

**Bespoke Intel**

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# **Electric Vehicles, EV Trucks Deep Dive**

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**Survey of 1,316 US Consumers Balanced to Census**

**October 2021**

## BACKGROUND:

- ❑ Survey of 1322 US consumers balanced to census.

## FINDINGS:

- ❑ Consumers are expecting to adopt electric vehicles at a considerably higher rate in the future than they are today. Respondents who generally prefer sedans are more likely to say it is important to them if they were car shopping today that the car they look at be available in electric.
- ❑ Tesla and Ford are mentioned the most when we ask consumers which EV truck brand they are most familiar with. Rivian is mentioned third most often, but trails in mindshare relative to the top two.
- ❑ Tesla remains an aspirational brand among respondents in our survey. A plurality respondents choose Tesla when we ask which brand they would desire to get most if money were no object. Additionally, among respondents who have expressed interest in getting a Tesla at some point in the future an increasing % say it is because they like the brand and/or status and look of the car.
- ❑ Rivian and Lucid have considerably lower awareness ratings among consumers, but when we control for those who are aware of each brand, demand to buy both Rivian and Lucid is only a touch behind demand to buy a Tesla.
- ❑ Respondents who are interested in EV trucks are more likely than the average respondent to be male, younger, and higher income.
- ❑ We showed visuals of EV trucks to respondents to gauge their initial reactions. What stood out most is that respondents had a viscerally negative reaction toward the Tesla Cybertruck.
- ❑ When it comes to autonomous vehicles, consumers still are in the camp of believing that humans driving themselves is safer than AVs.



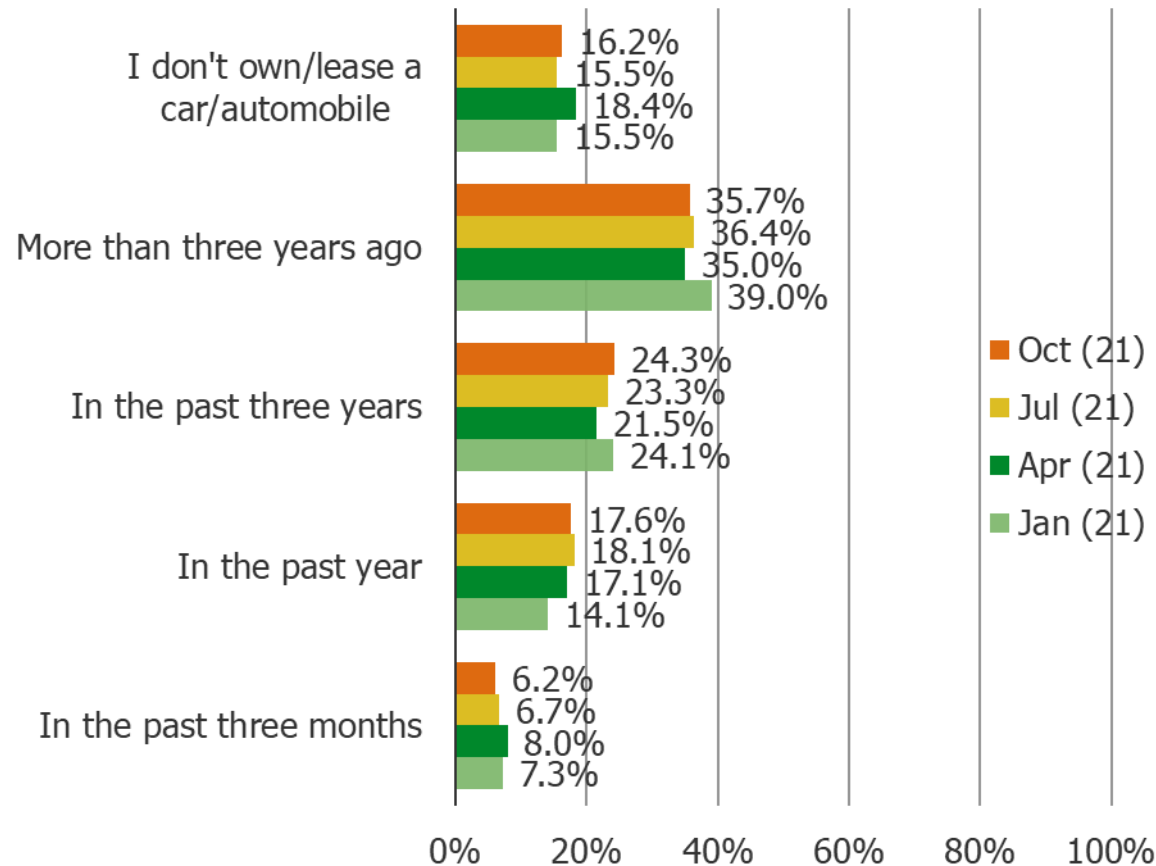
## Electric Vehicles – Ownership and Sentiment

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## Electric Vehicles Survey

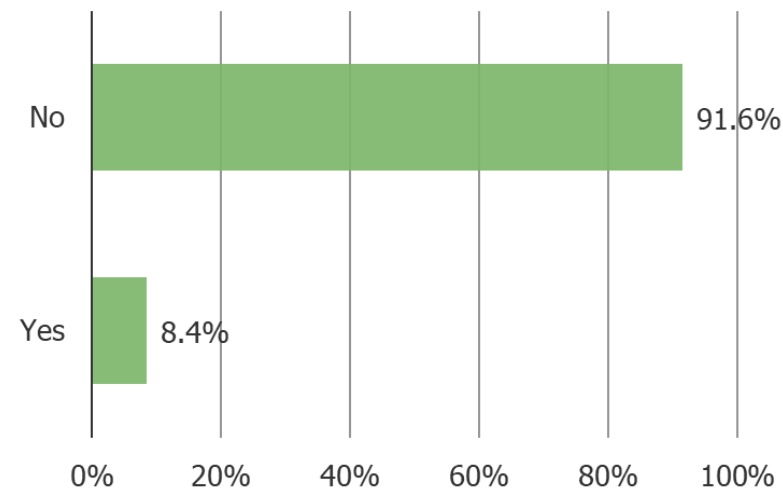
### When is the last time you purchase or leases a car/automobile?

Posed to respondents who own or lease one or more vehicles (N = 1322).



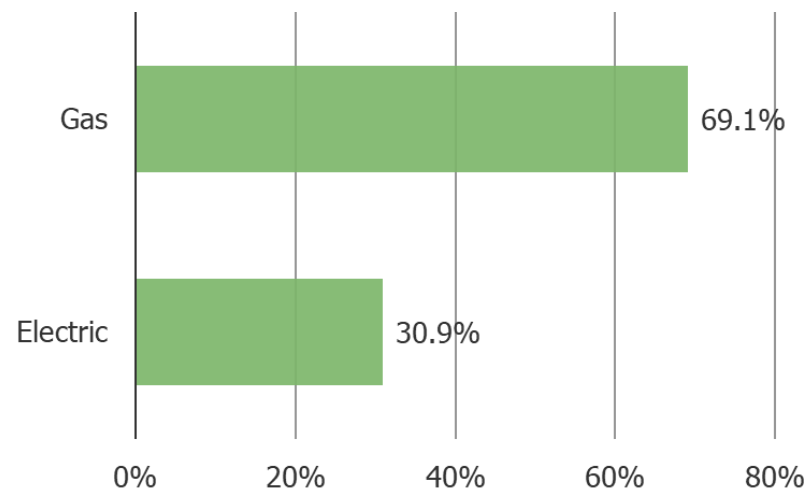
Do you currently own or lease an electric vehicle?

Posed to respondents who own or lease one or more vehicles (N = 1108).



