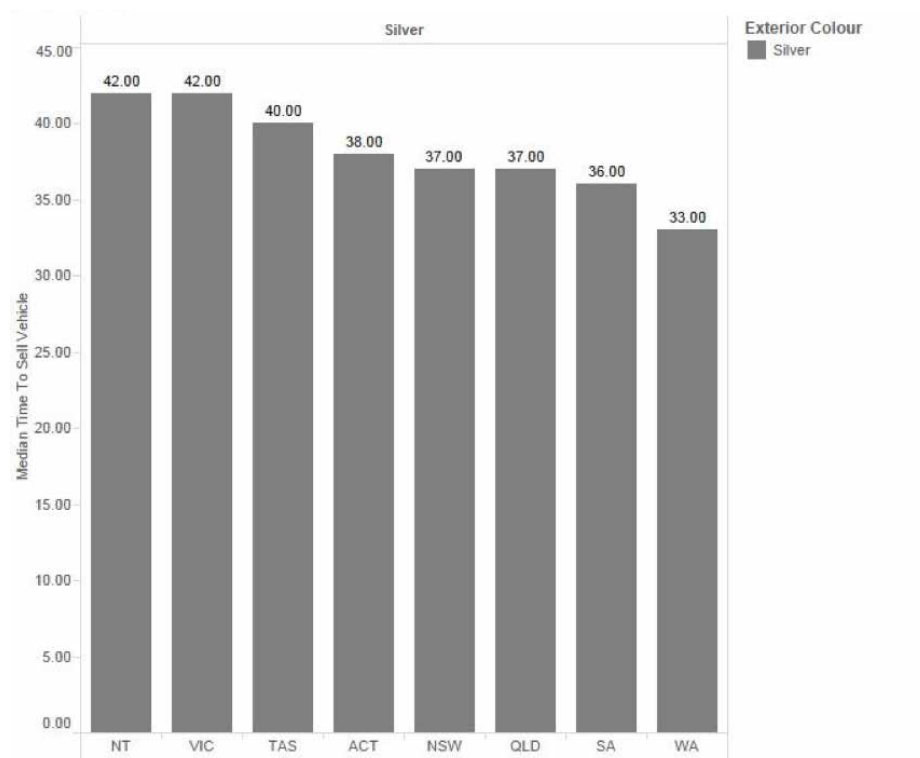
DID YOU KNOW?

In Western Australia, the love of the Fremantle Dockers perhaps goes a little too far for some. Purple cars in WA sell in 20.5 days against an average of nearly 35 days for all cars.

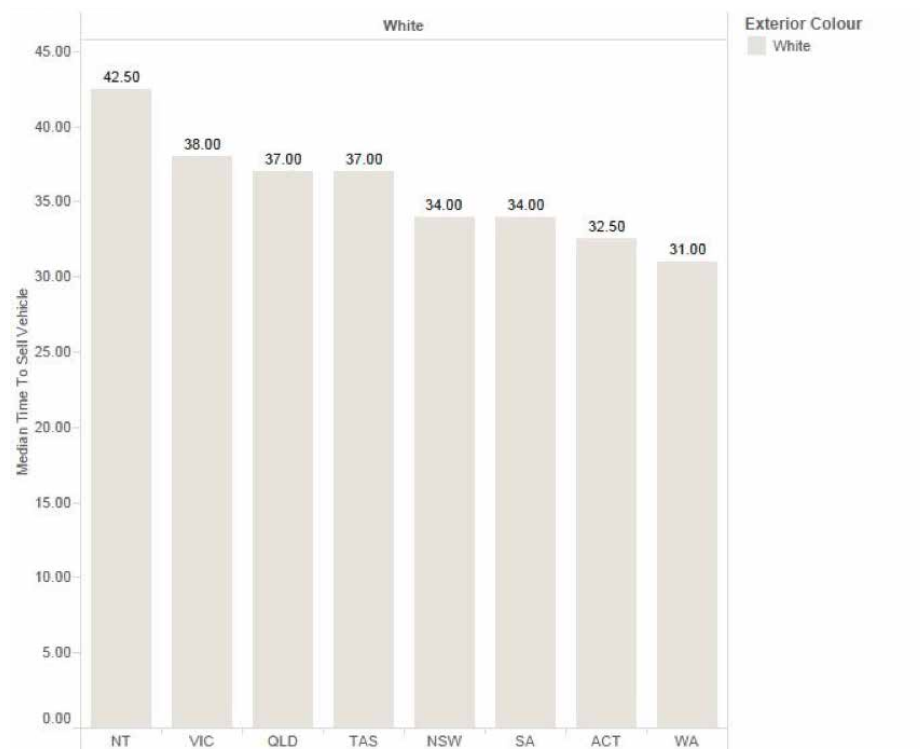
Median Time to Sell by Colour and State - Black



