

BESPOKE SURVEYS

Autos and Electric Vehicles Vol 6

1000+ US Consumers Balanced to Census



CHECK BREAKDOWN:

TREND CHECKS

EVs

- Intentions to purchase an electric vehicle improved sequentially.
- Consumer attitudes toward autonomous features and toward electric vehicles continue to hold steady. We continue to see more openness to both from younger respondents vs. older.

Rivian and Lucid Awareness Holding Flat

- Familiarity with Rivian, Fisker, and Lucid has held mostly steady q/q, with Rivian familiarity higher relative to Fisker and Lucid.
- Tesla continues to be the brand that consumers favor. Interest is higher for Tesla relative to Rivian, Lucid, and Fisker.

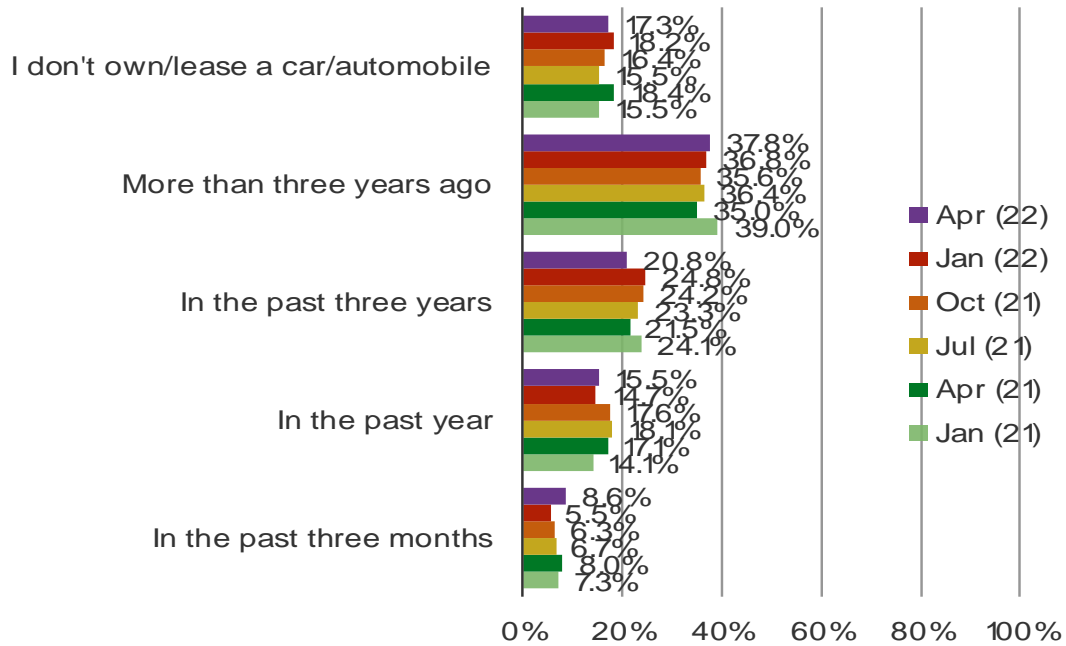
Auto Purchase Expectations

- The percentage of consumers planning to get a new car in the next six months has softened in recent months following a period of time during the pandemic in which purchase expectations ran very hot.

ELECTRIC AND AUTONOMOUS VEHICLES – CONSUMER FEEDBACK

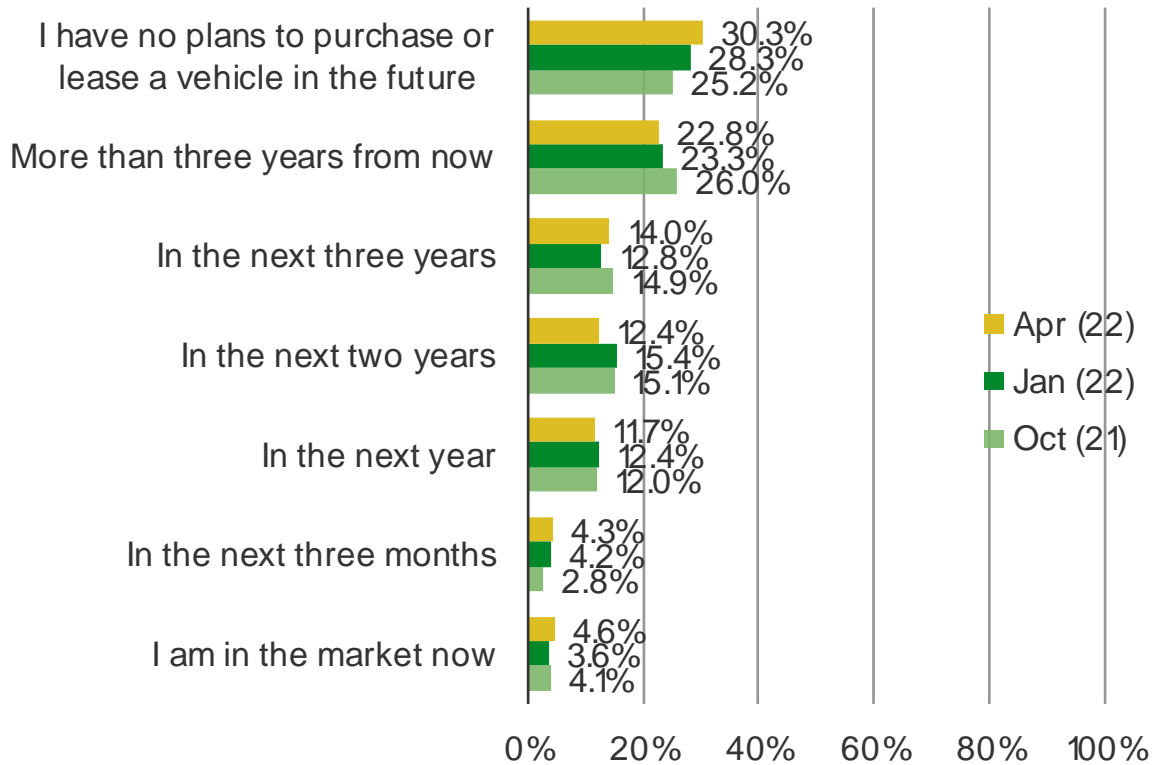
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR/AUTOMOBILE?

Posed to all respondents



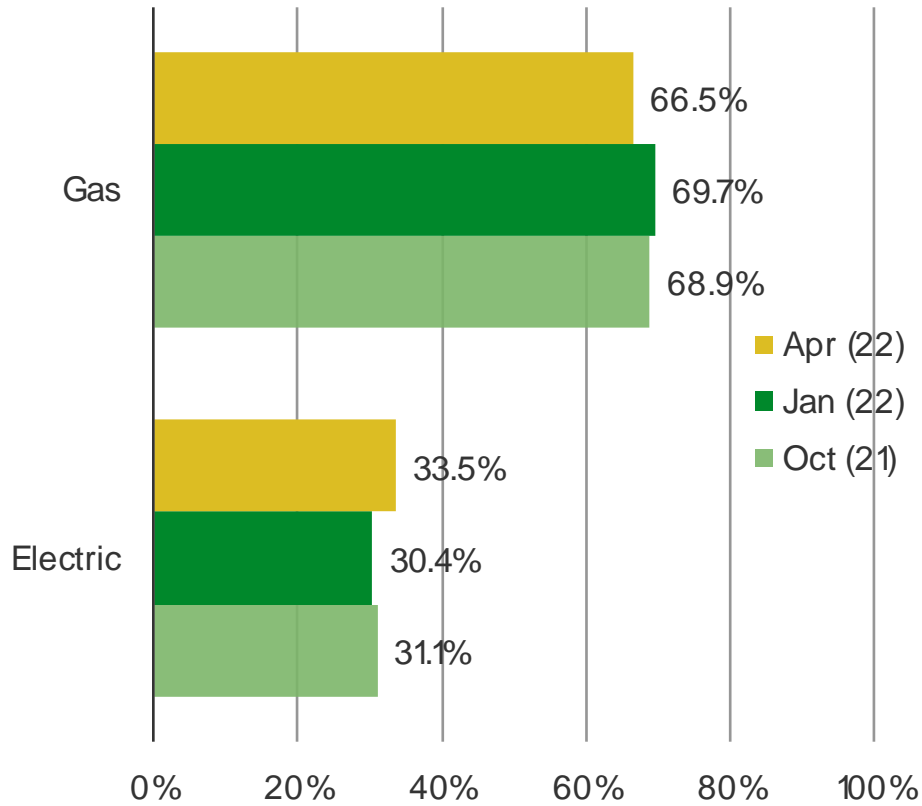
WHEN ARE YOU MOST LIKELY TO PURCHASE OR LEASE A VEHICLE NEXT?

Posed to all respondents



THINKING ABOUT THE NEXT VEHICLE YOU WILL PURCHASE OR LEASE, IS IT MORE LIKELY TO BE:

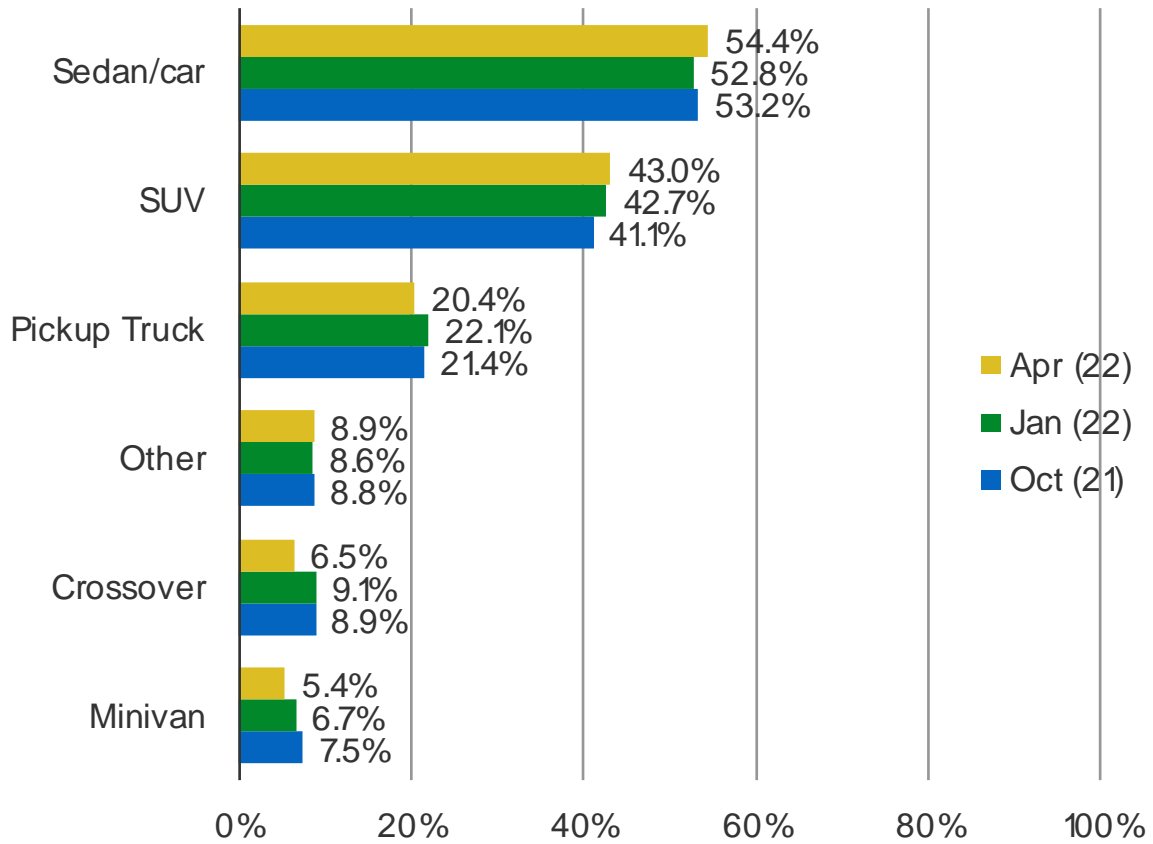
Posed to all respondents who have plans to purchase or lease a vehicle.