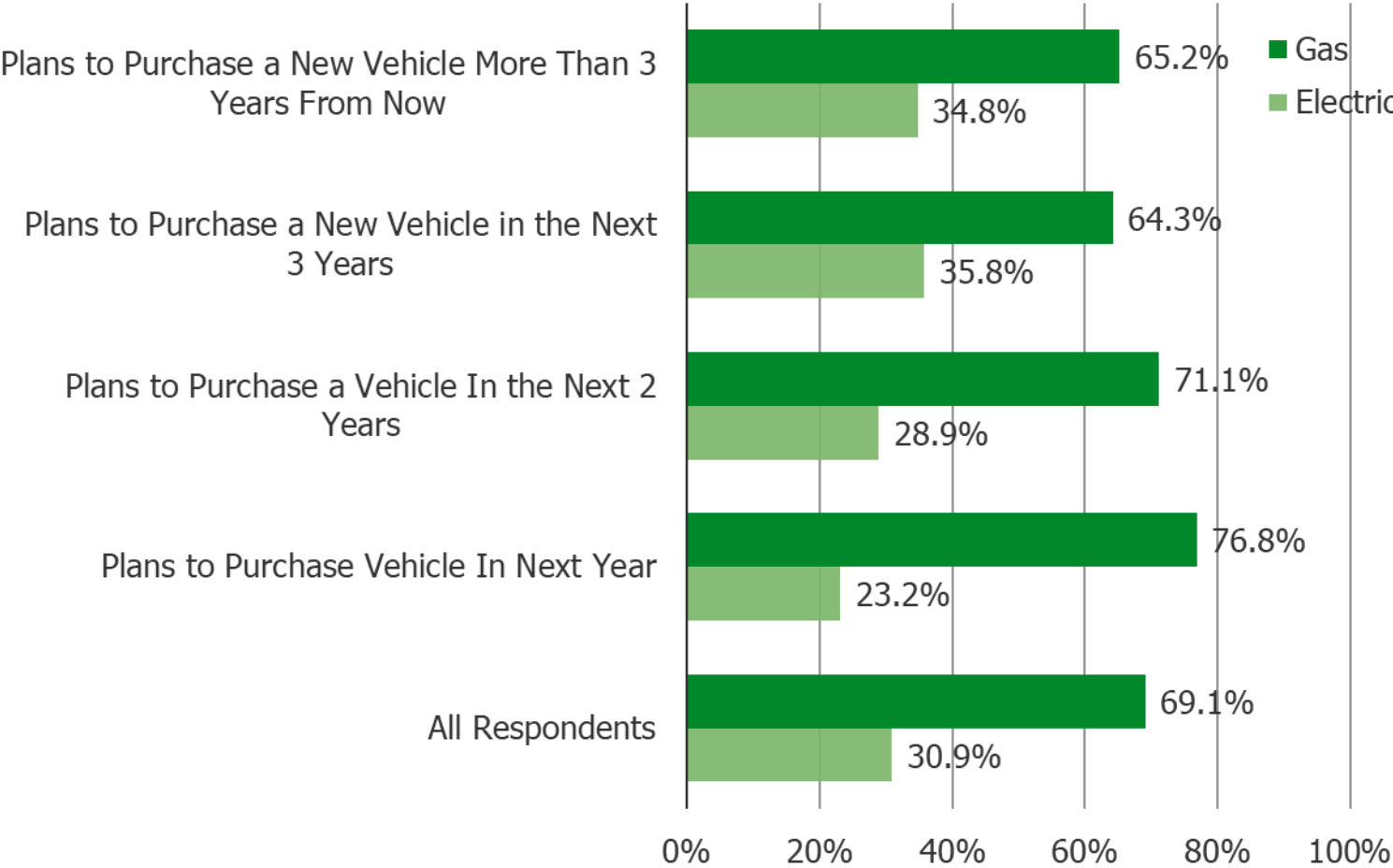
Thinking about the next vehicle you will purchase or lease, is it more likely to be:

Posed to respondents who expect to purchase or lease a vehicle at some point in the future (N = 988).



Thinking about the next vehicle you purchase or lease, is it more likely to be:

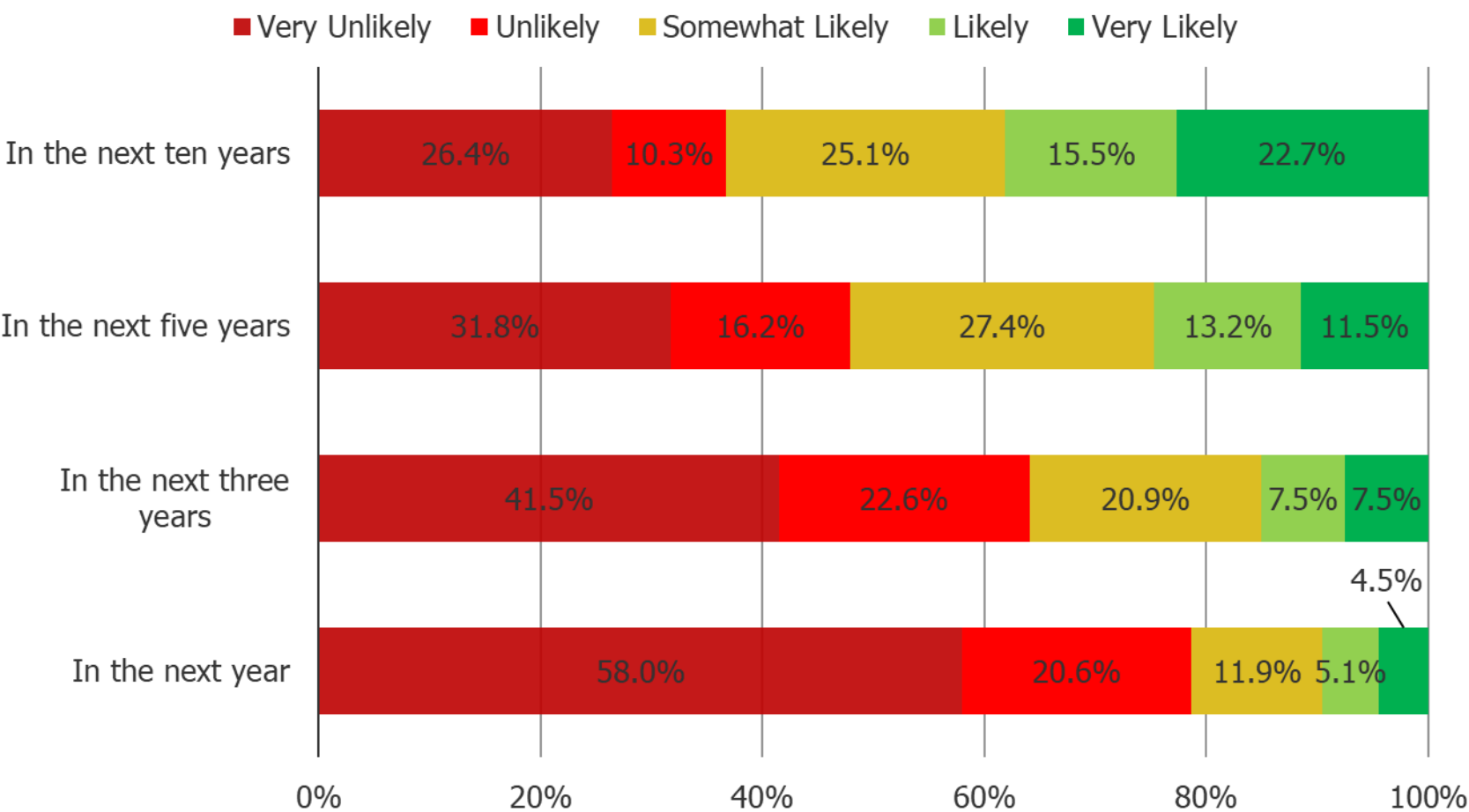
Posed to respondents who expect to purchase or lease a vehicle in the future, cross-tabbed by when they expect to get it next.



# Electric Vehicles Survey

## How likely are you to own or lease an electric vehicle...

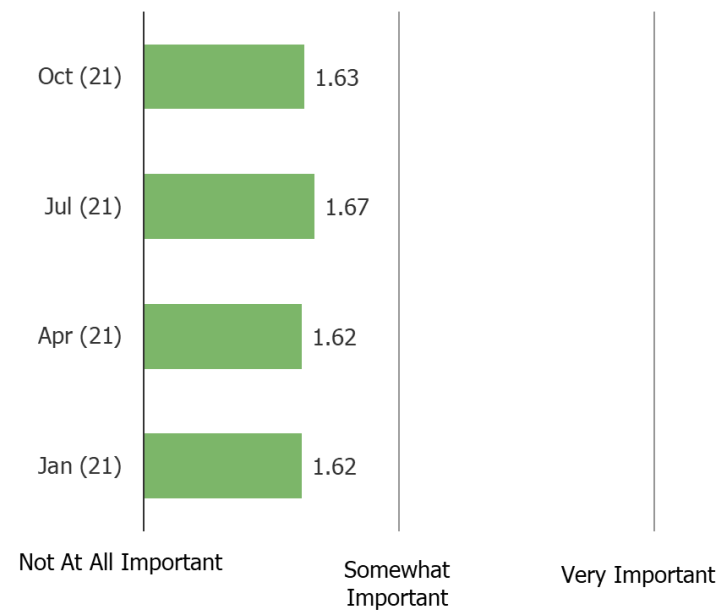
Posed to respondents who own or lease one or more vehicles (N = 1108).



