

BESPOKE SURVEYS

Autos and Electric Vehicles Vol 7

1000+ US Consumers Balanced to Census



CHECK BREAKDOWN:

TREND CHECKS

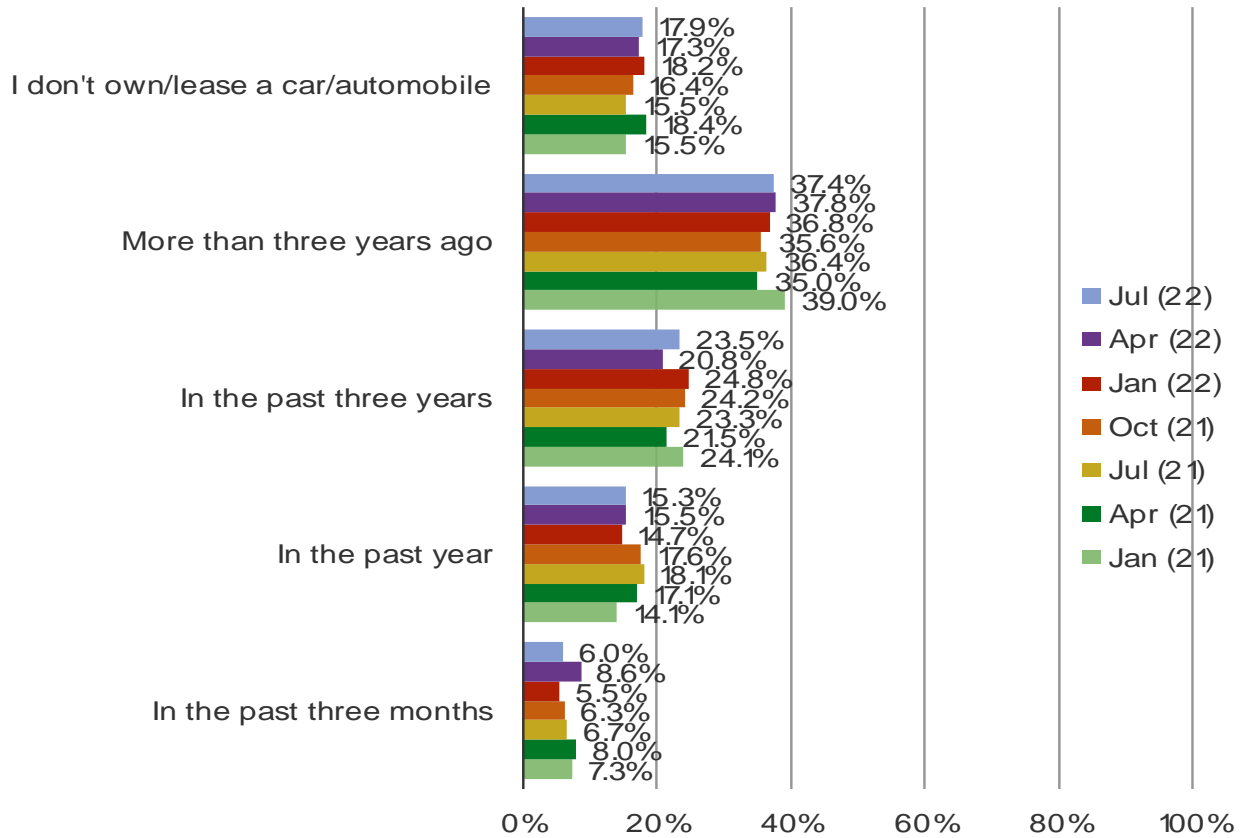
Key Takeaways

- ❑ Auto purchase intentions have cooled sequentially.
- ❑ Consumers are expecting for uptake of EVs to increase during future years.
- ❑ Consumer preferences when it comes to how autonomous the ideal car/auto would be has held steady over a long period of time (younger respondents desire autonomous features more than older respondents).
- ❑ Consumer preferences when it comes to EVs have also held relatively consistent over time (younger respondents are more likely to value a car being available in electric).
- ❑ Desire to own a Tesla has increased over the long arc of our survey, but cooled a touch q/q. Among those who have interest, an increasing share attribute their interest to their liking the brand or look/status of the car (as opposed to wanting it because of the technology or autonomous features).