Note – for comparison, 5-10% of auto owners say they own an EV now.

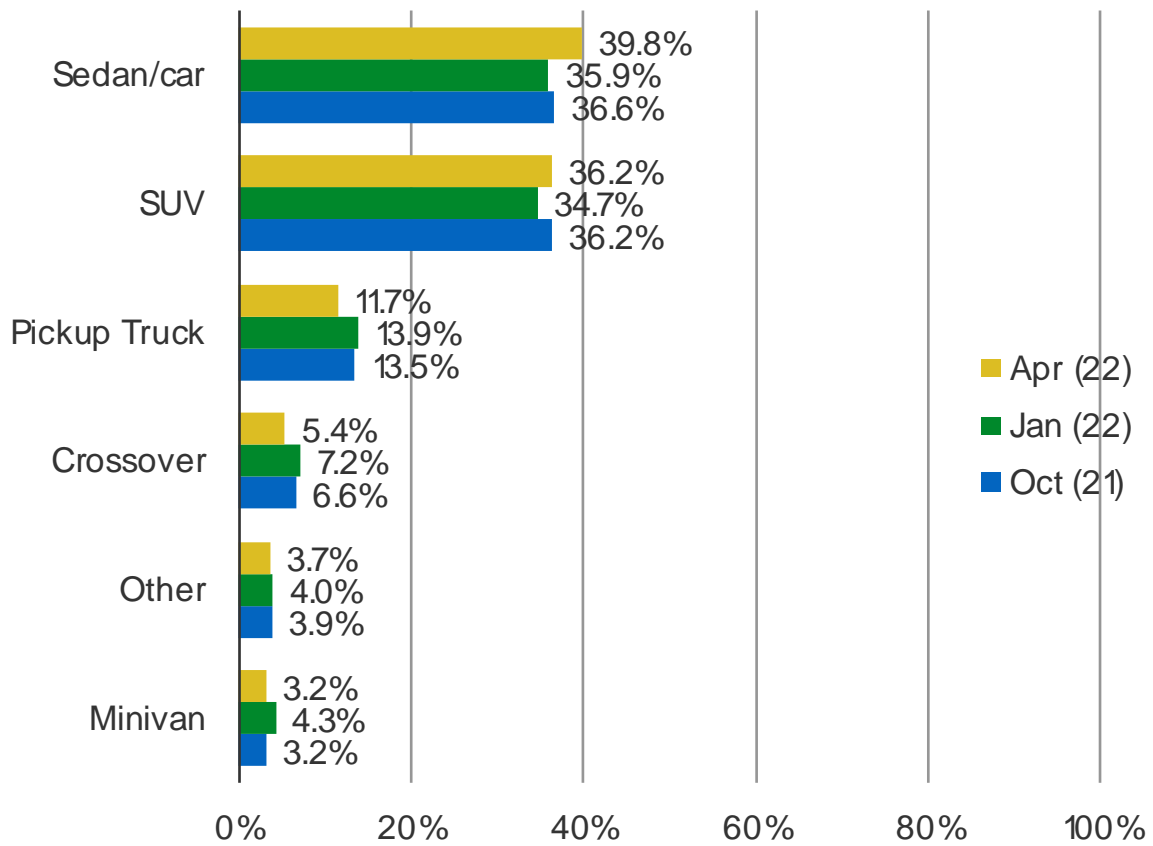
WHICH OF THE FOLLOWING DO YOU CURRENTLY OWN IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

Posed to all respondents



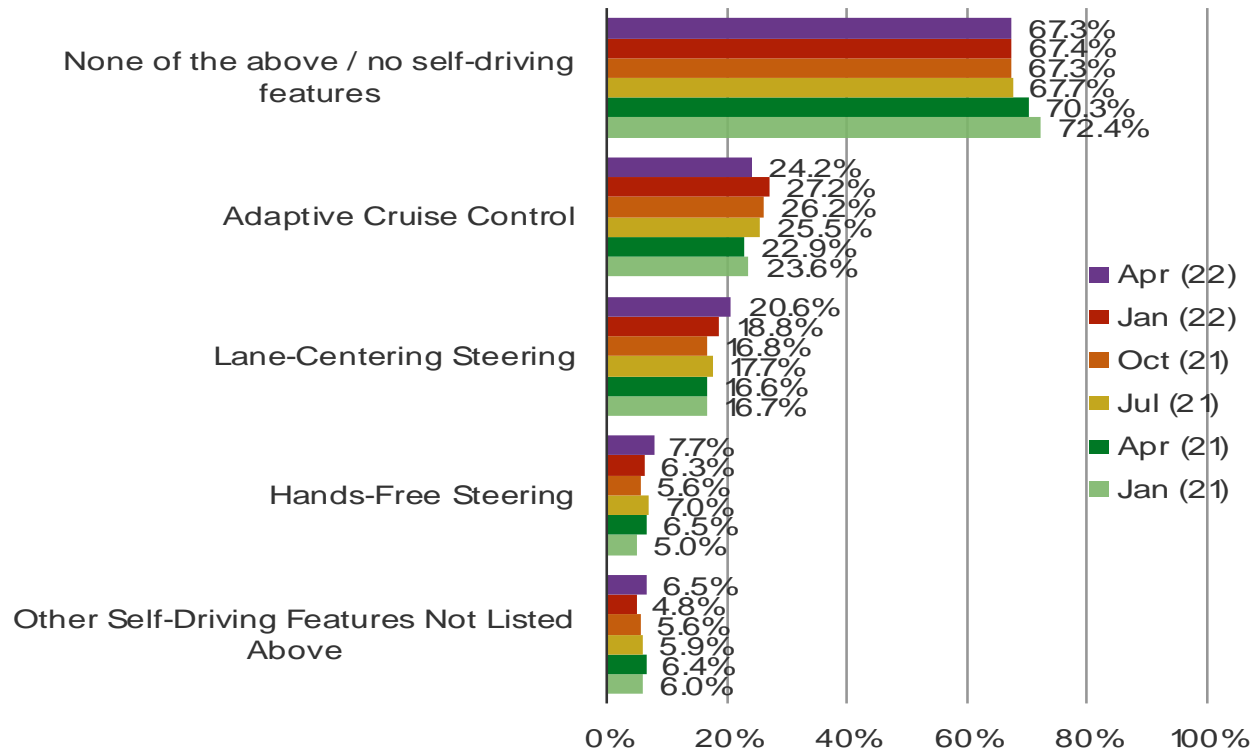
WHICH IS YOUR MOST PREFERRED TYPE OF VEHICLE TO OWN/LEASE?

Posed to all respondents



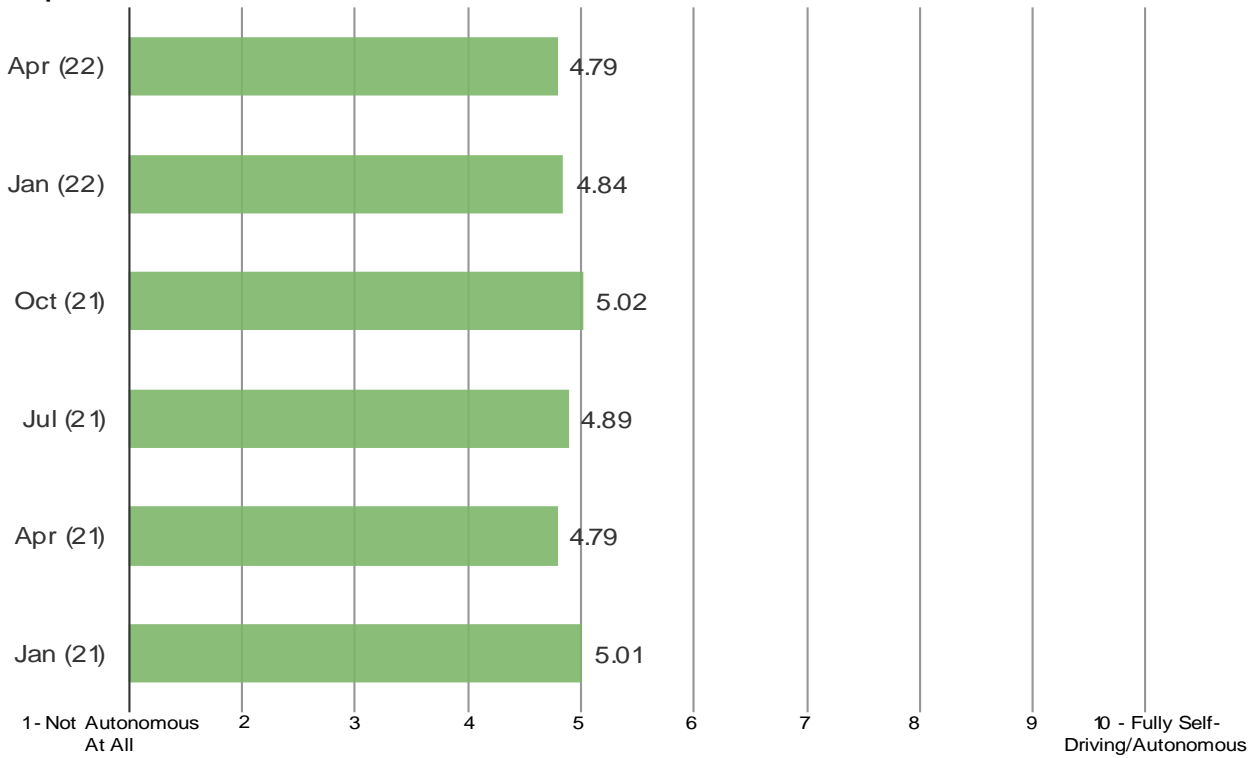
DO YOU CURRENTLY OWN/LEASE ONE OR MORE AUTOS THAT HAVE THE FOLLOWING FEATURES?

Posed to respondents who own/lease a car.