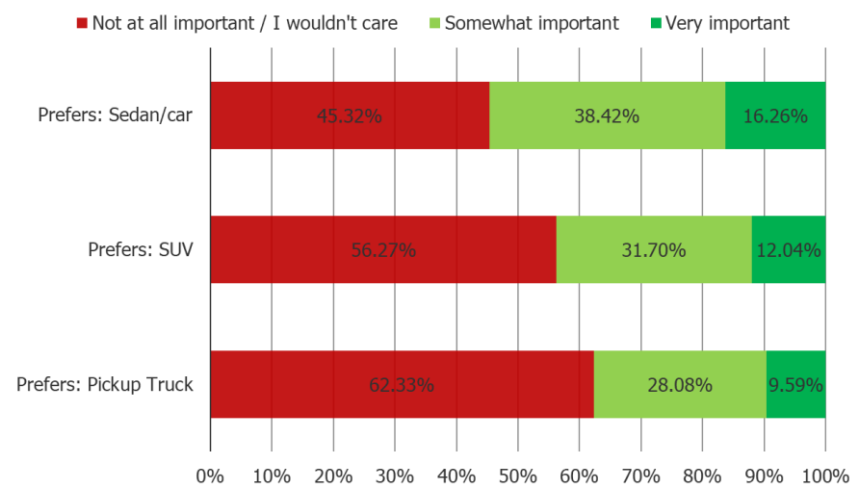
# Electric Vehicles Survey

## If you were looking to get a new car/auto, how important would it be for the car to be available in electric?

Posed to respondents who own or lease one or more vehicles (N = 1108).



Cross-Tabbed by the type of vehicle respondents typically prefer:

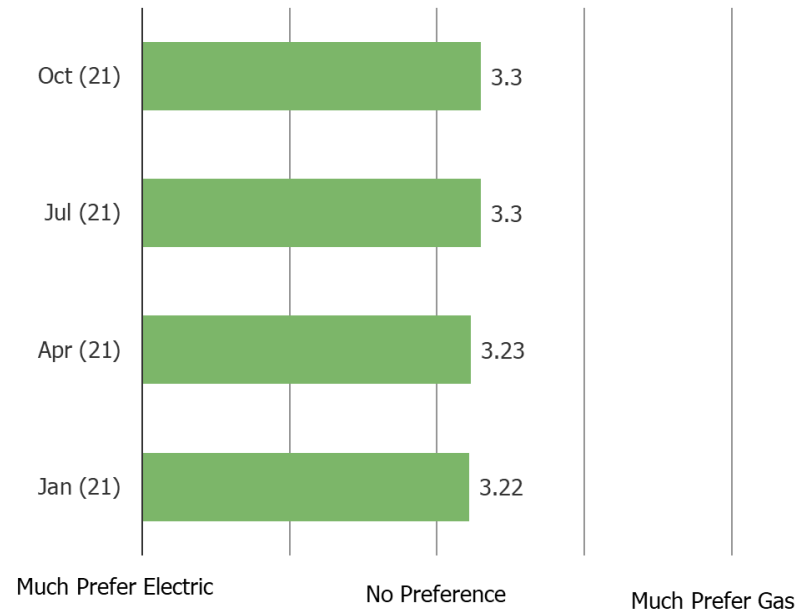




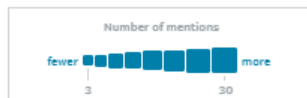
# Electric Vehicles Survey

## If you were looking to get a new car/automobile, which would you prefer to get?

Posed to respondents who own or lease one or more vehicles (N = 1108).



gasoline less electric car reduce use less planet's future  
e climate fossil fuels help save gas  
climate change save money better charge gas  
Environmentally friendly  
Better environment vehicle



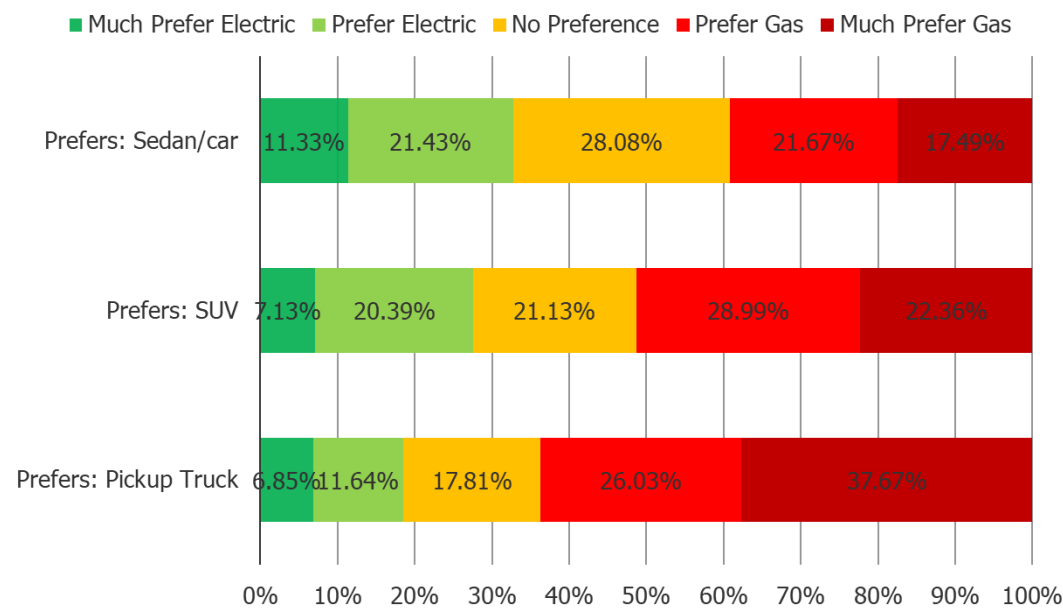
enough service live back expensive hard Lack issues plug without  
trust don't always sound Use gas fill travel feel area available  
reliable actually trips chargers stations gas engine  
recharge doesn't don't readily available drive yet  
charging stations access need infrastructure go



# Electric Vehicles Survey

## If you were looking to get a new car/automobile, which would you prefer to get?

Cross-Tabbed by the type of vehicle respondents typically prefer:

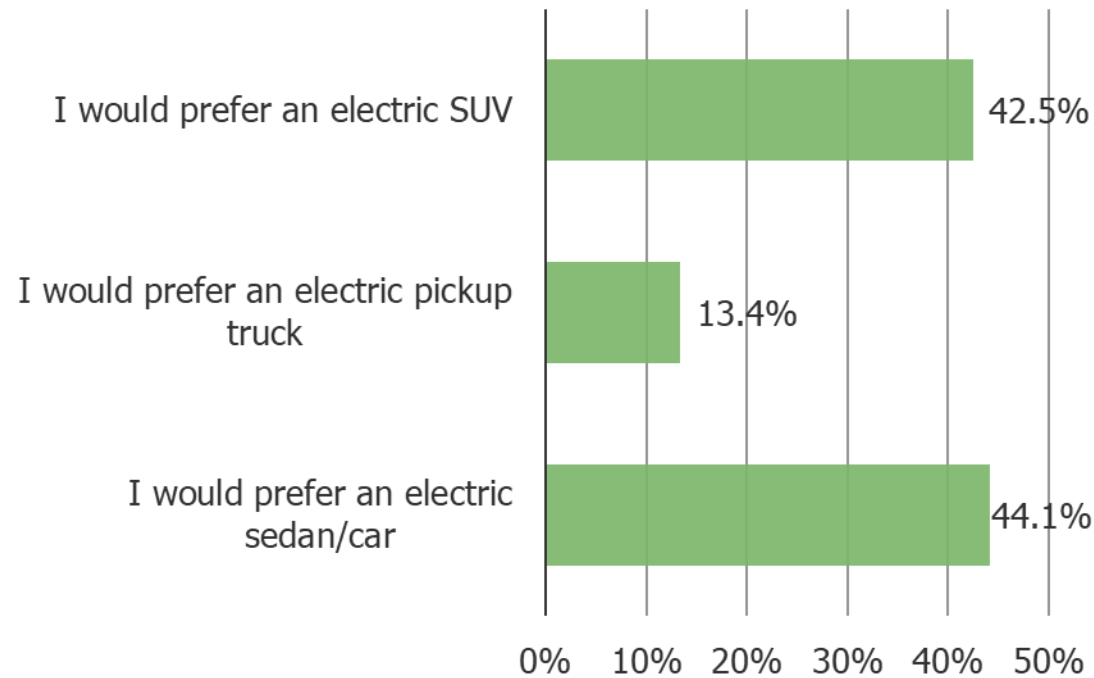


IE – respondents who typically prefer sedans/cars are more likely to have said they would prefer to get an electric vehicle if they were getting a new car today.