Median Time to Sell by Colour and State - Silver



Median Time to Sell by Colour and State - White



Source: carsales internal data, Business Intelligence, June 2014 - June 2015



DID YOU KNOW?

Not so boring beige?
It sells the quickest of
all cars nationally -
moving off the floor
in just 8 days.

Driving away at the right price?

Drive away prices across the states

We all like to think we have it best where we live, but when in the market for a new car, what state takes the cake?

Victorians spend the most on their new cars, with a median drive away price of \$30,015. However, Victorians are much better off when buying a second hand car, with the median drive away price fourth lowest at \$26,398.

Interestingly, whilst Western Australians come in a modest third for the median drive away price on new vehicles (\$36,562), the average price Western Australians are paying for a used vehicle is the second highest in the country at \$29,740. Could it be that the slowing down of the mining boom means there's an oversupply of second-hand, premium condition cars on the market?

New South Welshmen also get the raw end of the deal when purchasing cars, with both new and used cars the country's highest. New South Welshmen in the market for a car have to swallow the fact that their used cars are only about \$2,000 less than a new car in four out of the other 7 states/territories. However this reflects the higher levels of ownership of luxury cars across the state.

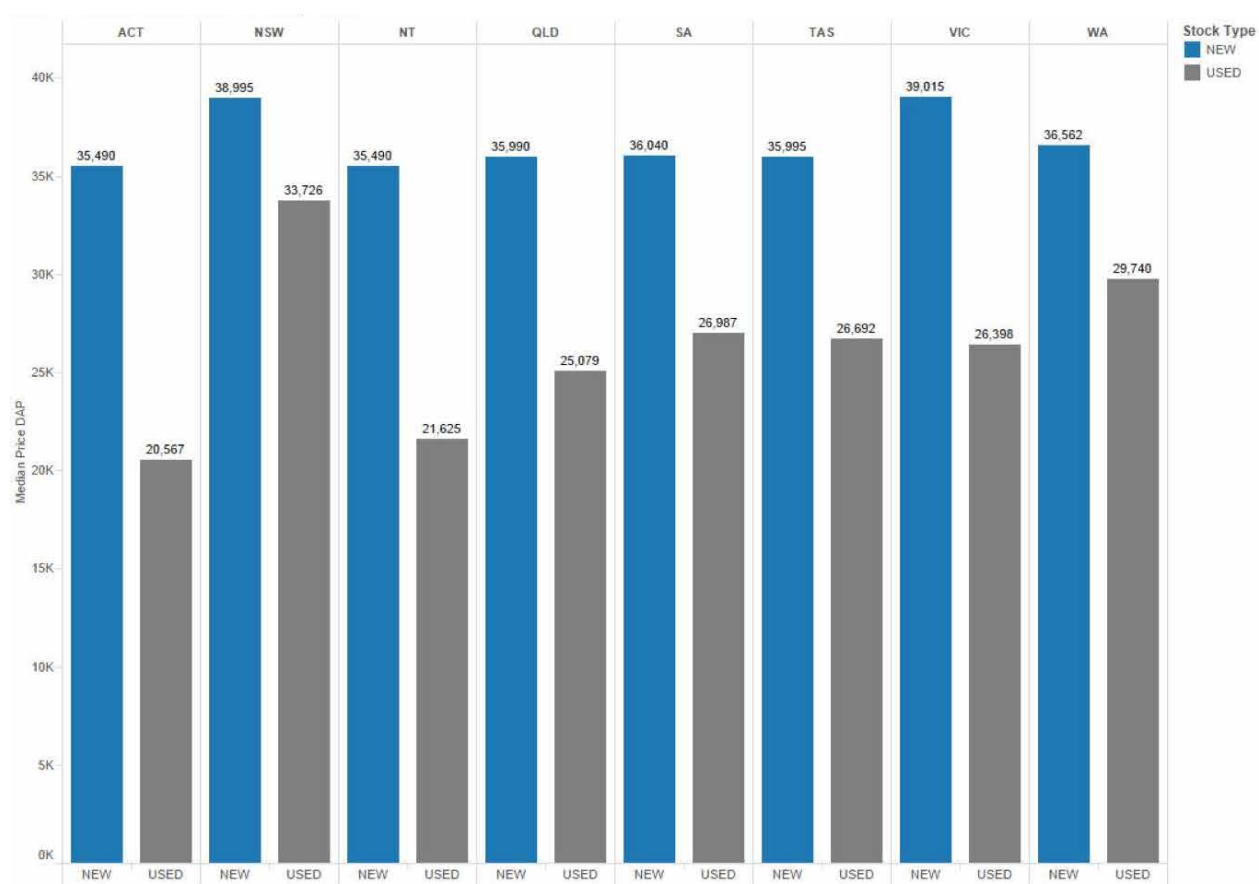
For those living in the ACT, not only are their new and used cars the cheapest on the market across the country (\$35,490 and \$20,567 respectively), but the difference between a new and used car is of the greatest value amongst the states (\$14,923). Northern Territory is not much different with the average price of a new car is also at the country's lowest, at \$35,490 and their used cars only marginally higher than in ACT, at \$21,625 (a difference between new and used of 13,865).

Victorians spend
the most on
new cars, with
a median drive
away price of

\$30,015



Median DAP New vs Used by State



