The Guide to... Potential Car Buyers

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The latest TGI data from BMRB shows that over 7 million GB adults intend to buy a car in the next 12 months.

57% of them are male, nearly two-thirds are in the ABC1 social grades and they are 21% more likely than average to be 25-44.

Potential car buyers are 43% more likely than the average to have a household income of ?50,000 or more.

Over 40% of them access the internet â€˜most daysâ€™ and they are also 33% more likely than the average adult to refer to the internet before making purchases.

Potential car buyers are over 40% more likely than the average car owner to like a car that stands out.

They are almost 90% more likely than the average car owner to â€˜specially choose to watchâ€™ Fifth Gear.

Over a quarter of potential car owners try to keep up with developments in technology, and they are 57% more likely than the average adult to own an Ipod.

They are almost 80% more likely than the average car owner to consider resale value as the most influencing factor for their next car purchase.

Over half of potential car buyers have a â€˜keen sense of adventure.â€™

They are 33% more likely than the average adult to be a regular cinema go-er and they are most likely to call Thrillers their favourite film genre.