## Electric Vehicles Survey

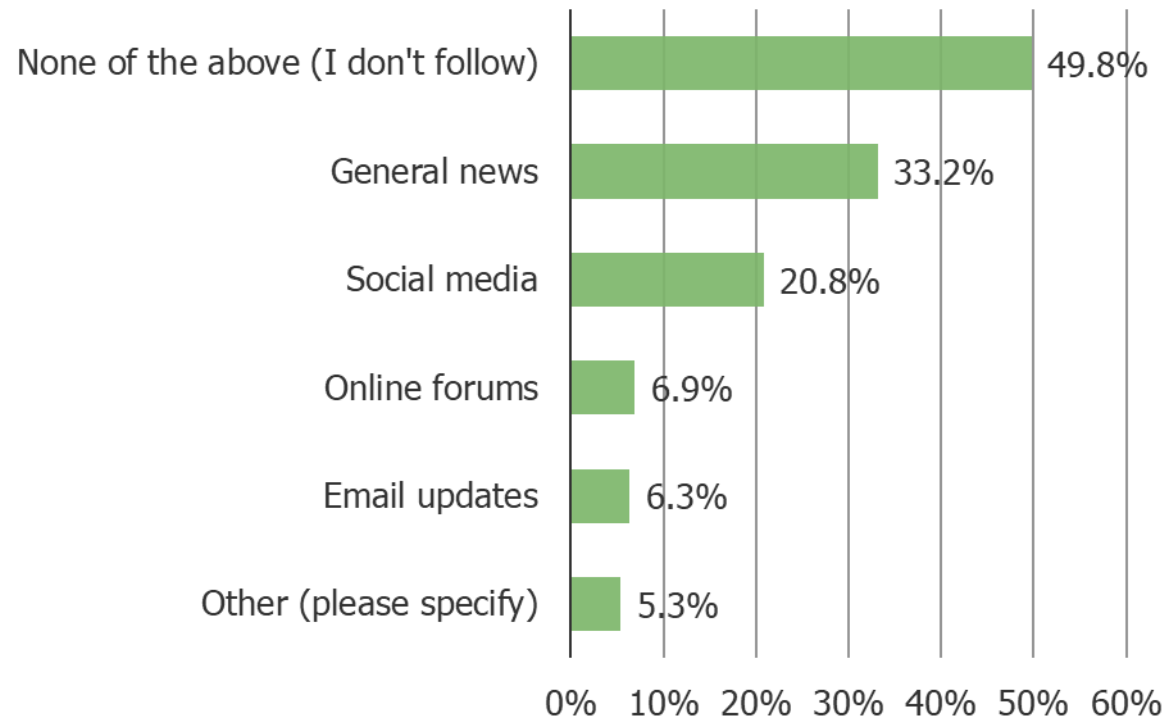
### If you were to purchase or lease an electric vehicle, would you prefer...?

Posed to respondents who own or lease one or more vehicles (N = 1108).



### How do you keep track of new products from electric truck brands? Select ALL

Posed to respondents who own or lease one or more vehicles (N = 1108).



Respondents who filled in "other" mentioned things like YouTube, auto magazines, TV ads

## Electric Vehicles – Brands

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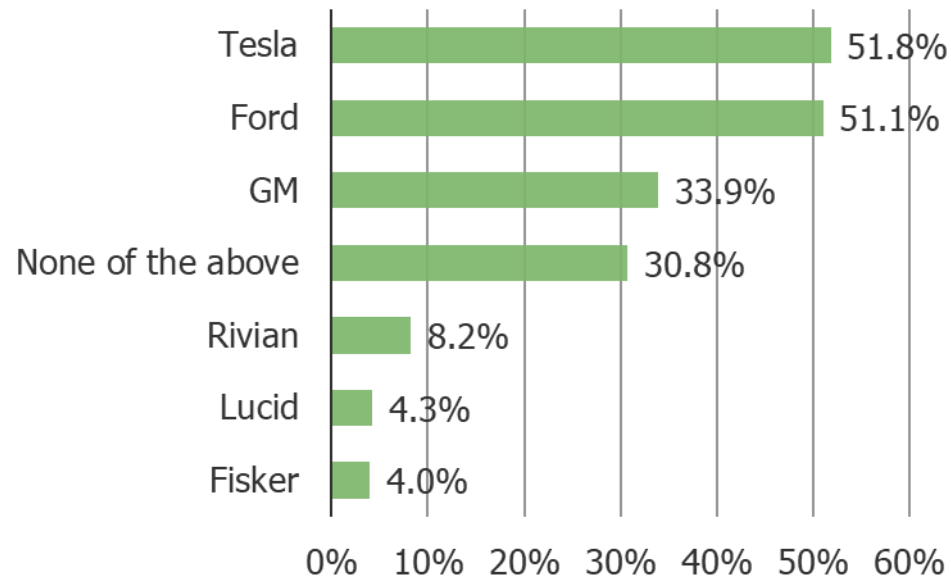
### What electric truck brand are you most familiar with?

Posed to respondents who own or lease one or more vehicles (N = 1108).



### Are you familiar with any of the following electric truck brands?

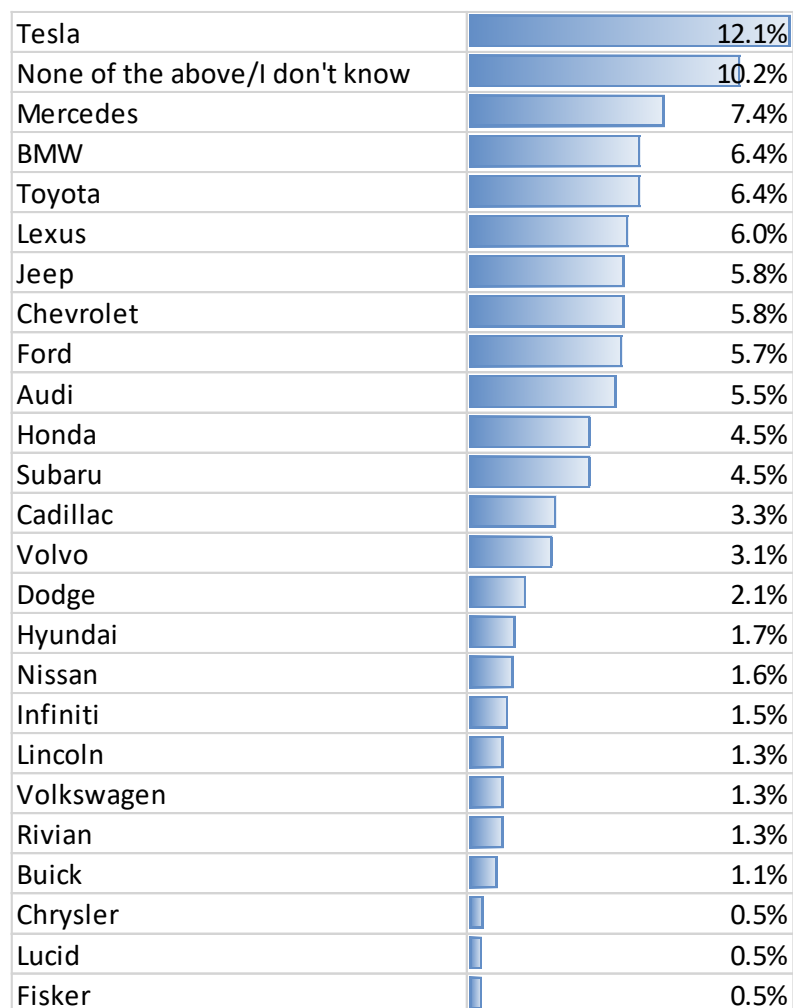
Posed to respondents who own or lease one or more vehicles (N = 1108).



## Electric Vehicles Survey

### If price were no object, which of the following brands would you most desire to get?

Posed to respondents who own or lease one or more vehicles (N = 1108).



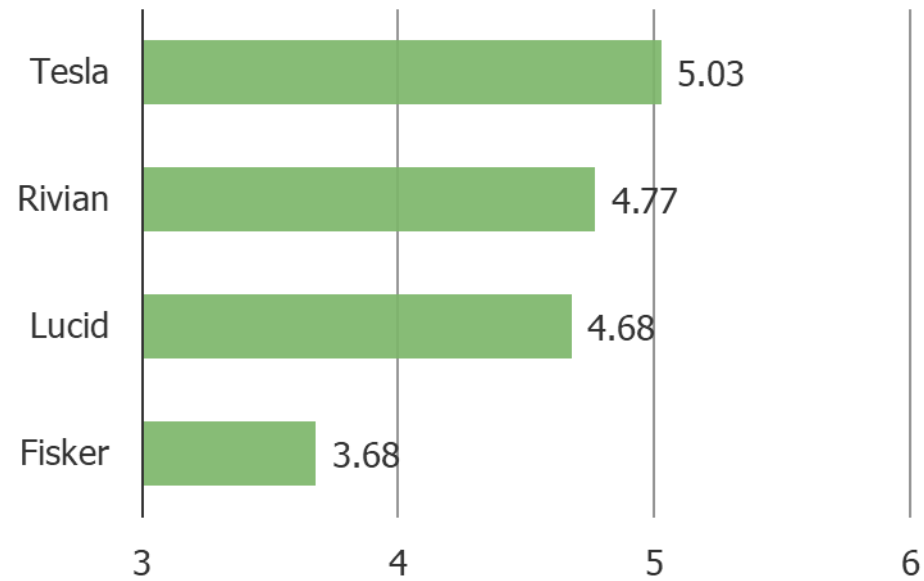
Tesla	12.1%
None of the above/I don't know	10.2%
Mercedes	7.4%
BMW	6.4%
Toyota	6.4%
Lexus	6.0%
Jeep	5.8%
Chevrolet	5.8%
Ford	5.7%
Audi	5.5%
Honda	4.5%
Subaru	4.5%
Cadillac	3.3%
Volvo	3.1%
Dodge	2.1%
Hyundai	1.7%
Nissan	1.6%
Infiniti	1.5%
Lincoln	1.3%
Volkswagen	1.3%
Rivian	1.3%
Buick	1.1%
Chrysler	0.5%
Lucid	0.5%
Fisker	0.5%



