

# Motor Vehicle



## Variables Available

**Australia:** 147 pre-made + customisable  
For a complete list of variables [click here](#)

## Base Geographies Available

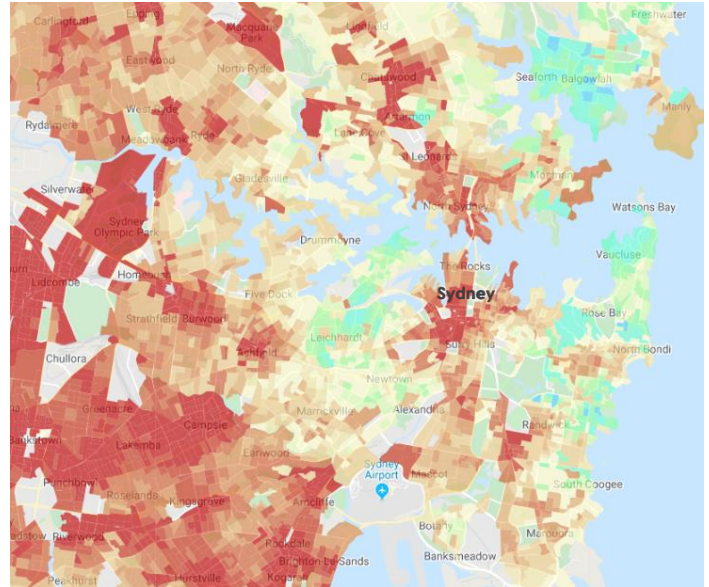
SA1, All ASGS Levels, Postcode, Suburb,  
Custom Geographies

## Vintage/Provenance

2016-2018 Update (updated annually)/Motor  
Vehicle Census

## Privacy Compliance

No PII, GDPR compliant



*Toyota Corolla new vehicle registrations*

## Overview

Motor Vehicle data provides estimates of new vehicle registrations for various Makes, Models and Series in order to gain insight into current motor vehicle purchasing trends. For more information regarding the complete list of available variables [click here](#). Customised data is also available on a built-to-order basis.

Motor Vehicle data is constructed using new vehicle registrations over a three year (rolling) window, sourced from the Motor Vehicle Census which is provided every year by the Australia Bureau of Statistics (ABS). The SA1 level estimates are built using a proprietary machine learning and scoring methodology developed by RDA.

The spatial estimates provide a balance between historical registrations and potential future behaviour.

## Applications

Media Targeting, Location Planning, Strategic Planning, Audience Targeting, Database Enhancement, Data Visualisation, Brand Share and Market Demand.

Enhance your data to achieve better analytics, more informed decision making and stronger consumer engagement.

**Choose from 3,000+** privacy-safe, GDPR compliant, value, behaviour & psychology variables

## Formats

Motor Vehicle data is provided in a number of alternative formats:

- **geoTribes Explorer** Variables embedded as datapacks in our cloud-based, geoanalytics platform.
- **Licensed Data File** Embed selected content in your own platform, delivered securely in a comma-separated values file (.csv) format to any desired level of geography, i.e. SA1 and higher-order aggregated geographies.
- **Custom Reports** Bespoke reports/databases containing variables of interest at any desired level of geography or a given network of assets, e.g. retail sites, media assets, etc.
- **Spatial API** Facilitating real-time access for websites and GIS systems.
- **Partners/Media Affiliates:** Eyeota (Digital)  
Nielsen (GeoCMV)

## Availability

Data is available at the overall database level, for individual data packs or as part of a custom variable selection. Annual licence and pay-as-you-go options are available.

## Spatial Modelling

RDA has been refining its geoFusion modelling methodology for over 25 years. During that time, we have built a strong reputation for producing authoritative geospatial estimates from government Microdata, Media Planning and Market Research surveys for the Australian and international markets.