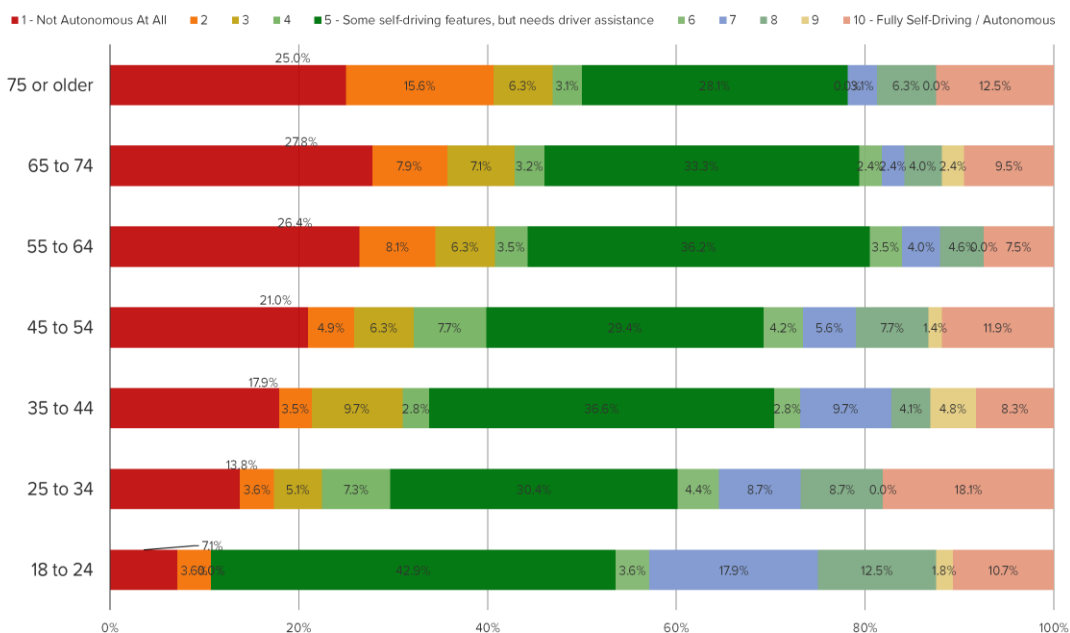


IN YOUR OPINION, HOW AUTONOMOUS WOULD THE IDEAL CAR/AUTO BE?

Posed to respondents who own/lease a car.

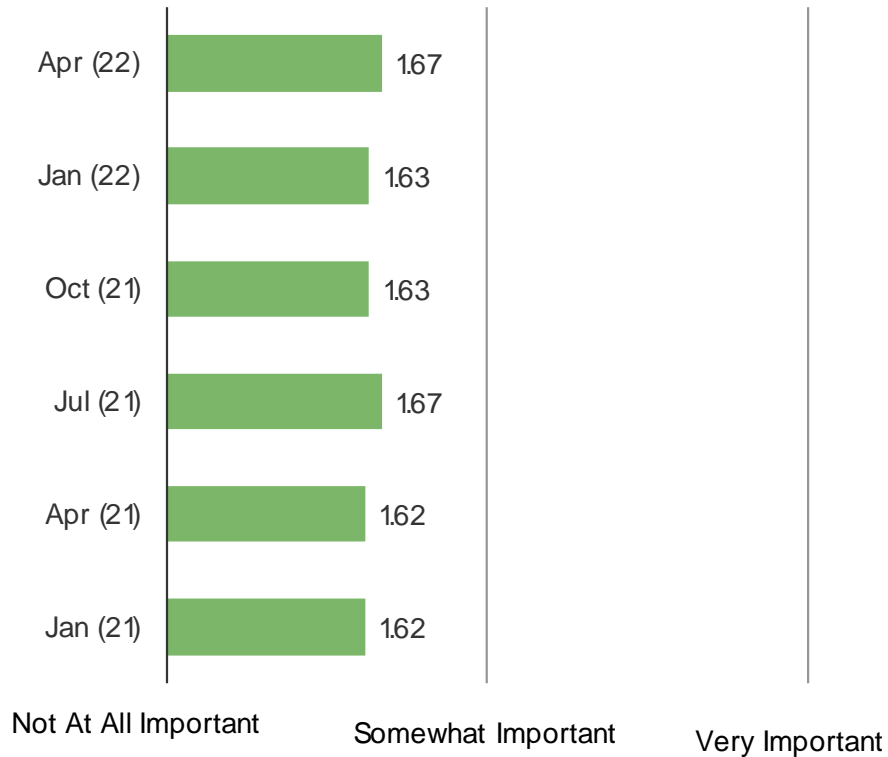


Data Cross-Tabbed By Age

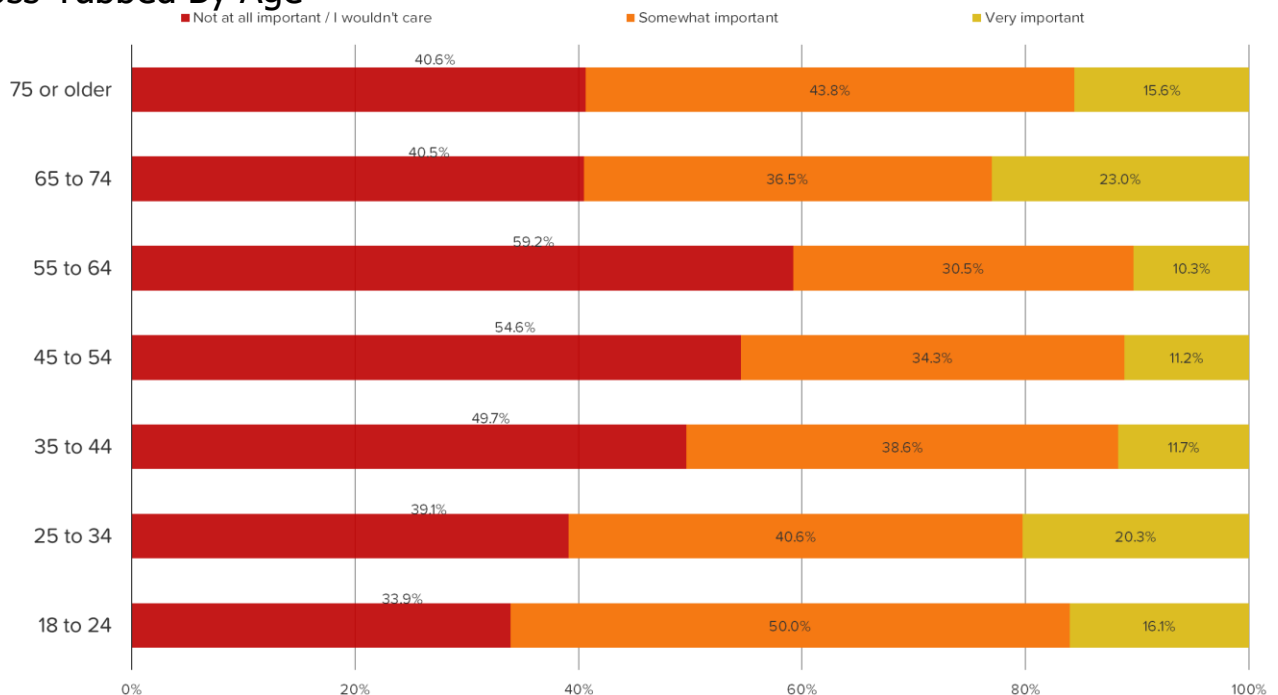


IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO BE AVAILABLE IN ELECTRIC?

Posed to respondents who own/lease a car.

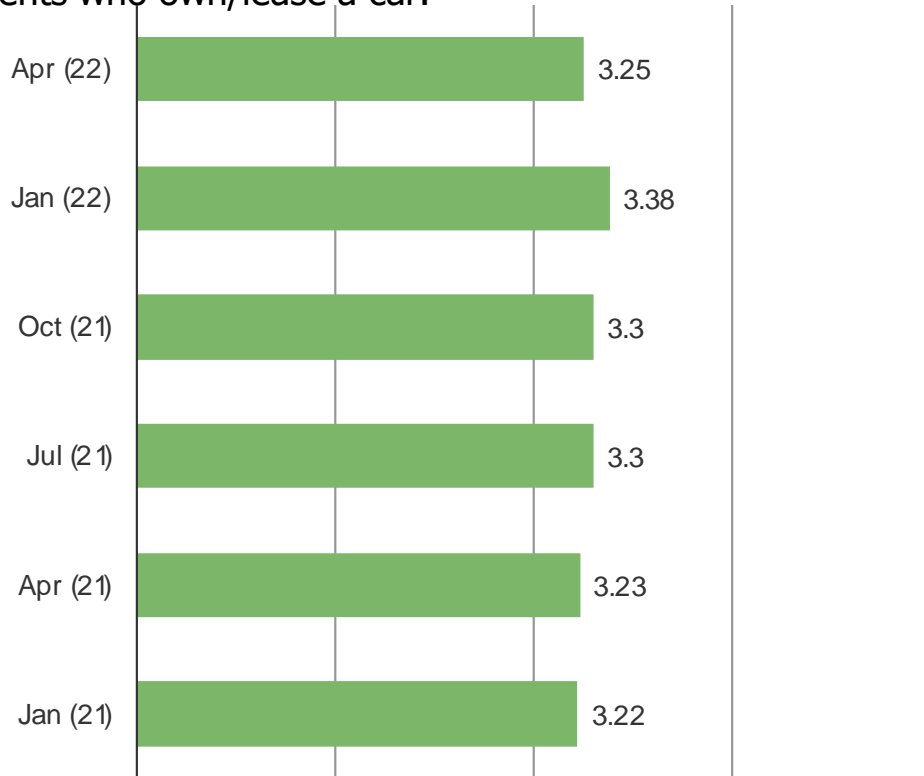


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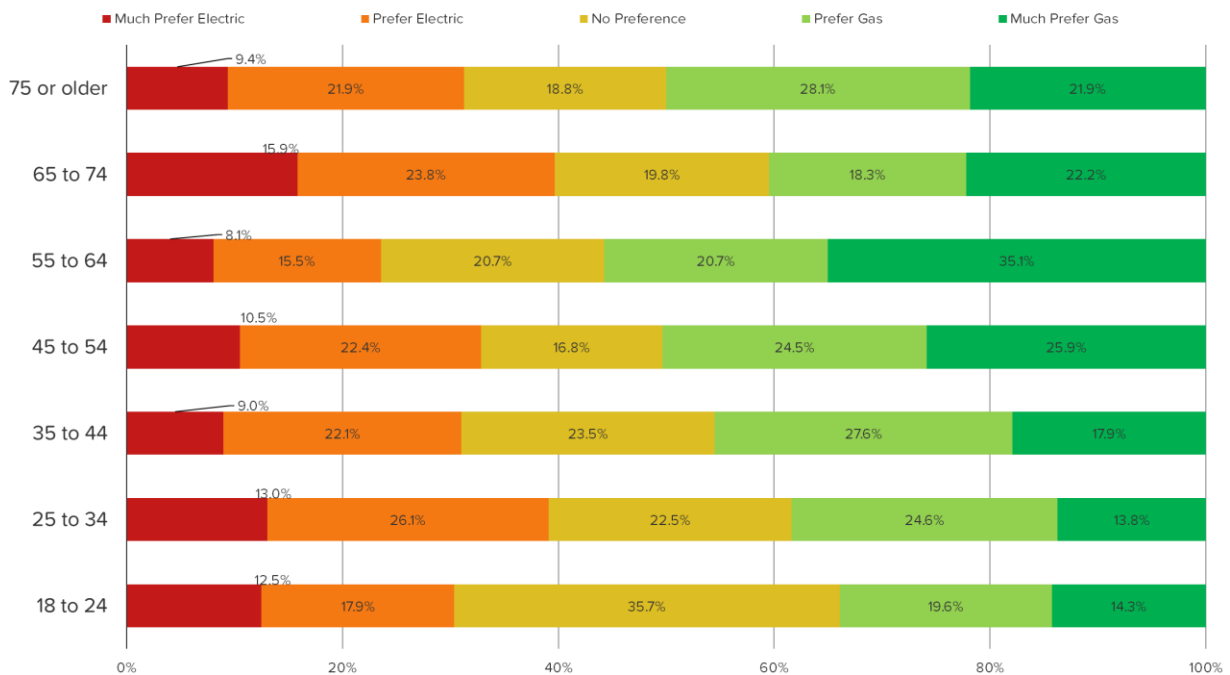


IF YOU WERE LOOKING TO GET A NEW CAR/AUTOMOBILE, WHICH WOULD YOU PREFER TO GET?

