

Thursday, 6 April 2017

## Australian men ready to buy cars entirely online

**Well-off Australian men are significantly more likely than women to leave the traditional car dealership behind when buying their next vehicle.**

Almost half (42%) of Australian men – particularly those in the top socio-economic profile – are prepared to buy a car entirely online compared to just 25% of women and 33% of Australians overall, according to a snap poll by Roy Morgan Research.

**Michele Levine, Roy Morgan CEO, believes this is a good indicator of the reach of the digital revolution.**

*“Men and their cars form part of Aussie culture, particularly the process of kicking tyres in a car dealership.*

*“But that tradition is under threat as Australians shift their lives increasingly online,” she said.*

*Finding No. 7206 – This special Roy Morgan Snap SMS Poll was conducted in mid-March (March 16, 2017) in conjunction with the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry with a cross-section of 1,069 Australians aged 18+. Respondents were asked: “Would you buy a car entirely online without going through the traditional dealership process?”*

**Results analysed by Roy Morgan Helix Personas are available on a subscription basis.**  
[www.HelixPersonas.com.au](http://www.HelixPersonas.com.au).

**[Click here](#) to see the key findings of the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry.**

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FOR IMMEDIATE RELEASE

**Roy Morgan Snap SMS Poll: Would you buy a car entirely online?**

**Australians 18+:** Yes (33%) cf. no (67%).

**Analysis by Gender**

- Men: Yes (42%) cf. no (58%).
- Women: Yes (25%) cf. no (75%);

**Analysis by Age**

- 18-24yr olds: Yes (36%) cf. no (64%);
- 25-34yr olds: Yes (37%) cf. no (63%);
- 35-49yr olds: Yes (37%) cf. no (63%);
- 50-64yr olds: Yes (33%) cf. no (67%);
- 65+yr olds: Yes (23%) cf. no (77%).

**Analysis by State**

- New South Wales: Yes (35%) cf. no (65%);
- Victoria: Yes (38%) cf. no (62%);
- Queensland: Yes (36%) cf. no (64%);
- Western Australia: Yes (22%) cf. no (78%);
- South Australia: Yes (20%) cf. no (80%);
- Tasmania: Yes (23%) cf. no (77%).

**Analysis by Capital City/ Country Regions**

- Capital City: Yes (33%) cf. no (67%);
- Country: Yes (34%) cf. no (66%).

**Analysis by Socio-Economic Status**

- AB: Yes (42%) cf. no (58%);
- C: Yes (34%) cf. no (66%);
- D: Yes (29%) cf. no (71%);
- E: Yes (27%) cf. no (73%);
- FG: Yes (24%) cf. no (76%).

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**Question:**

Australians were asked: "Would you buy a car entirely online without going through the traditional dealership process?" (March 16, 2017):

	Total	Gender		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Yes	33	42	25	36	37	37	33	23
No	67	58	75	64	63	63	67	77
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Total	State						Region	
		NSW	VIC	QLD	WA	SA	TAS	City	Country
	%	%	%	%	%	%	%	%	%
Yes	33	35	38	36	22	20	23	33	34
No	67	65	62	64	78	80	77	67	66
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Total	Socio-Economic Quintile				
		AB	C	D	E	FG
	%	%	%	%	%	%
Yes	33	42	34	29	27	24
No	67	58	66	71	73	76
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**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. The following table 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. The figures are approximate and for general guidance only, and assume a simple random sample. 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%
<b>1,000</b>	±3.2	±2.7	±1.9	±1.4

## Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)