# Electric Vehicles Survey

## How much interest do you have in getting a car/auto from the following at some point in the future?

Posed to auto owners who are aware of each of the following:



Weighted Average Guide:

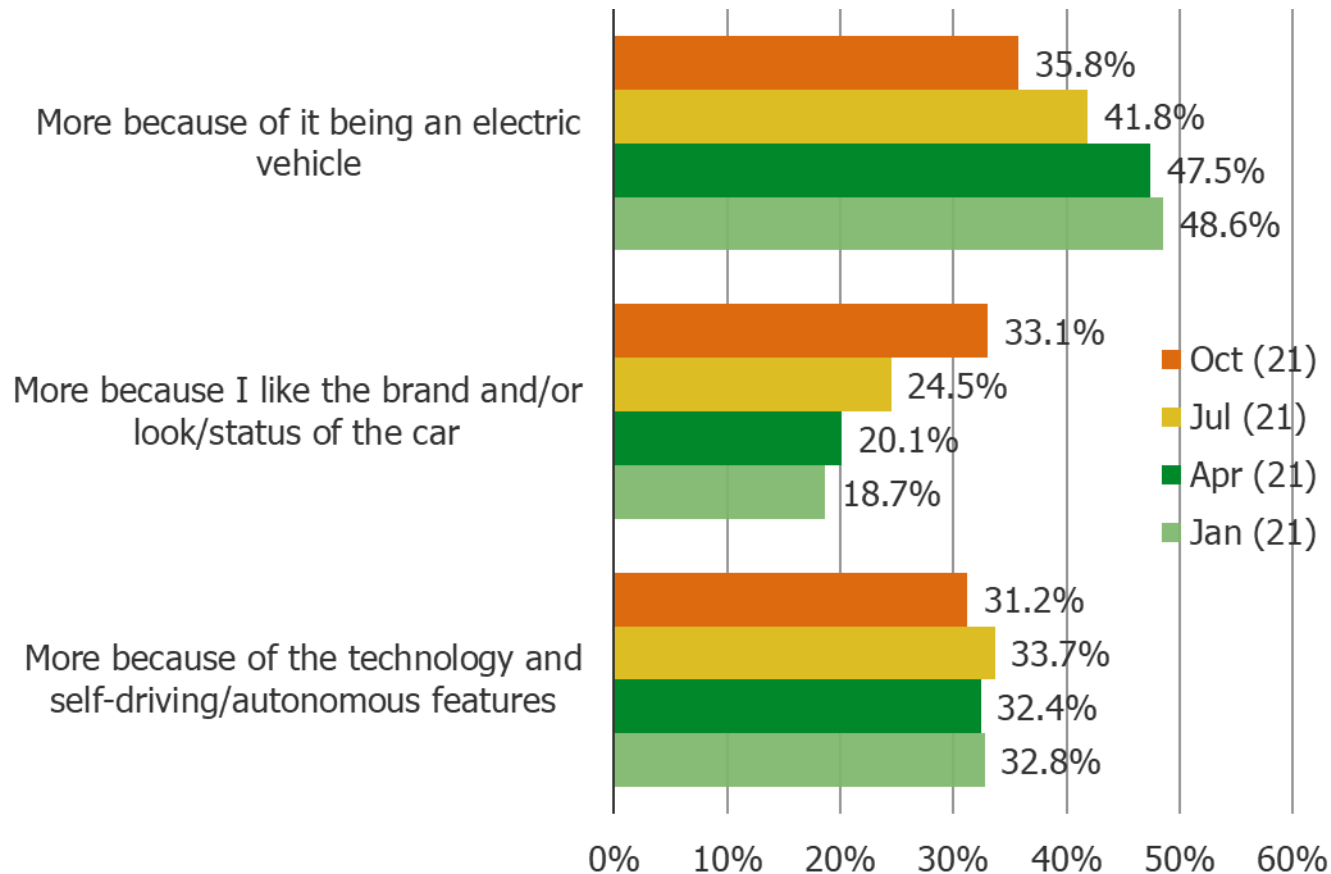
- 1, No Interest at all = 1
- 2 = 2
- 3 = 3
- 4 = 4
- 5 = 5
- 6 = 6
- 7 = 7
- 8 = 8
- 9 = 9
- 10, Very Strong Interest = 10

	N =
Tesla	572
Rivian	90
Lucid	47
Fisker	44

## Electric Vehicles Survey

### What is the primary reason you would be interested in getting a Tesla?

Posed to respondents who expressed interest in getting a Tesla at some point in the future (N = 483):







## Lucid SUV

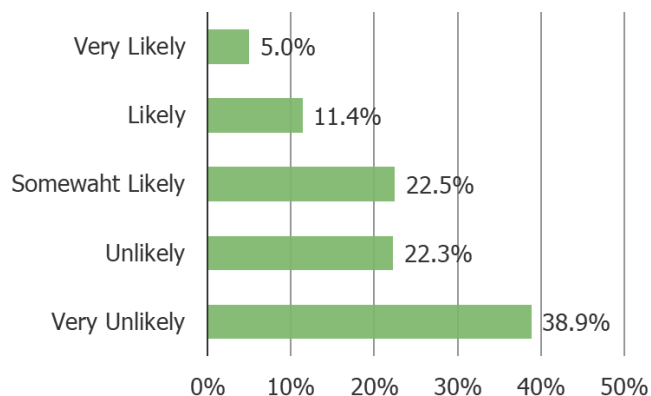


## Fill-In Comments



**0: I don't like it at all**  
**100: I love the way it looks**

**Score: 40.6 / 100**



**0: Economy**  
**100: Luxury**

**Score: 53.7 / 100**



# Tesla Cybertruck



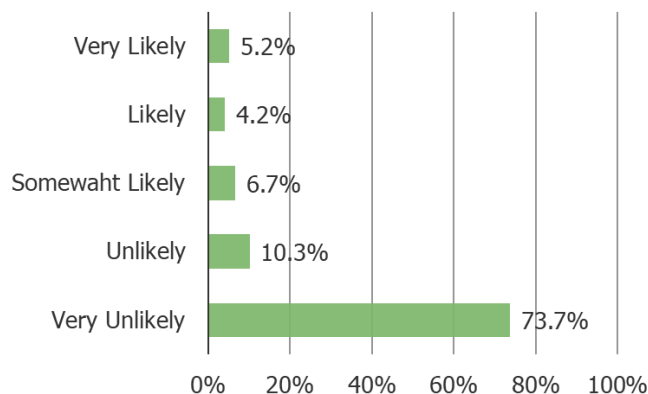
## Fill-In Comments



**0: I don't like it at all**  
**100: I love the way it looks**

**Score: 19.5 / 100**

## Likelihood of Buying In Future



Do you think this car is...

**0: Economy**  
**100: Luxury**

**Score: 58.0 / 100**

Question posed to auto owners who expect to buy or lease an auto at some point in the future (N = 988)