Posed to respondents who own/lease a car.

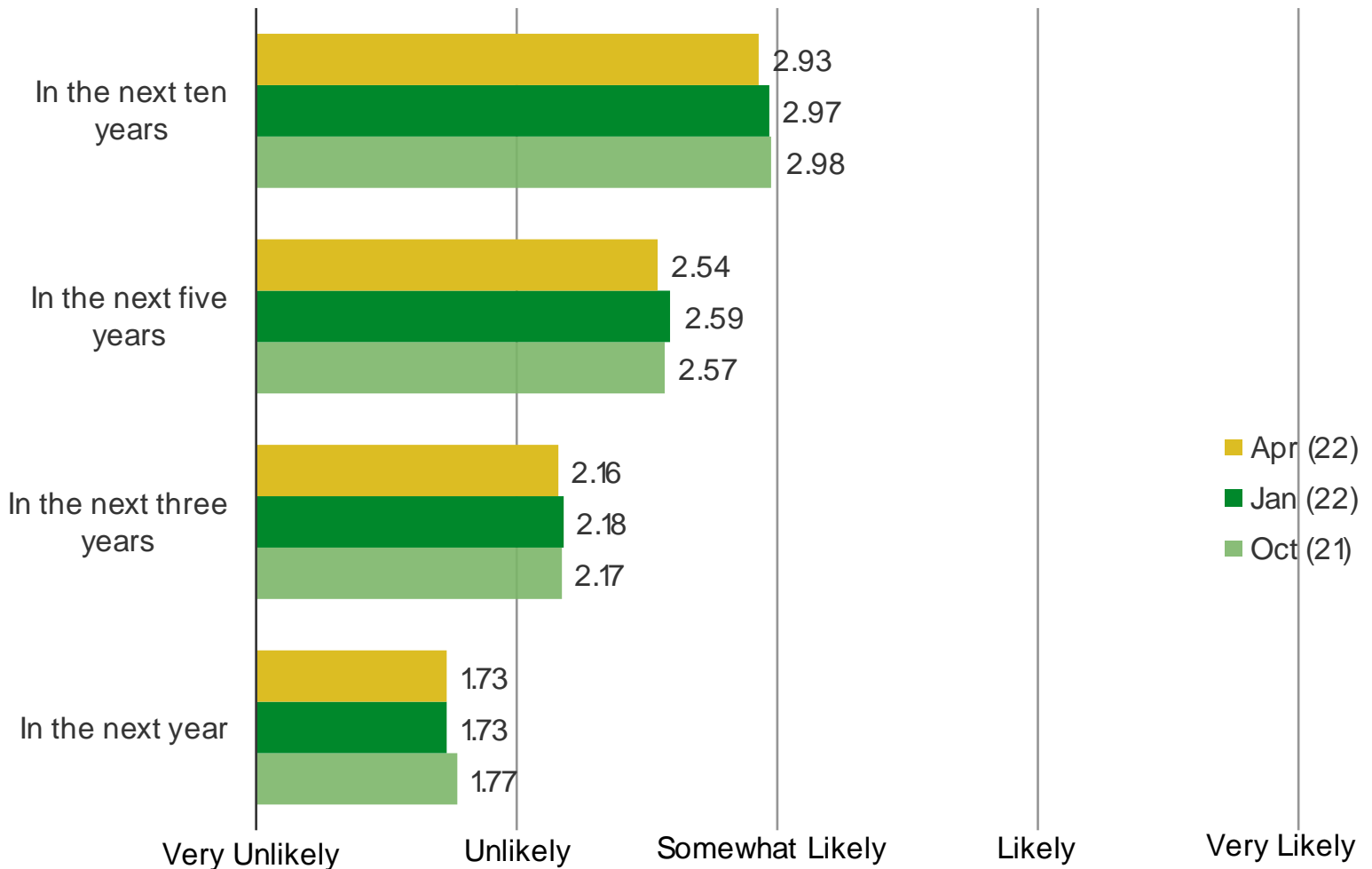


Much Prefer Electric No Preference Much Prefer Gas
 Data Cross-Tabbed By Age



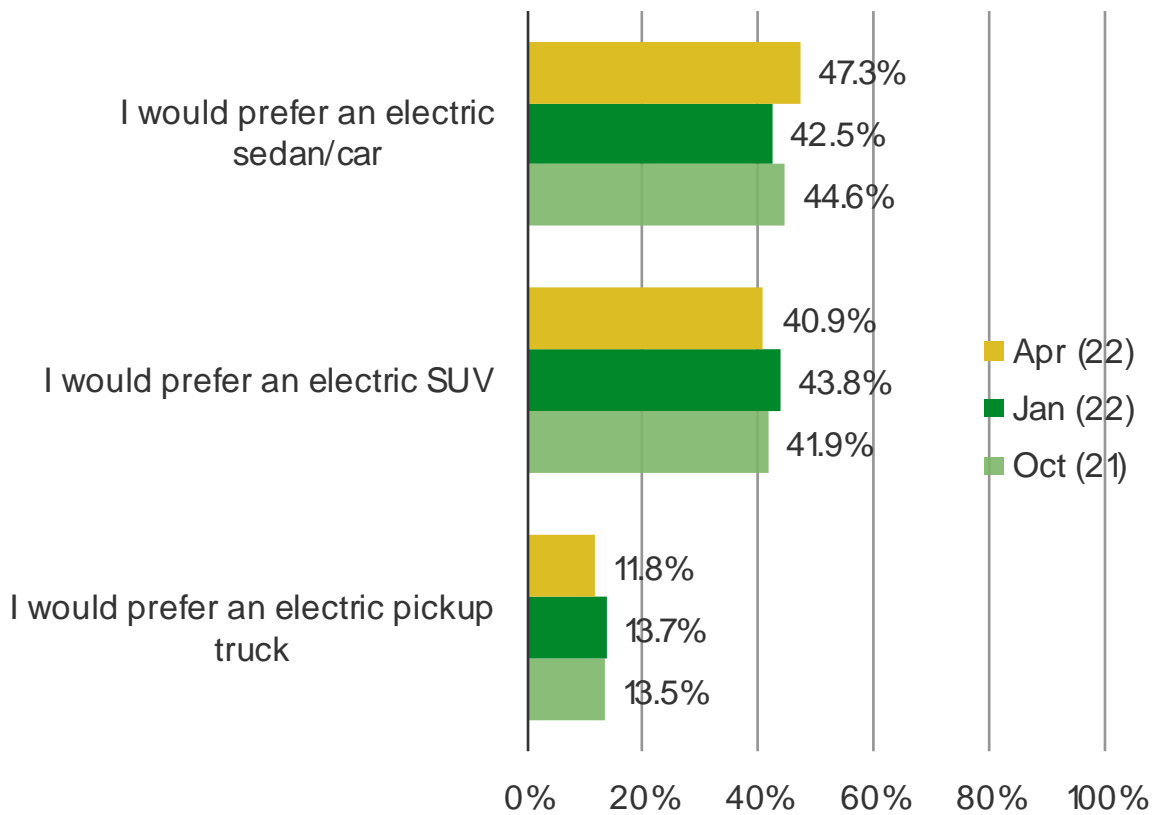
HOW LIKELY ARE YOU OWN OR LEASE AN ELECTRIC VEHICLE...

Posed to respondents who own/lease a car.



IF YOU WERE TO PURCHASE OR LEASE AN ELECTRIC VEHICLE, WOULD YOU PREFER...

Posed to respondents who own/lease a car.



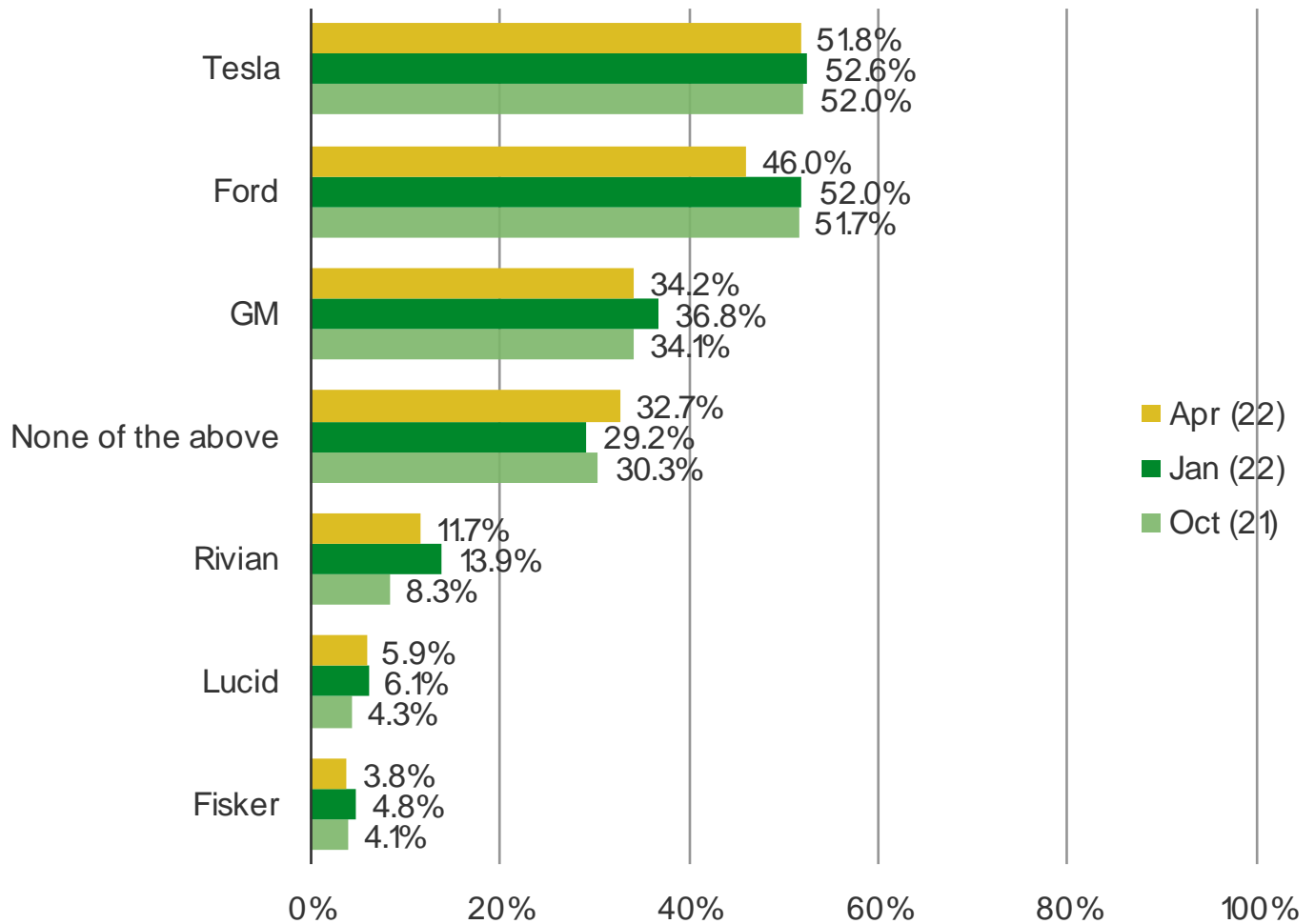
WHICH ELECTRIC TRUCK BRAND ARE YOU MOST FAMILIAR WITH?