Source: carsales internal data, Business Intelligence, July 2014 – June 2015. "New" includes BNCA, BNCIS Generic New and Demo, "Used" includes Dealer Used only. Null values and vehicles under \$1000 excluded.

But what can a dealer offer to help close the deal? What special offers help get customers to sign on the dotted line? Our analysis showed that in the last six weeks of FY2015, Drive Away Price offers increase in conversion rate the most in the final weeks of the financial year. While the take up of special offers throughout the year varies considerably, when the financial year draws to a close, manufacturers and dealers rely on guaranteed price deals rather than generic offer such as cash-backs, gift cards, extended warranty or free-servicing.



Upper Large Passenger category

If you're based in the Northern Territory and looking to buy a new car in the upper large category, you may want to consider buying interstate. Buyers in NT are paying a median price of \$69,990 for a new car, while at the cheaper end of the scale, South Australian's are paying \$46,990.

The best deals potentially to be had are in Tasmania for both new and used cars (\$53,439 and \$36,067 respectively), and QLD (\$51,400 and \$36,789) who have some of the lowest new and used cars on the market. While the data shows that the Northern Territory pays the most for new cars in this category at \$69,990, we cannot make conclusions about these results as there were limited enquiries on new upper large SUV's in this state.

UPPER LARGE < \$100K	NEW	DEALER USED
NT	69,990	29,990
TAS	53,439	36,067
WA	52,746	40,493
QLD	51,400	36,789
NSW	49,859	42,184
VIC	47,490	38,500
SA	46,990	36,325
ACT	42,990	37,883

*During this period there were limited enquiries on dealer new upper large SUV in NT



Large passenger category

Spending on large new passenger cars varies greatly between the states - with Tasmanians shelling out the most at \$76,931. They would be much better off looking to their neighbour across Bass Strait for a better deal, as Victorians pay over \$32,000 less for new cars, with a median price of \$44,900.

