

**Media release****Thursday 15th October 2015****Bigger cars not always better as our wealthiest suburbs grow vertically**

When it comes to car ownership, the mantra "bigger is better" has dominated our aspirations for decades - but does this value still hold true when our cities are becoming more built up and our homes are rising vertically?

According to data released today in the carsales Quarterly Insights Report, Australians living in our wealthiest postcodes are more likely to purchase a smaller, zippier car than a large luxury SUV - toppling the Toorak Tractor from its throne.

However, looking through a national lens Australians are showing their patriotism, with the Holden Commodore the most enquired-on car on carsales.com.au, despite the wind-back in local manufacturing due to the demand for smaller, cheaper cars. This was also echoed in the states of Victoria, New South Wales, the ACT and unsurprisingly, South Australia, the heart of Australian car manufacturing.

Delving into the hundreds of thousands of enquiries for new and used cars on its site from the past year, carsales matched its findings with the ATO's wealthiest and poorest postcodes by income to reveal what our car choices are saying about our lives.

According to carsales CEO Greg Roebuck, "results from carsales Quarterly Insights Report certainly challenge the notion that large and lavish is a symbol of success, indicating that there's a little more to the equation - with the size of the car, and its function all affecting the purchasing decision of buyers."

"Interestingly, when looking outside of the country's wealthiest suburbs, the majority of Australians are telling us that they're still extremely fond of locally made large cars such as the Holden Commodore. Sadly, this information could be a case of too little too late for Holden as they release their final, limited edition range of cars."

With inner city drivers the most unanimous with their choice of four wheels, results reveal that seven out of 10 of Australia's wealthiest postcodes enquired on the Volkswagen Golf, while the "Toorak Tractor" has never gone out of fashion for those living in two of the country's wealthiest suburbs - Hunters Hill and namesake suburb, Toorak (which also shared its focus with the VW Golf).

"What's surprising, perhaps even more so in wake of the VW sustainability scandal, is that whilst over 70 per cent of people choose the VW golf for its compact size and speed around a crowded city, their focus is not on sustainability - with less than 16 per cent of VW Golf purchases over the financial year for a diesel model," Roebuck comments.

On the other hand, the most searched for cars in the less populated wealthy suburbs of Tasmania and Western Australia are more suited to off-road adventures, with the Subaru Forester prevalent in Tasmania's wealthiest suburbs, and the Toyota Landcruiser dominating across WA.

**Figure 1. Top 10 wealthiest suburbs (national)**

Postcode	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 (NORTHBIDGE, NSW)	130,801	VW Golf / Range Rover Sport

**Figure 2. Most enquired on car by state**



Greg Roebuck says the data signals growth in Australia's population and subsequent changes in our lifestyle preferences.

"What our data shows is that Australia's highest income earners no longer signal their wealth with large, fancy cars.

"We're now seeing the direct effect of one's living situation, with the proliferation of vertical living in these wealthier, more centralised suburbs driving demand for smaller, zippier and in many respects, cheaper cars in which to get around."

It's not only size and function that drive sales of certain vehicles, with the location weighing in significantly when it comes time to driving away.

In the ACT, not only are new and used cars the cheapest on the market nationally (at \$35,490 and \$20,567 respectively), but the difference between them is of the greatest value (\$14,923).

However, despite being the cheapest market, it seems more ACT buyers look interstate more than they do in their own backyard (52.55%), with the majority investigating cars in NSW (36.64%).

"Whilst ACT buyers are getting the best deal nationally, we're seeing a desire from consumers to test the market and ensure they're not only driving away at the best price but getting the best value for their money", says Roebuck.

When it comes to the other states, NSW pays the most for both new and used cars, with their used cars only about \$2,000 cheaper than new cars in four out of the other seven states.

### ***Additional Index findings***

#### **Search behaviours**

- We are a nation of multi-screenerers when it comes to the way people search for cars online. As working families get home at the end of the day, the number of visits conducted on mobile devices such as tablets and smartphones begin to rise quickly, peaking between 9 and 10pm - no doubt whilst consumers are watching their favourite TV shows while browsing the net.
- Searches on desktop computers spike during the day between 9am and 4pm, indicating potential buyers are taking a sneaky break to browse at their desks.
- The most popular days to search for cars are Mondays and Tuesdays, forming 15.5% and 15% of all weekly searches respectively.
- Surprisingly, 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.

#### **Most popular car colours**

- While brown and beige may not be everyone's cup of tea, for private sellers, these coloured cars are the quickest to sell in the country, with beige cars taking just eight days to sell in Tasmania versus the national average of 34 days to sell a beige car, and brown taking 18 days in the Northern Territory against a national average of 38 days to sell a brown car
- On a more quirky note, pink cars also sell quicker across the country than virtually any other colour. In SA they take 15 days, 17 days in ACT, 27 days in NSW, and 29 days in Western Australia.
- Meanwhile out west, the love of the Fremantle Dockers may have gone a little too far for some, with purple cars taking just 20.5 days to sell against an average of 32 days for all states.

Launching its first Quarterly Insights Report, carsales is monitoring the movements, behaviour and purchasing decisions of buyers across state, income bracket, car size and drive away price.

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#### **About carsales.com Ltd**

carsales.com Ltd (ASX: CAR) is the largest online automotive, motorcycle and marine classifieds business in Australia. Attracting more Australians interested in buying or selling cars, motorcycles, trucks, caravans and boats than any other classified group of websites. Together with its subsidiaries employing more than 600 people in Australia, carsales develops world leading

technology and advertising solutions that drive its business around the world. The carsales network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Malaysia, Indonesia, Mexico and Thailand.

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