Posed to respondents who own/lease a car.



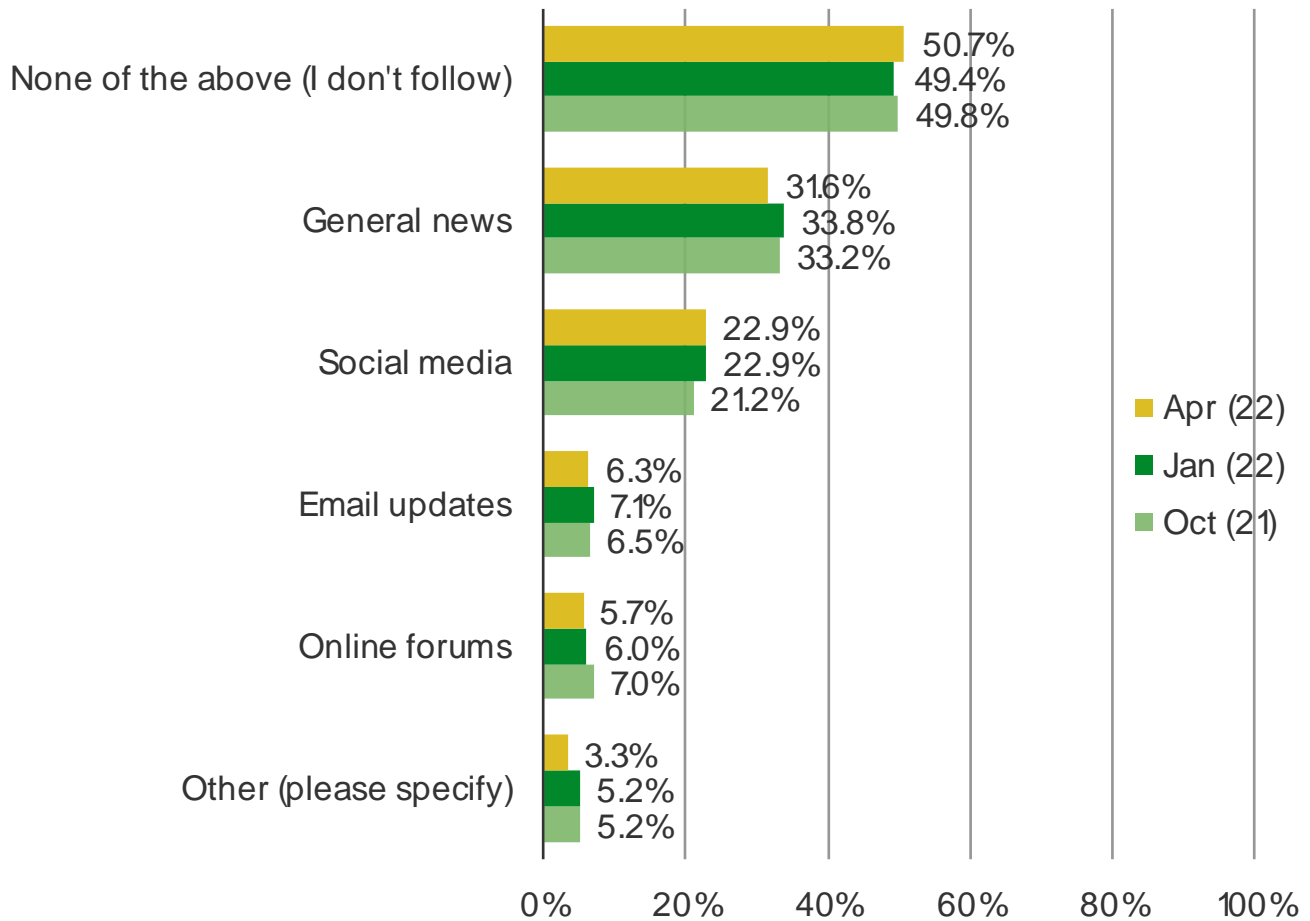
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING ELECTRIC TRUCK BRANDS? SELECT ALL THAT APPLY

Posed to respondents who own/lease a car.



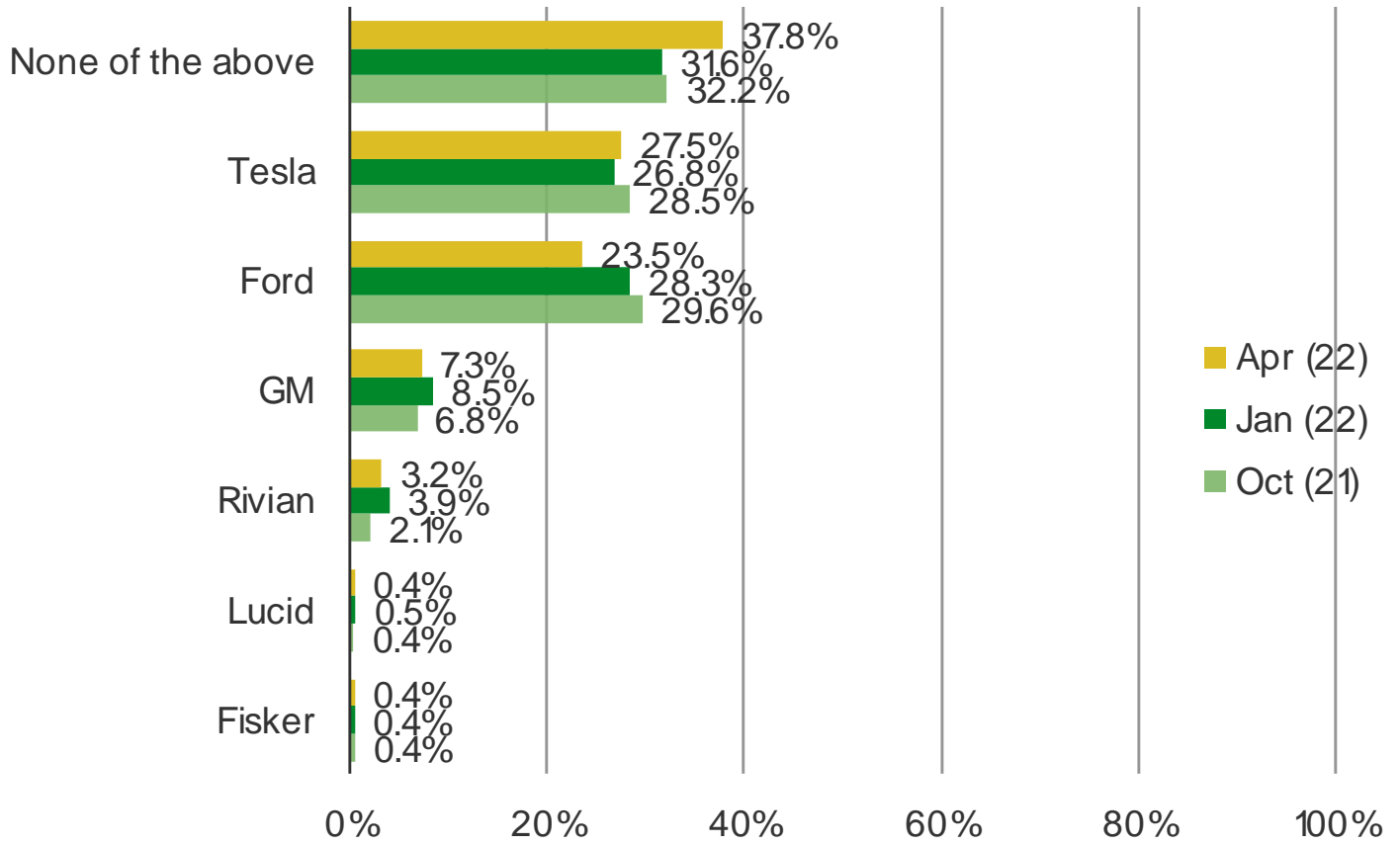
HOW DO YOU KEEP TRACK OF NEW PRODUCTS FROM ELECTRIC TRUCK BRANDS? SELECT ALL THAT APPLY

Posed to respondents who own/lease a car.



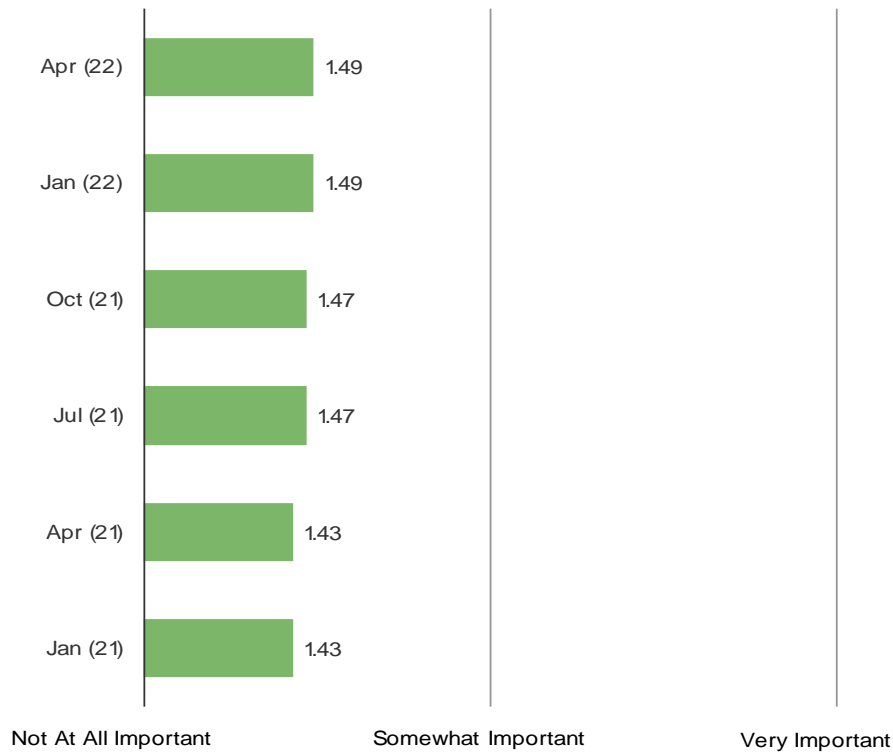
OF THESE ELECTRIC TRUCK BRANDS, WHICH ARE YOU MOST FAMILIAR WITH?

