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Wednesday, 3 June 2015

## Which make of car do Australians like most?

As we reported recently, there are currently more than 2.3 million Australians planning to buy a new car within the next four years. For most of them, factors such as fuel efficiency, safety and a proven track record will be important considerations when deciding which make to buy. But no matter how many boxes a car ticks in terms of technical specs, emotions also play their part in the purchasing process. After all, who's going to buy a car they don't like?

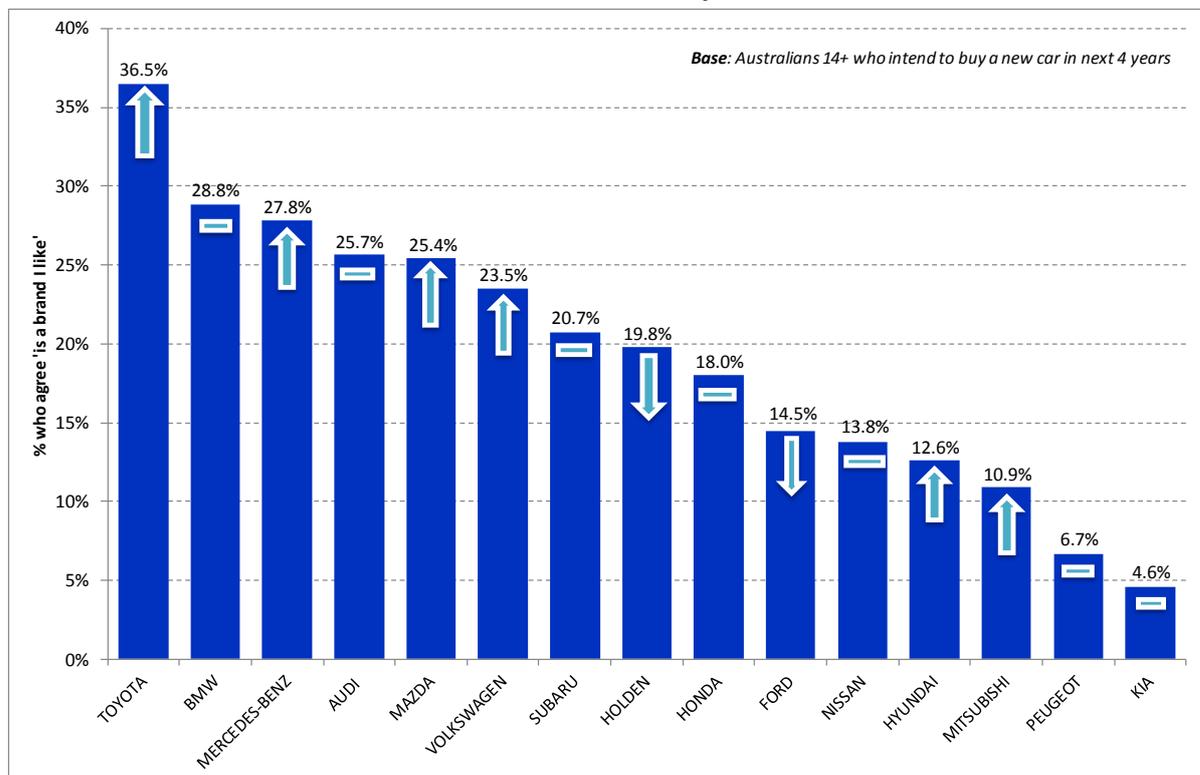
Roy Morgan Research reveals the automotive brands that Australia's new-car intenders are most fond of...

*Oh what a feeling!*

And the favourite among people planning to buy a new car in the next four years is...Toyota. As of March 2015, some 36.5% of new car intenders say that Toyota is 'a brand I like', a slight increase on the same time last year (35.1%). Following Toyota are three prestige European brands: BMW (liked by 28.8% of new car intenders), Mercedes Benz (27.8%) and Audi (25.7%).

A fairly balanced mix of European, Asian and Aussie brands feature among the Top 10, with all but the Australian makes either maintaining or increasing their 'fan-base' over the past year.

### 'A brand I like': the 15 automotive makes most liked by new car intenders



Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 (n=5,696). Respondents were asked to indicate which automotive brands they liked from a list of 17.

**Jordan Pakes, Industry Director - Automotive, Roy Morgan Research, says:**

*“How consumers perceive a brand can make or break its success in the marketplace. Cautious consumers are unlikely to buy products from a brand they don’t like, especially when that purchase is something as substantial as a new car.*

*“Fortunately for many of the automotive brands we measure, our latest findings show that the proportions of new car intenders who ‘like’ them have either grown or remained stable.*

*“With a comfortable lead over its rivals, the country’s top-selling brand Toyota continues to be most-liked, despite the pending closure of its Australian manufacturing operations in 2017. Conversely, Ford and Holden have not fared as well, both losing ground in the past 12 months.*

*“Of course, liking a brand doesn’t necessarily lead to a purchase. High-end makes BMW, Mercedes-Benz and Audi may be widely liked by many new-car intenders, but are still out of reach in terms of affordability...”*

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

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**Related research findings**

Purchase our latest detailed [Roy Morgan Automotive Currency Report](#) to learn more about automotive intentions for the different vehicle types. This report covers intentions to purchase new vehicles, future brand intentions and recent sales, loyalty and satisfaction, brand health, automotive attitudes, car servicing and use of the internet for vehicle related content. Brands are reported individually within three distinct groups: Local Manufacturers (Toyota, Holden and Ford), Mid Volume Importers (Mazda, Mitsubishi, Honda, Nissan, Subaru, Volkswagen and Hyundai) and Luxury Brands (BMW, Mercedes Benz, Audi and Lexus).

Purchase from our extensive and detailed range of Roy Morgan [new car intender profiles](#) by make, model and segment covering brands like Honda, BMW, Holden, Mazda, Ford, Mercedes-Benz, Subaru, Mitsubishi, Nissan and Volkswagen.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, 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.

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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