However, it's a very different story for Taswegians if buying a used car, with the price of a new car 273% more than a used car, with people being able to take their pick of a used car in Tasmania for as little as \$20,617. This makes the used car market in Tasmania only \$17 more than the country's cheapest market for used vehicles - Northern Territory, and shows that Tasmanians like to hold onto their cars for a lot longer than the average person, or they drive them seriously hard that they depreciate so significantly!

LARGE < \$70K	NEW	DEALER USED
TAS	76,931	20,617
NSW	53,730	25,779
NT	51,890	20,600
WA	51,554	26,689
SA	49,660	23,846
QLD	46,928	24,670
ACT	45,990	21,491
VIC	44,900	23,970



Medium Passenger category

The states seem to be almost on par in the new medium cars category, with top spending New South Welshmen splashing out only \$1,900 more than the lowest spenders in Tasmania. Across both new and used categories, NSW, VIC and SA spend the most, while ACT and QLD spend the least.

MEDIUM < \$60K	NEW	DEALER USED
NSW	36,915	29,877
VIC	36,450	26,000
SA	36,248	28,035
WA	36,185	25,689
NT	35,740	22,655
QLD	35,409	24,044
TAS	35,000	24,737
ACT	34,990	24,534



Small Passenger category

Whilst New South Welshmen and Victorians are spending on average the most on new small cars (\$26,000 and \$25,979 respectively), it's the NSW residents who should be looking interstate for a used car, being able to pick up a better deal just down the road in the ACT to the tune of about \$3,500.

What's apparent in the small car industry, particularly in comparison to some of the larger SUV and upper large car markets, is that the variation in price between new and used small cars in all states and territories is fairly minimal - with about a 35% difference between the categories across the board.

SMALL < \$40K	NEW	DEALER USED
NSW	26,000	20,999
VIC	25,979	18,581
TAS	24,990	19,587
QLD	24,967	18,554
SA	24,922	20,752
ACT	24,689	17,492
WA	24,489	18,890
NT	22,360	18,535

DID YOU KNOW?

The medium new car market is much more competitive than the large vehicle market, with prices varying only \$3,000 between the most and least expensive states, whereas for large cars, Tasmanians pay over \$20,000 more for a new car than Victorians.



While ACT spend the most on upper large SUVs across the country (\$88,888) - almost 1/3 more than those paying the least in Tasmania (\$58,990). When it comes to buying second hand ACT pay the least of all the states behind the Northern Territory, paying \$50,500 and \$42,225 in order. Could it be that those living in the ACT aren't originally from there, and they're using people movers to take their family to visit relatives scattered around the country? In turn, wearing out their cars (and their value) rapidly?

Irrespective of what state you live in, depreciation of a new car is not significantly different in the large SUV category, with the difference between a new and used car sitting around \$12-14,000. This being said, a new large SUV is cheapest in Northern Territory (\$45,538) and has the least depreciation, with a used version less than \$10,000 cheaper at \$36,055.

For medium SUVs, Australia's aren't getting a much better or worse deal - even if they do shop around, with the country's most expensive location to buy one new (NSW) will cost someone \$36,915 - which is only \$2,000 cheaper than the cheapest location (ACT) at \$34,990.

In addition, this pattern is true for used medium SUVs, with NSW the most expensive state at \$29,887 - but setting a trend for a variation of around \$7,000-9,000 between new and used across the country.

The best and worst place to buy a small SUV is in the Northern Territory - the most expensive location at \$31,323 possibly because of the distance stock has to go to get to that far north, or because the demand is low, and the best place to buy a used car (\$21,635) - perhaps because after a few dusty roads and harsh summers, they lose their value.