Posed to respondents who own/lease a car.

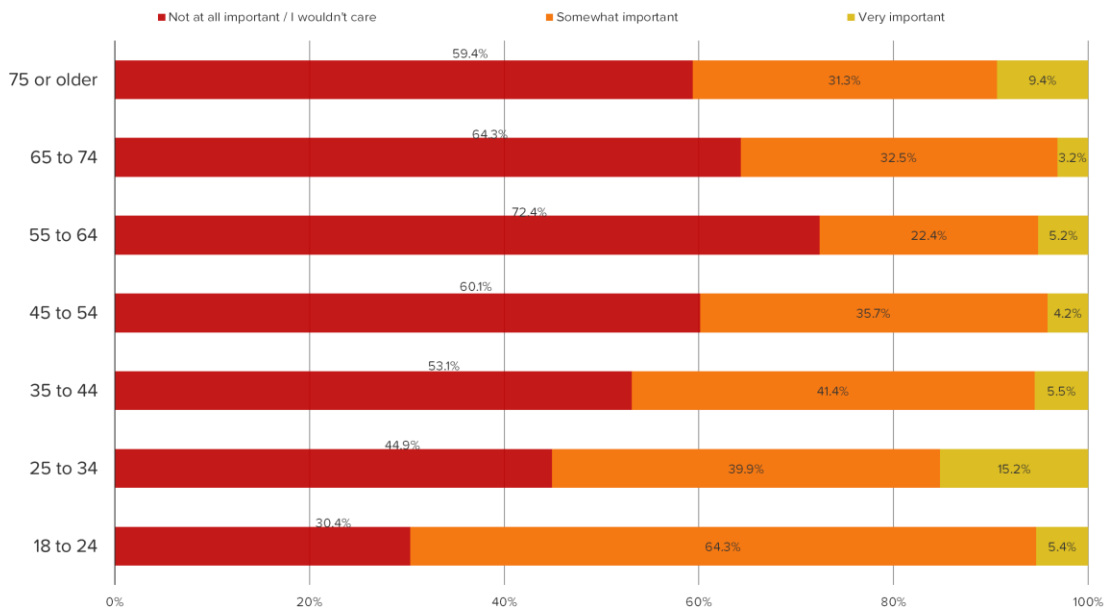


IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO HAVE SELF-DRIVING OR AUTONOMOUS DRIVING FEATURES?

Posed to respondents who own/lease a car.

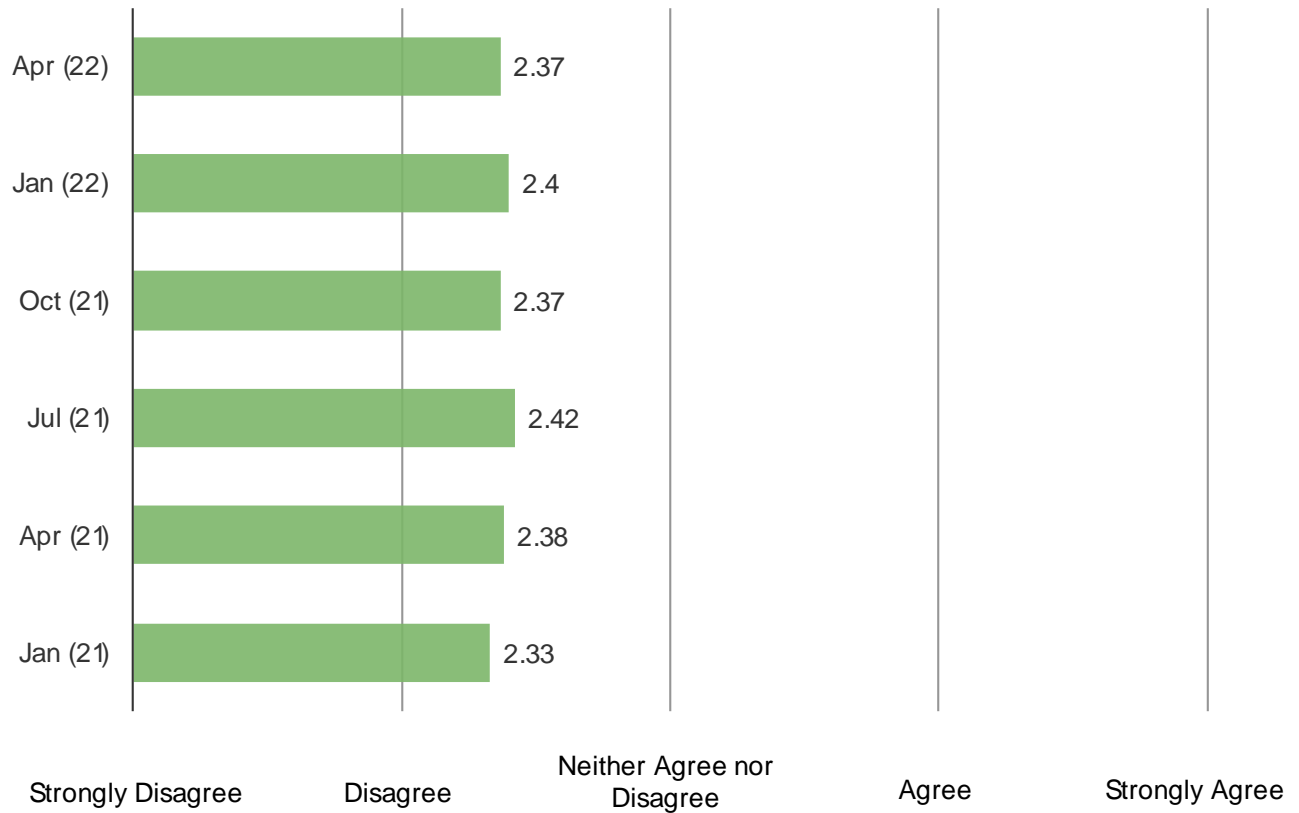


Data Cross-Tabbed By Age



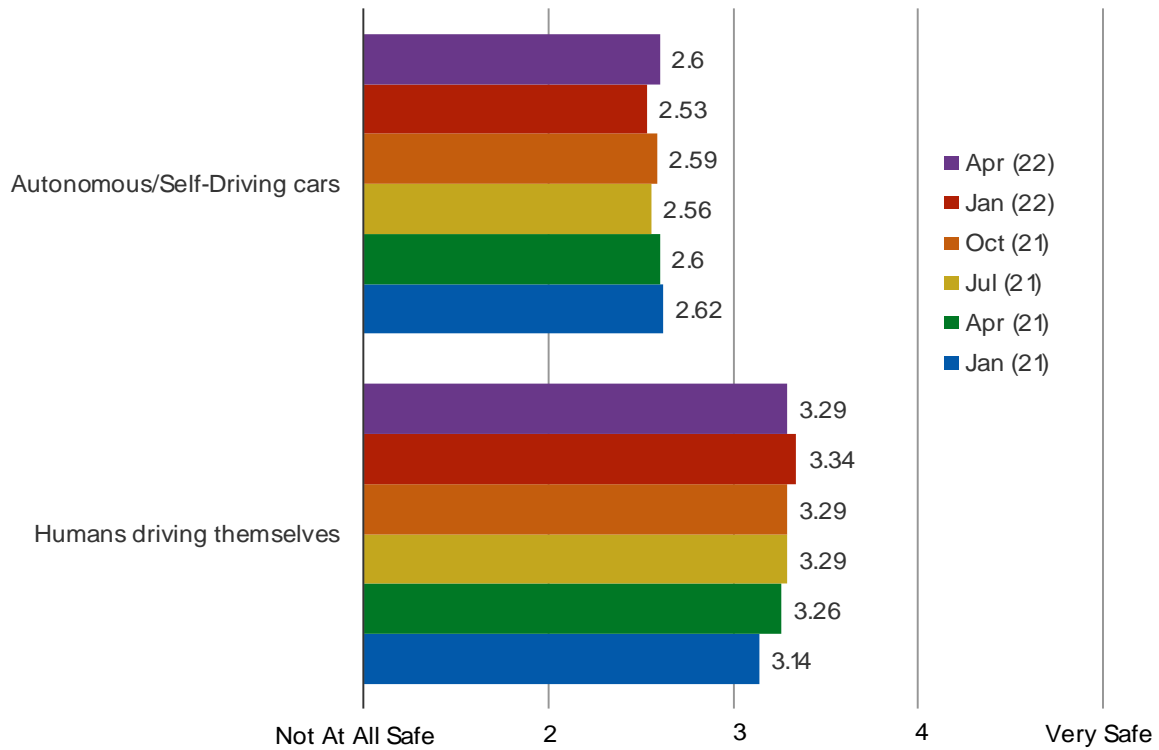
TO WHAT EXTENT DO YOU AGREE: "IT WOULD BE WORTH IT TO SPEND MORE ON A CAR/AUTO IN ORDER FOR IT TO HAVE SELF-DRIVING/AUTONOMOUS CAPABILITIES"

Posed to respondents who own/lease a car.