ELECTRIC AND AUTONOMOUS VEHICLES – CONSUMER FEEDBACK

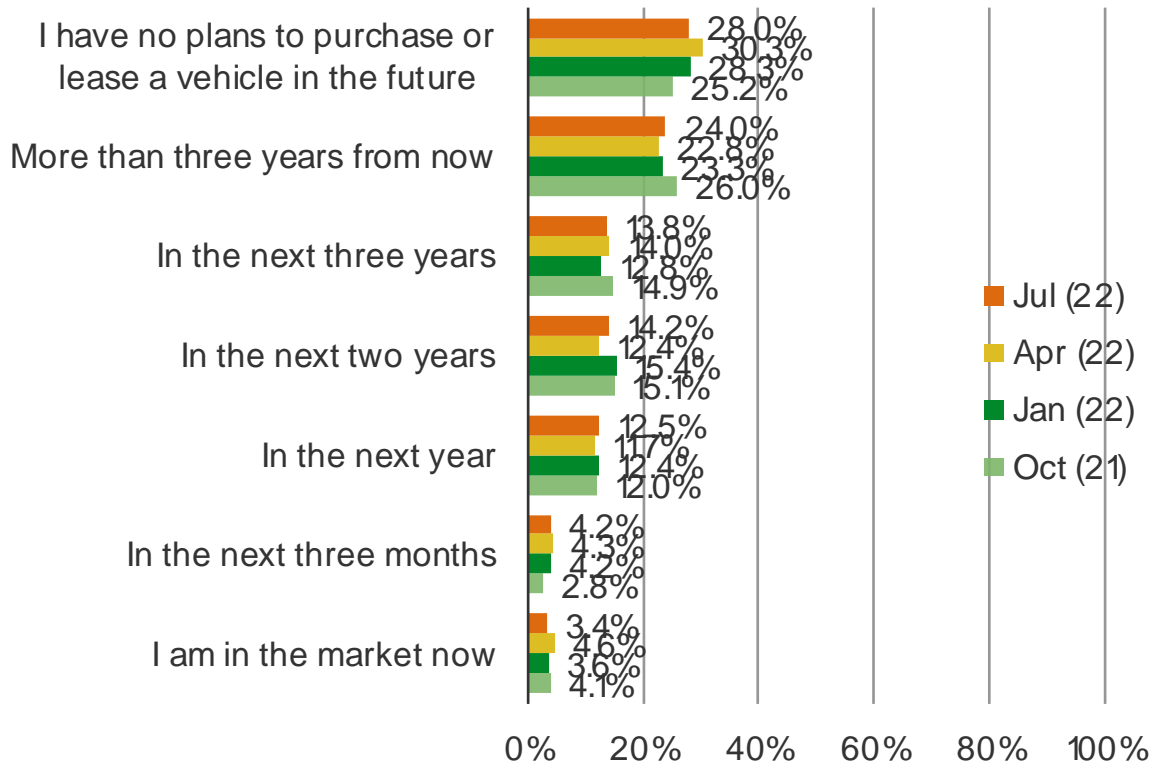
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR/AUTOMOBILE?