All other states and territories offer a fairly comparative price for new and used small SUVs, giving people the opportunity to enter into the larger car/SUV market for around \$28,500 new.

SMALL SUV < \$40K	NEW	DEALER USED
NT	31,323	21,635
SA	29,988	23,990
ACT	29,988	23,990
WA	29,631	24,525
NSW	29,500	26,604
VIC	29,422	23,897
QLD	28,781	23,100
TAS	27,909	24,737

MEDIUM SUV < \$60K	NEW	DEALER USED
NSW	36,915	29,887
VIC	36,450	26,000
SA	36,248	28,035
WA	36,185	25,689
NT	35,740	22,655
QLD	35,409	24,044
TAS	35,000	24,737
ACT	34,990	24,634

LARGE SUV < \$70K	NEW	DEALER USED
WA	51,985	39,777
NSW	51,888	39,480
QLD	49,859	34,988
SA	48,444	38,326
VIC	47,890	34,780
ACT	47,807	32,536
TAS	47,495	33,999
NT	45,538	36,055

UPPER LARGE SUV < 100K	NEW	DEALER USED
ACT	88,888	50,500
WA	82,274	59,095
QLD	80,675	51,980
SA	78,990	54,041
VIC	75,646	61,880
NT	69,990	42,225
NSW	69,939	58,970
TAS	58,990	55,990



Utes/Cab Chassis

Northern Territorians have a legitimate reason for spending more on a new, rather than used, 4x2 pick up truck, with the difference between the two proving very little. Whilst the cheapest location in Australia to buy a new ute/cab chassis (\$25,765), the price of a used vehicle in this territory is only \$10 less (\$25,755) - and the most expensive of the used vehicle range in the country.

Interestingly, despite thinking that in the NT cars would be driven harder due to the longer distances travelled and the harsher weather conditions, could it be that it's inner city driving that does the most damage to our vehicles - with Victoria, New South Wales and South Australia showing the biggest price differentiation between new and used.

If you're looking at buying a new ute/cab chassis and trading in your old one, the best places to do this are in West Australia and Tasmania, both of which sit in the middle of the rankings for new (about \$30,000) and are only about \$6,000 more expensive than a used car.

PU/CC 4X2	NEW	DEALER USED
NSW	33,790	23,997
VIC	33,269	21,595
SA	32,811	22,825
WA	31,748	25,601
TAS	29,990	23,349
QLD	28,489	21,295
ACT	27,990	20,122
NT	25,765	25,755

Across the country, it appears that for an extra two wheels of torque, you're looking at paying over \$10,000 for new or used PU/CC 4x4 vehicles. Northern Territory is the most expensive place to purchase a 4x4 vehicle new (\$46,990) or used (\$35,003), whereas in Victoria, despite being middle of the road with a new price of \$43,690, purchasing a used vehicle can save you over \$12,000 at a drive away price of \$31,193 - Australia's second lowest locations by only \$500 (ACT being the cheapest at \$29,838).

PU/CC 4X4	NEW	DEALER USED
NT	46,990	35,003
SA	43,990	33,118
VIC	43,690	31,193
TAS	42,990	32,872
WA	42,510	35,284
QLD	42,000	31,990
NSW	41,000	35,950
ACT	35,862	29,838



carsales Quarterly Insights Report

parting thoughts...

Looking into car buying and selling behaviours of people across all Australian states and territories, the country's wealthiest and poorest suburbs, and by colour preference, we see that there is not one car that fits all - nor is any car enthusiast the same.

With the Volkswagen Golf touted as one of the most popular small cars nationwide, as well as in Australia's wealthiest suburbs, it will be interesting to see how this vehicle and brand fare the current media furore around the company's emissions misdemeanours. Will we see a shift in the cars people buy - moving away from paying big bucks for a badge, and sticking closer to home with the vehicles they choose such as the now limited edition Holden range?

Releasing the insights report every quarter, carsales want to hear from you and understand what you're interested in knowing?

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