

Thursday, 6 April 2017

## Car-sharing making inroads in Australian cities

**Awareness of car-sharing services like *Go-Get* and *Flexi-Car* has reached a critical mass in Australia's major cities of Sydney (55%) and Melbourne (56%).**

Australian men are more aware (43%) of car-sharing than women (29%), leading to an overall figure for Australians of 33% according to a snap poll by Roy Morgan.

**Michele Levine, Roy Morgan CEO, believes the findings reflect a growing awareness of the inefficiency of traditional car ownership.**

*"Our cars sit idle for 23 hours a day, on average, and the car in the Aussie garage is not always the right car for the right job," she said.*

*"Car-sharing enables Australians to have a large SUV when they need to move people and things around, or a small car for that quick trip into the city – one size does not fit all.*

*"All traditional models in the automotive industry are under siege – this is just the latest avenue of 'attack' from alternatives to the ownership model Australians have held onto for several decades."*

*Finding No. 7207* – 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 1,104 Australians aged 18+. Respondents were asked: *"Are you aware of car-sharing services such as Go-Get or Flexi-car?"*

**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: Awareness of car-sharing services like Go-Get or Flexi-car.**

**Australians 18+:** Yes (36%) cf. no (64%).

**Analysis by Gender**

- Men: Yes (43%) cf. no (57%).
- Women: Yes (29%) cf. no (71%);

**Analysis by Age**

- 18-24yr olds: Yes (35%) cf. no (65%);
- 25-34yr olds: Yes (35%) cf. no (65%);
- 35-49yr olds: Yes (43%) cf. no (57%);
- 50-64yr olds: Yes (35%) cf. no (65%);
- 65+yr olds: Yes (26%) cf. no (74%).

**Analysis by State**

- New South Wales: Yes (43%) cf. no (57%);
- Victoria: Yes (49%) cf. no (51%);
- Queensland: Yes (22%) cf. no (78%);
- 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 (43%) cf. no (57%);
- Country: Yes (22%) cf. no (78%).

**Analysis by Socio-Economic Status**

- AB: Yes (47%) cf. no (53%);
- C: Yes (32%) cf. no (68%);
- D: Yes (35%) cf. no (65%);
- E: Yes (24%) cf. no (76%);
- FG: Yes (20%) cf. no (80%).

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**Question:**

Australians were asked: "Are you aware of car-sharing services such as Go-Get or Flexi-car?"  
(March 16, 2017):

	Total	Gender		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
Yes	36	43	29	35	35	43	35	26
No	64	57	71	65	65	57	65	74
<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	36	43	49	22	22	20	23	43	22
No	64	57	51	78	78	80	77	57	78
<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	36	47	32	35	24	20
No	64	53	68	65	76	80
<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](#)