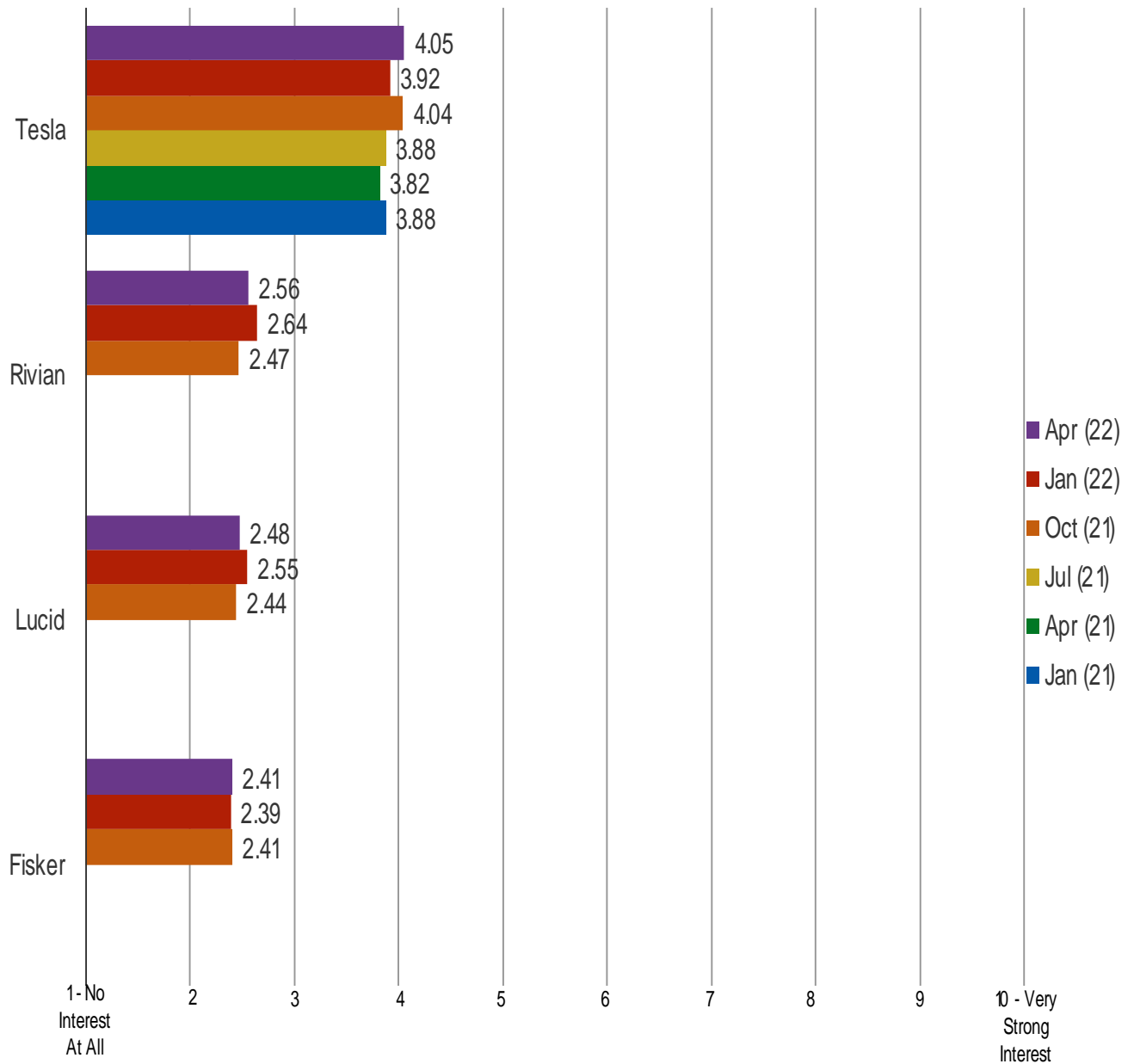
HOW WOULD YOU RATE HOW SAFE THE FOLLOWING ARE?

Posed to respondents who own/lease a car.



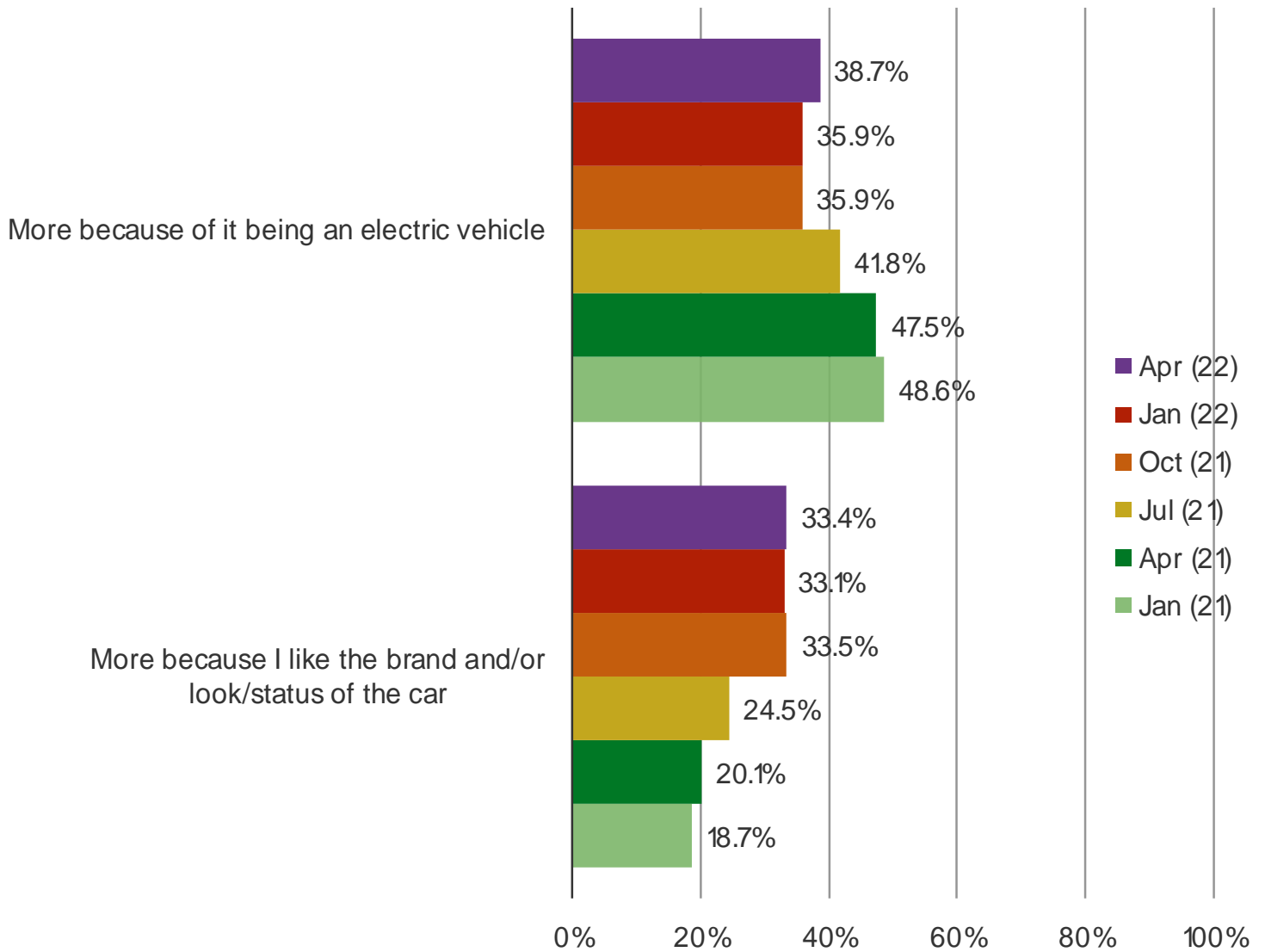
HOW MUCH INTEREST DO YOU HAVE IN GETTING A CAR/AUTO FROM THE FOLLOWING AT SOME POINT IN THE FUTURE?

Posed to respondents who own/lease a car.



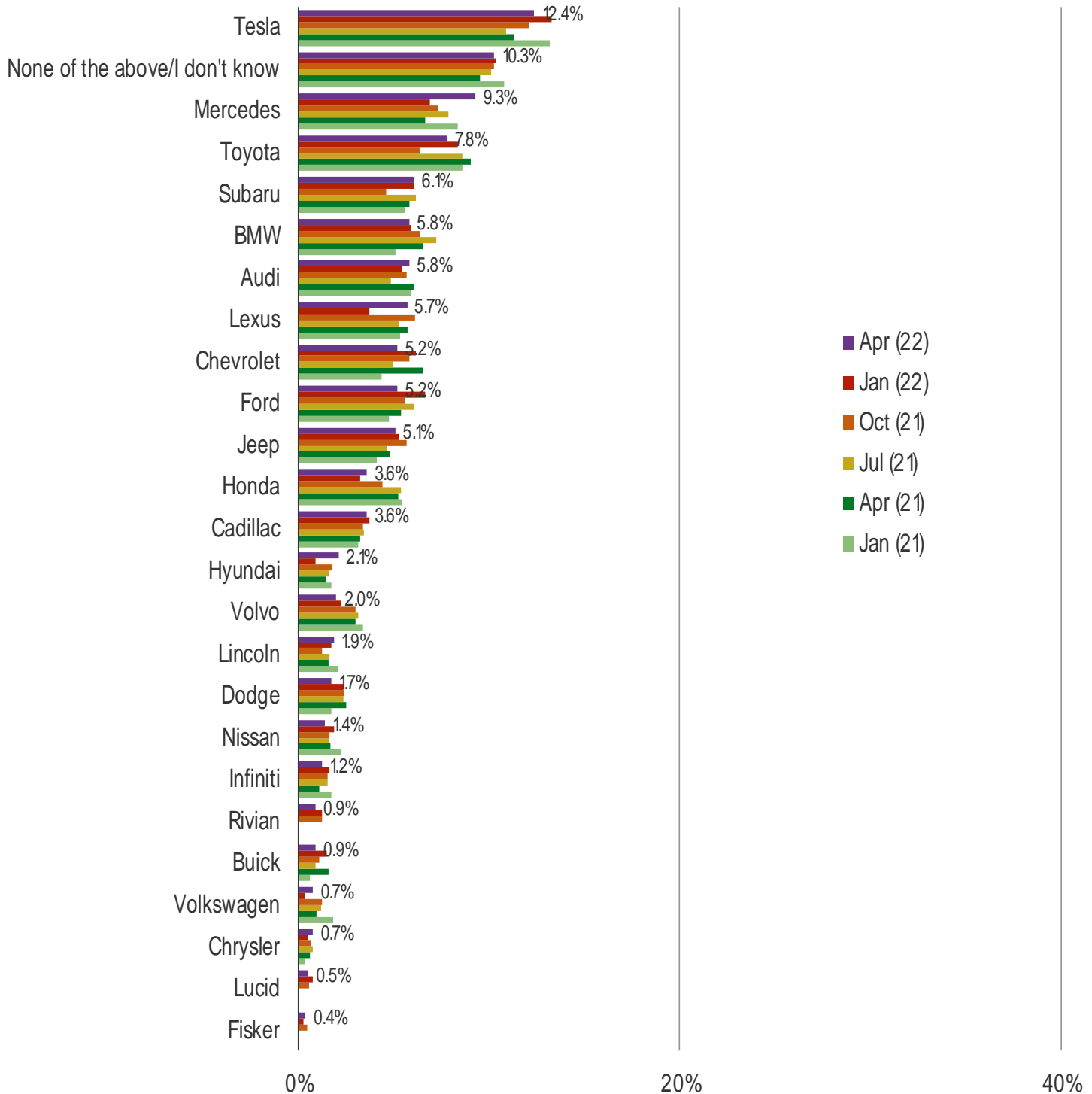
WHAT IS THE PRIMARY REASON THAT YOU WOULD BE INTERESTED IN GETTING A TESLA?

Posed to respondents who own/lease a car and have interest in getting a Tesla.