Posed to all respondents



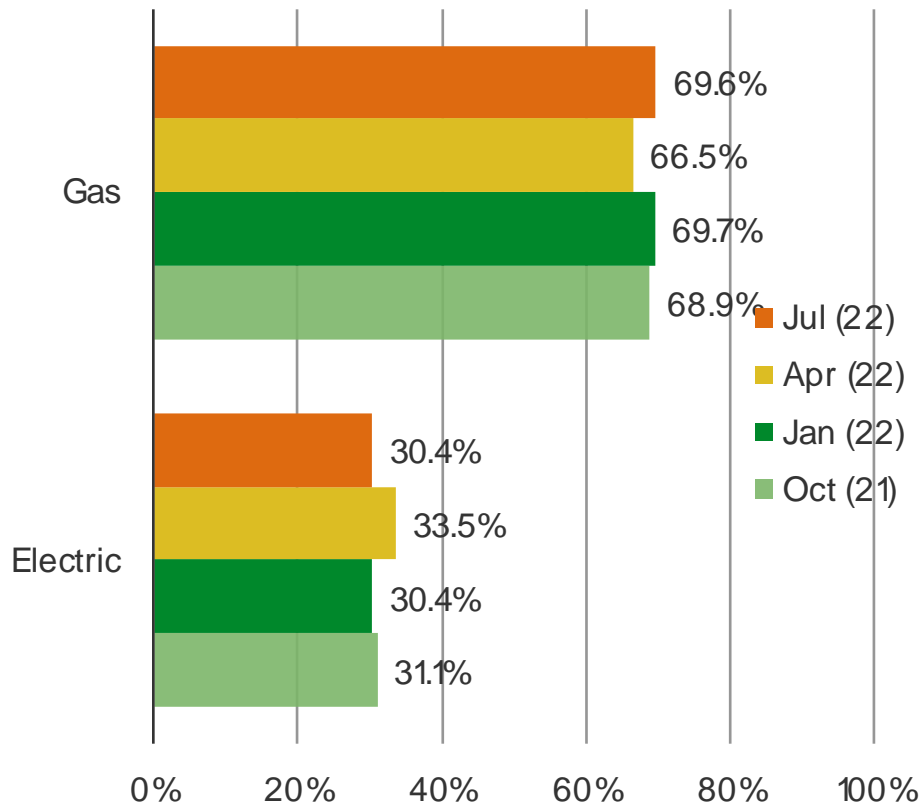
WHEN ARE YOU MOST LIKELY TO PURCHASE OR LEASE A VEHICLE NEXT?

Posed to all respondents



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

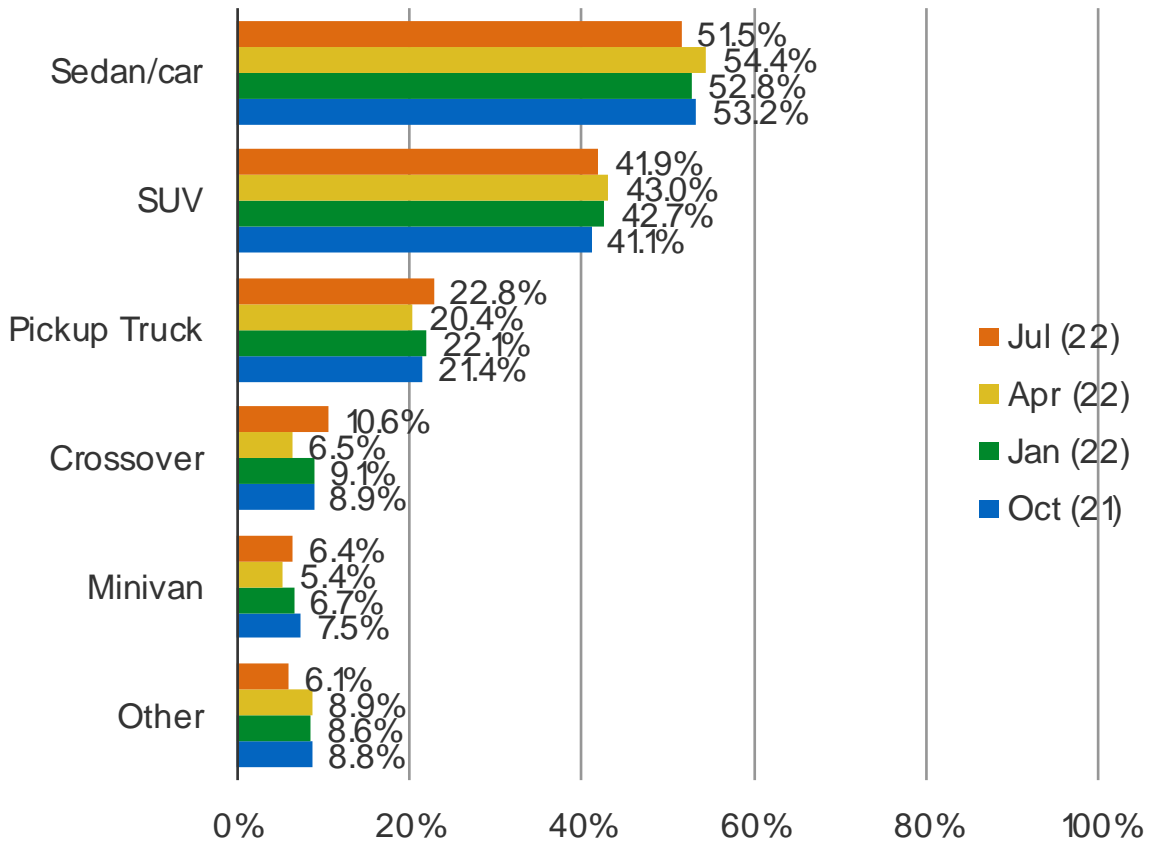
Posed to all respondents who have plans to purchase or lease a vehicle.