## Demographics of Respondents Interested in Tesla, Rivian, Fisker, and Lucid

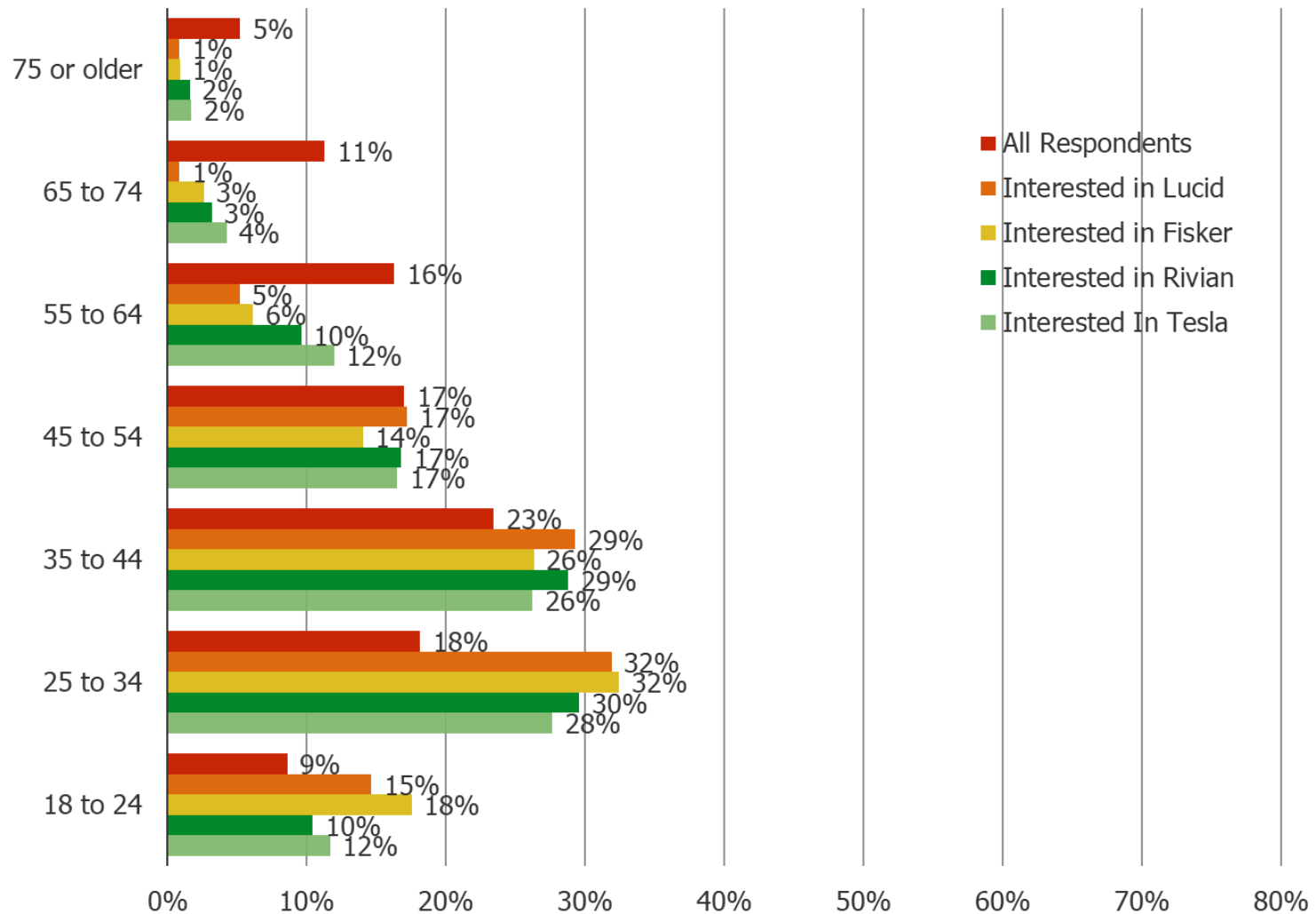
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## Electric Vehicles Survey

### Respondents Who Are Interested in Getting Each of the Following at Some Point in the Future:

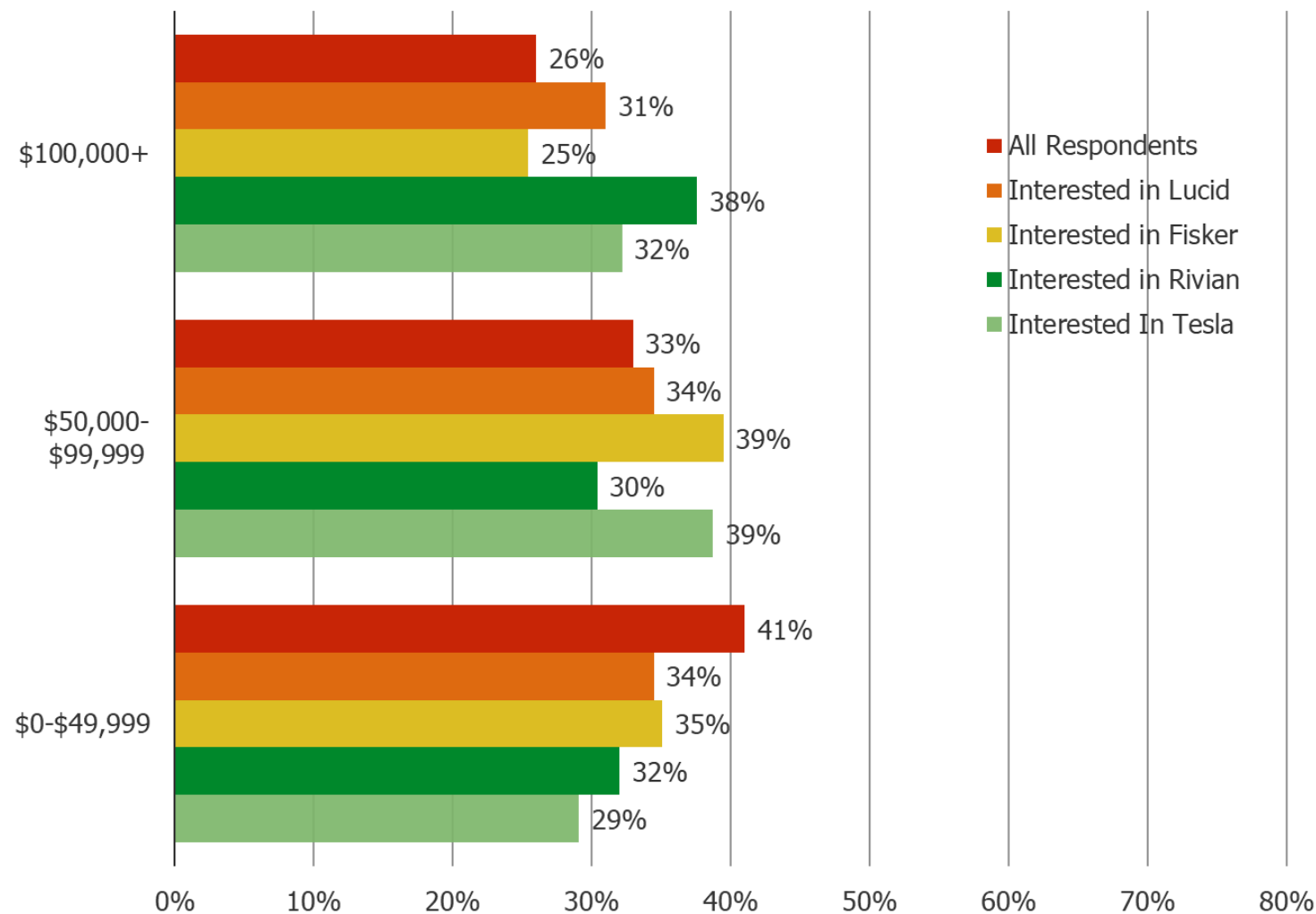
#### Age:



# Electric Vehicles Survey

## Respondents Who Are Interested in Getting Each of the Following at Some Point in the Future:

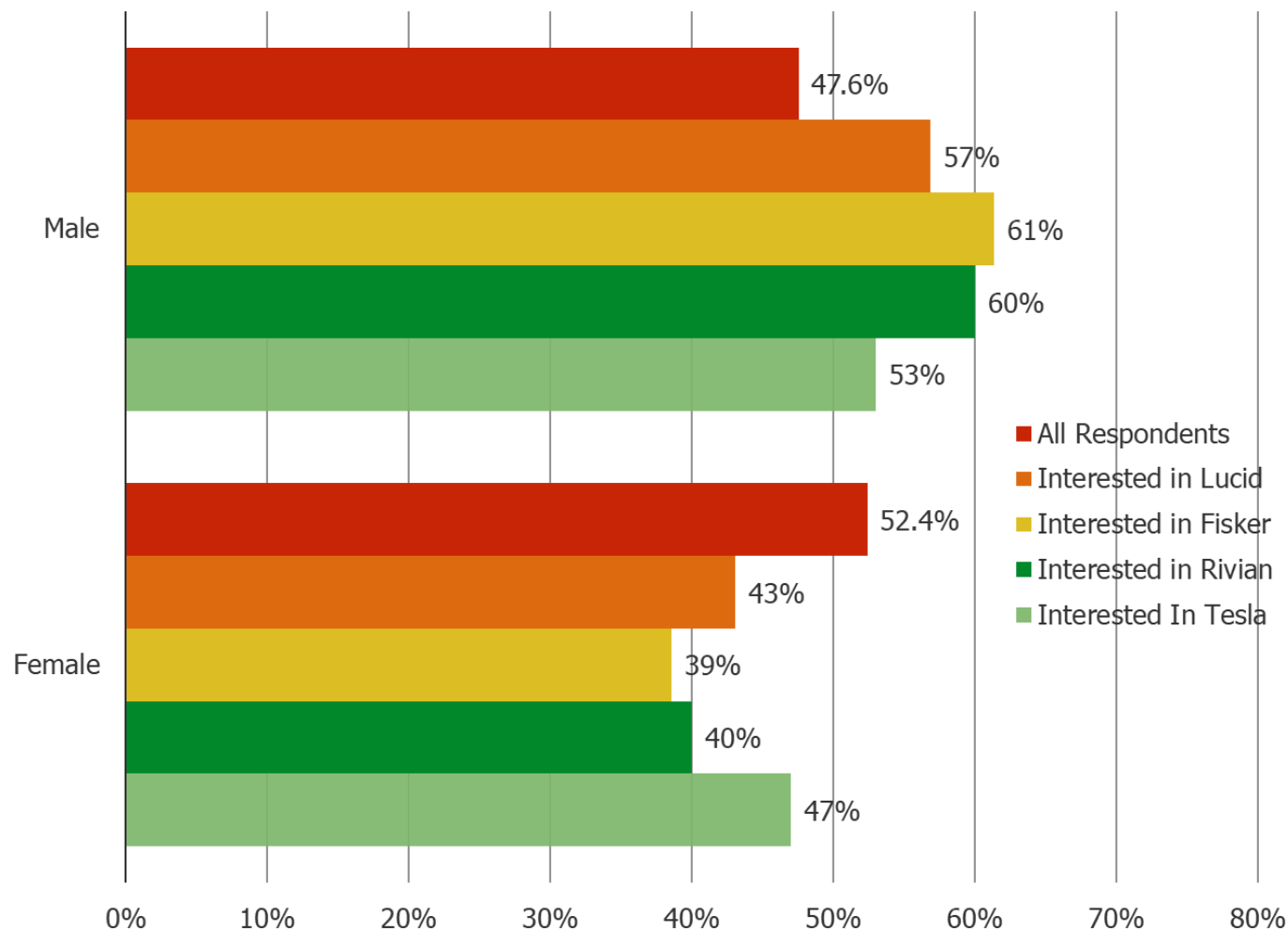
### Income:



# Electric Vehicles Survey

## Respondents Who Are Interested in Getting Each of the Following at Some Point in the Future:

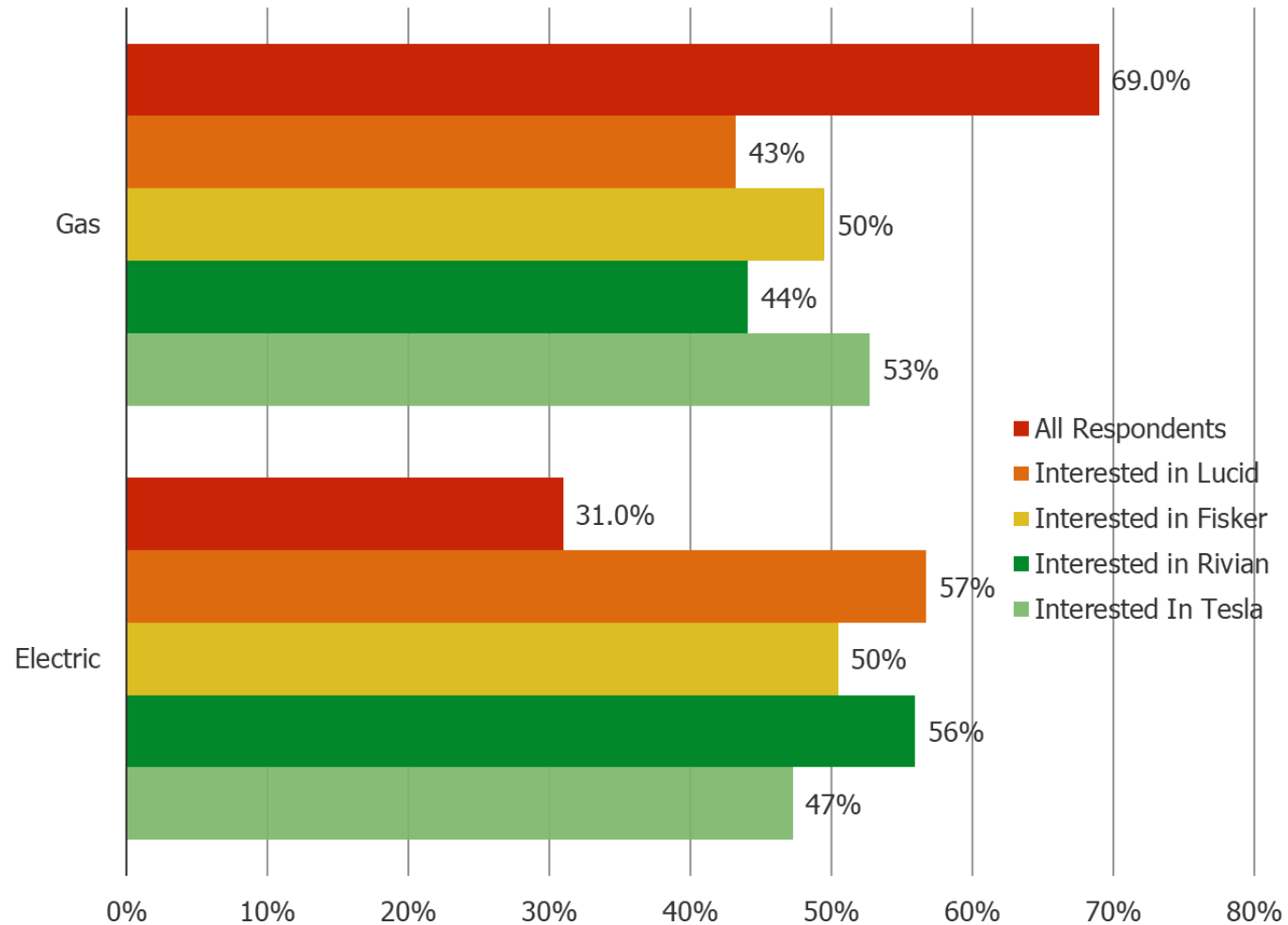
Gender:



## Electric Vehicles Survey

Respondents Who Are Interested in Getting Each of the Following at Some Point in the Future:

Expects their next car to be gas or electric:



