

Consumer Intender Trends

Over the last three years we've spoken to over 15,000 Gumtree users Australia wide, gaining behavioural insights into their buying intent on Gumtree. Our annual survey gives us a snapshot of our **Gumtree Cars** audience demographics, attitudes and behaviours, to help you make informed marketing decisions.

RESEARCH SURVEY METHODOLOGY



AUSTRALIA WIDE



YEARLY (3 YEARS)



15 MINUTE SURVEY



TOTAL SAMPLE SIZE: 15,697

GUMTREE CARS AUTO INTENDER PROFILE

Auto intenders represent one in four of the entire Gumtree population. Are male skewed and, on average, 43 years old.

Auto Intenders are investing more time and money on Gumtree Cars than ever before. With more visits per week than any other Gumtree user.



1 in 4
of the Gumtree population
(that's 1.8m Gummies!)



\$23K+
average spend at the dealership



Half
are considering purchasing
a 4WD or SUV



72%
intend on buying a used car
(up 6% YOY)



1 in 3
intend on buying their next
car at a dealership



"Just feeling like a change"
is a key driver for their next car purchase



34 Minutes
ave time spent on Gumtree Cars
(+4mins YOY)



76%
visit Gumtree more than once a week
(Highest frequency of use than any other user)



1 in 10
are interested in purchasing
a hybrid or electric car