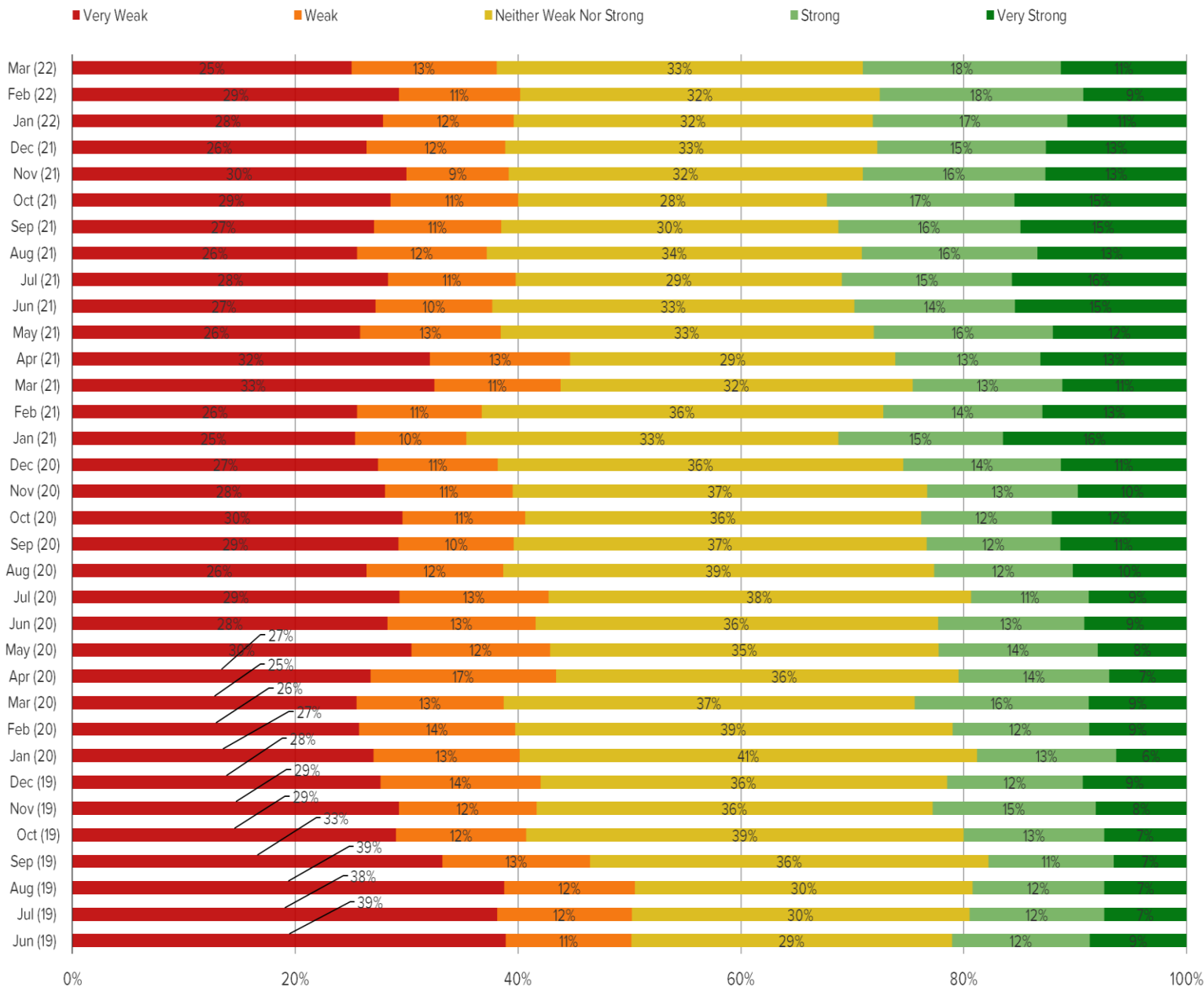
IF PRICE WAS NO OBJECT, WHICH OF THE FOLLOWING BRANDS WOULD YOU MOST DESIRE TO GET?

Posed to respondents who own/lease a car.



PLEASE RATE YOUR DESIRE TO OWN OR LEASE A TESLA AT SOME POINT IN THE FUTURE.

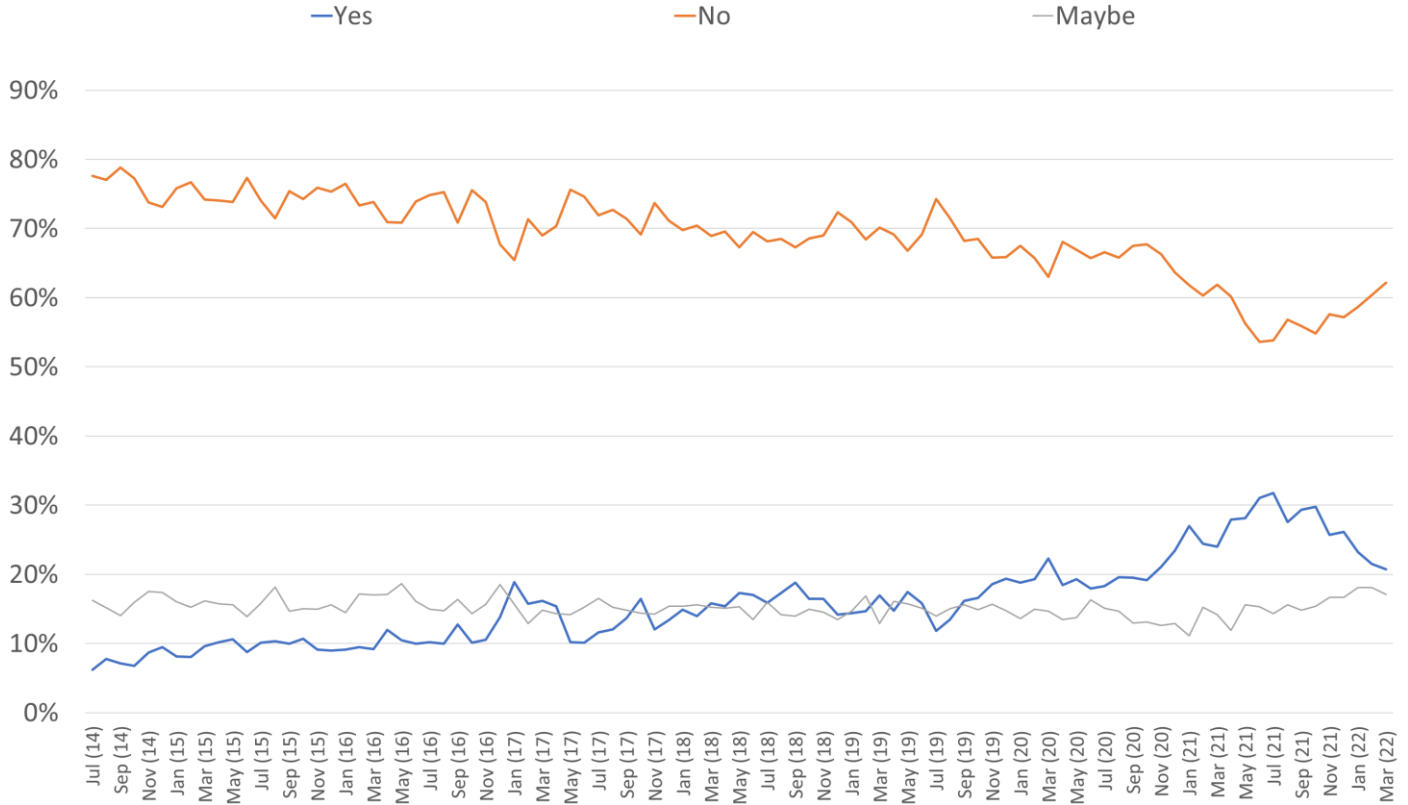
Posed to all respondents.



MONTHLY AUTO TRACKER QUESTIONS

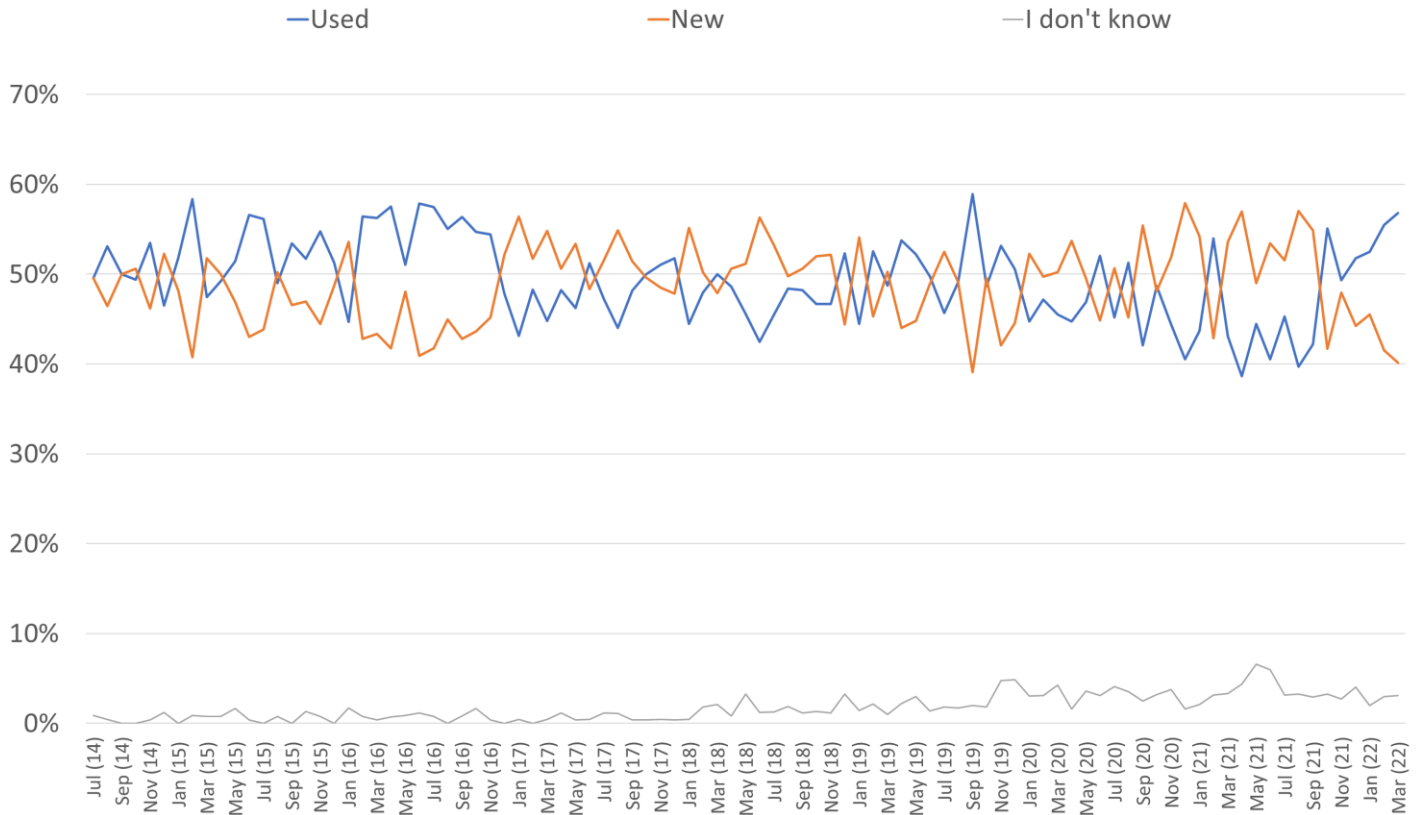
DO YOU PLAN TO PURCHASE/LEASE A NEW VEHICLE IN THE NEXT 6 MONTHS?

Posed to all respondents.



DO YOU PLAN TO PURCHASE/LEASE A NEW VEHICLE IN THE NEXT 6 MONTHS?

Respondents who replied yes or maybe about buying a new vehicle in the next 6 months.



WHICH TYPES OF AUTOMOBILE WOULD YOU BE MOST LIKELY TO PURCHASE IN THE NEXT SIX MONTHS?

Respondents who replied yes or maybe about buying a new vehicle in the next 6 months.