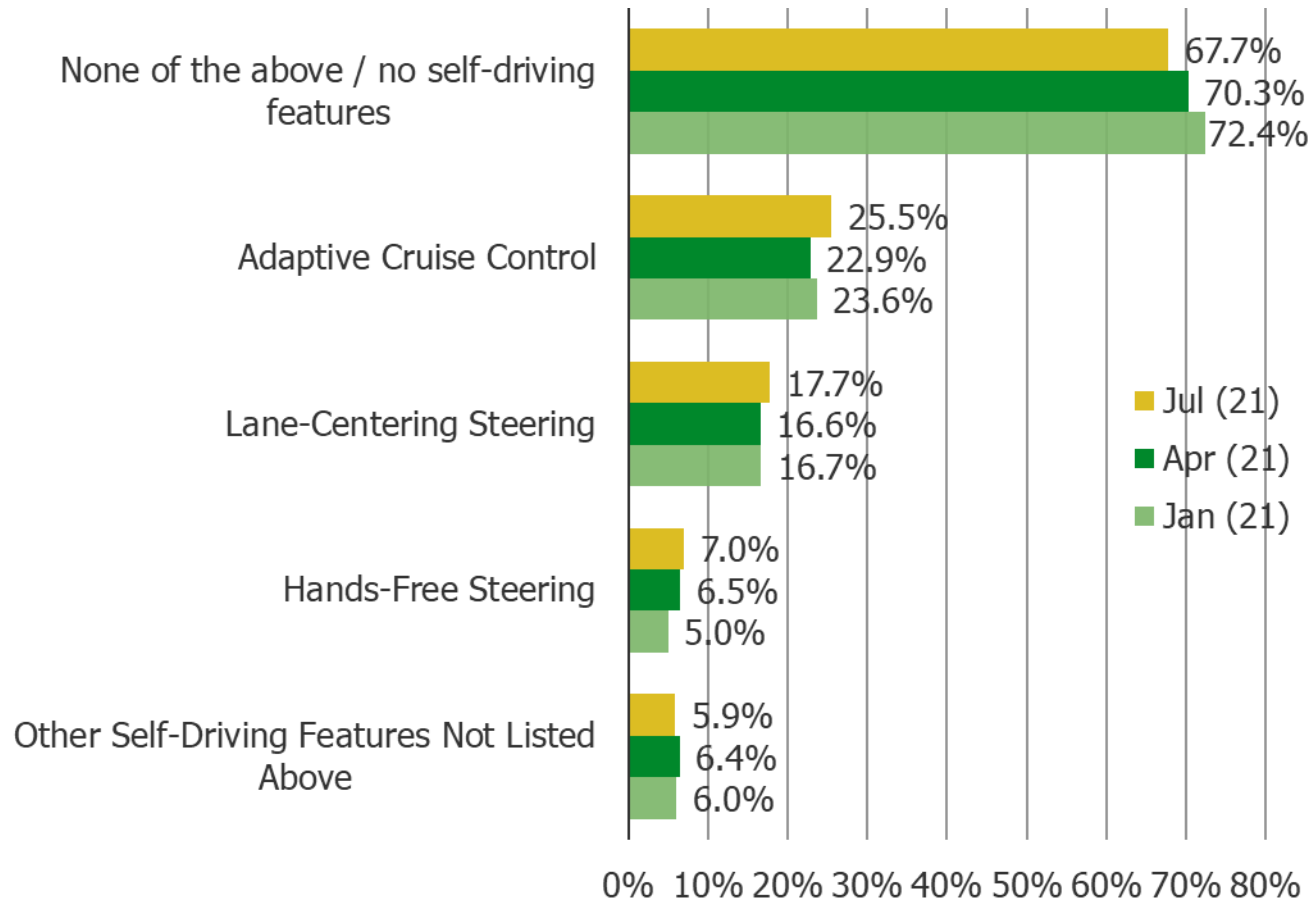
## Autonomous Features

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## Electric Vehicles Survey

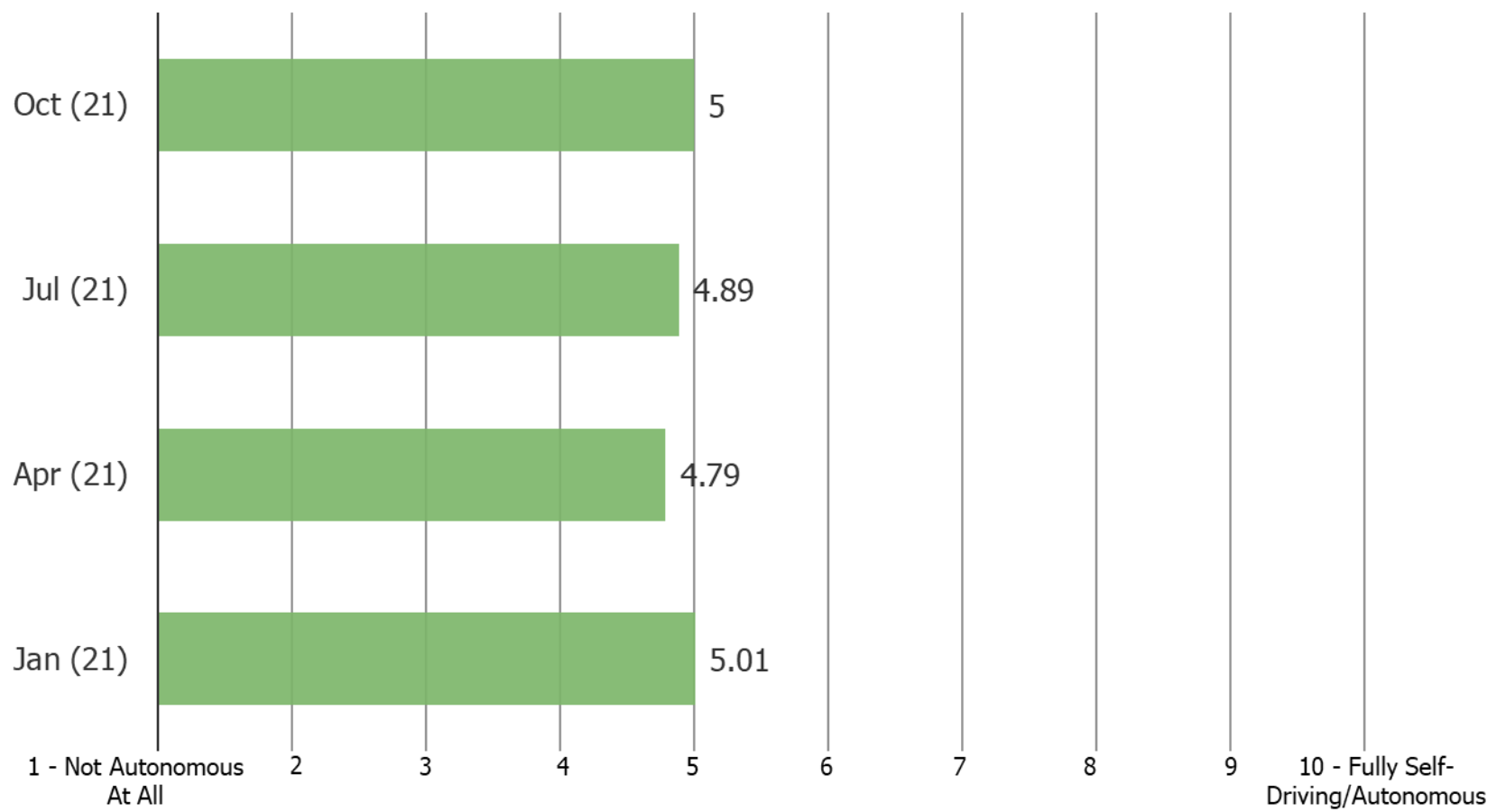
### Do you currently own/lease one or more autos that have the following features?

Posed to respondents who own or lease one or more vehicles (N = 1108).



In your opinion, how autonomous would the ideal car/automobile be?

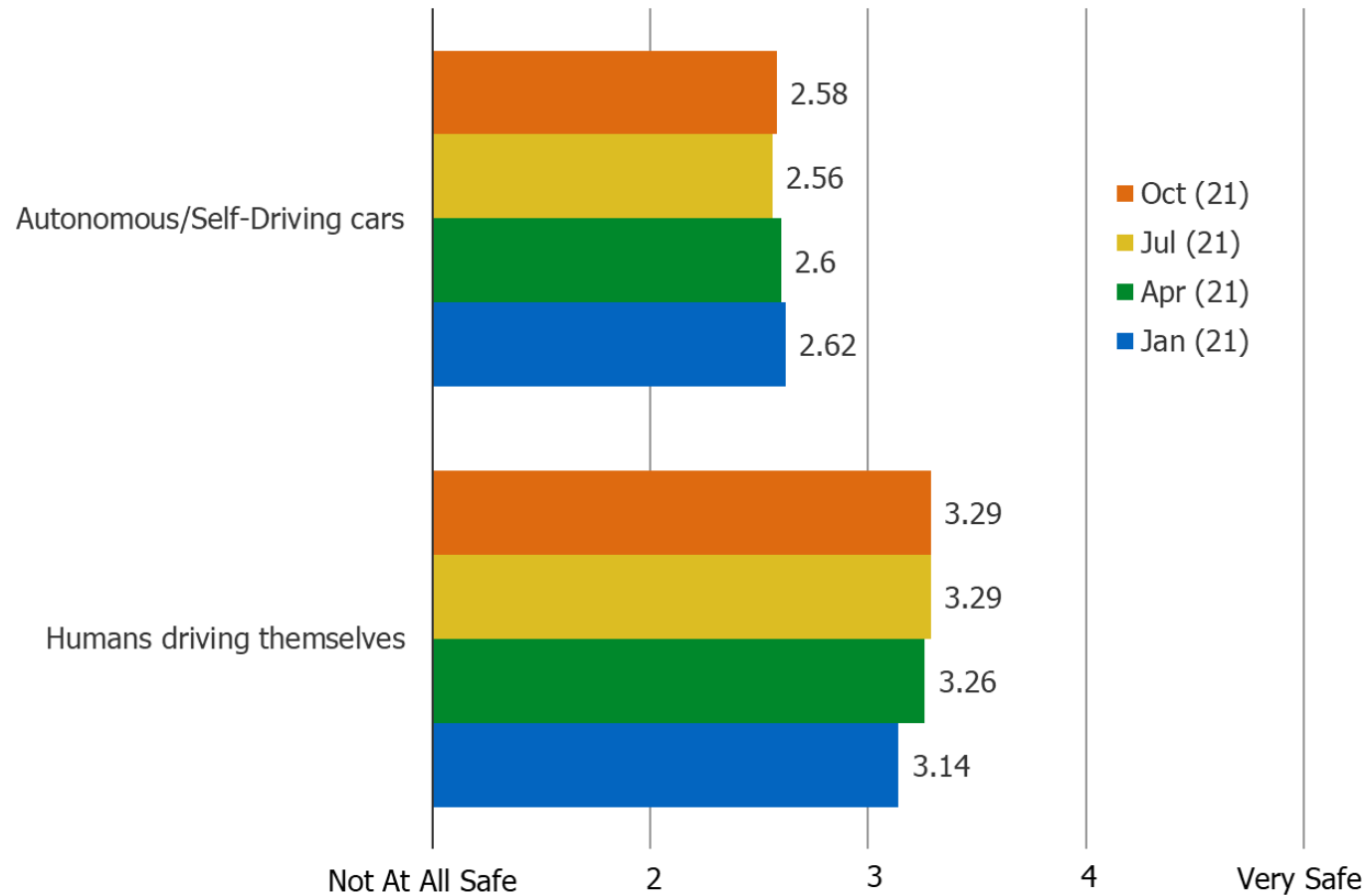
Posed to respondents who own or lease one or more vehicles (N = 1108).



## Electric Vehicles Survey

### How would you rate how safe the following are:

Posed to respondents who own or lease one or more vehicles (N = 1108).





## Electric Vehicles Survey

### How would you rate how safe the following are:

Posed to respondents who own or lease one or more vehicles (N = 1108).