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

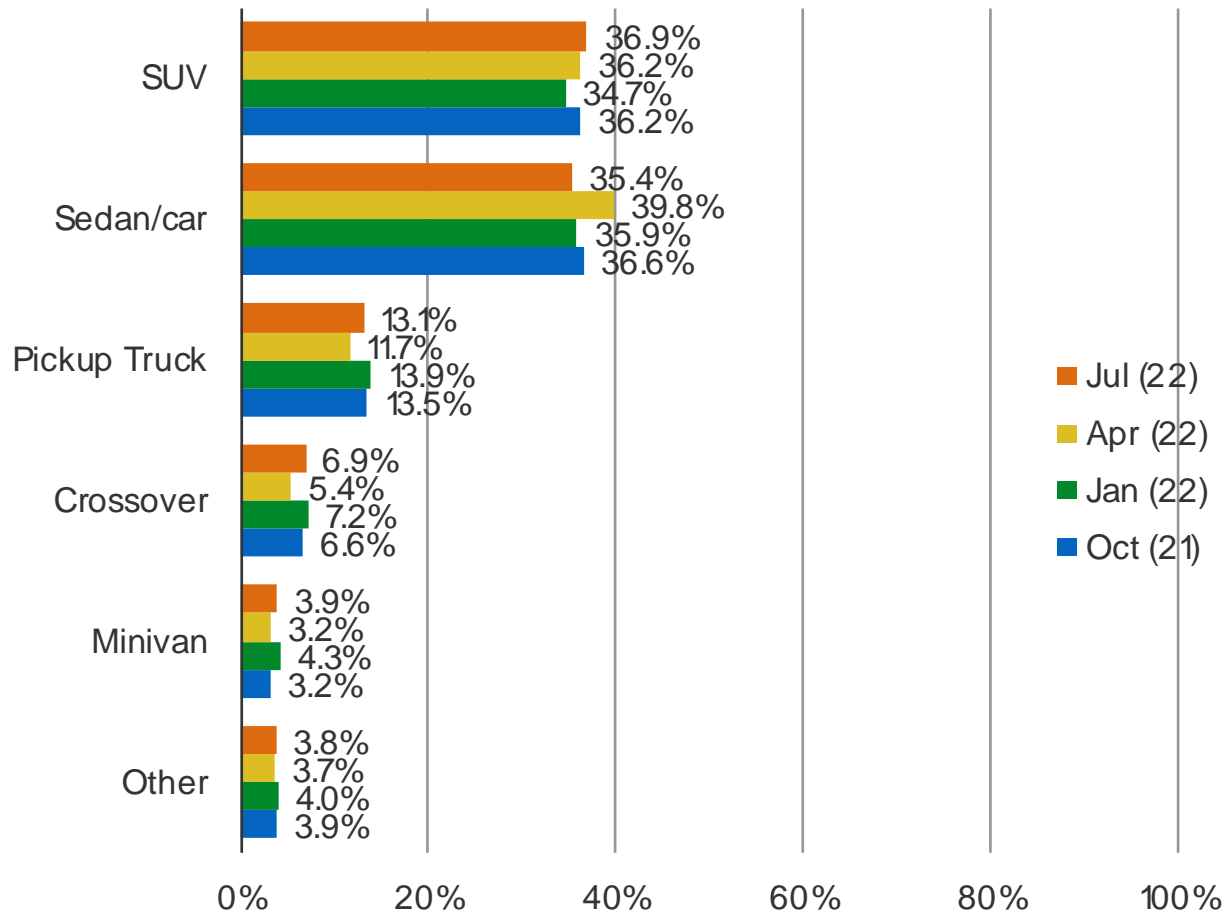
WHICH OF THE FOLLOWING DO YOU CURRENTLY OWN IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

Posed to all respondents



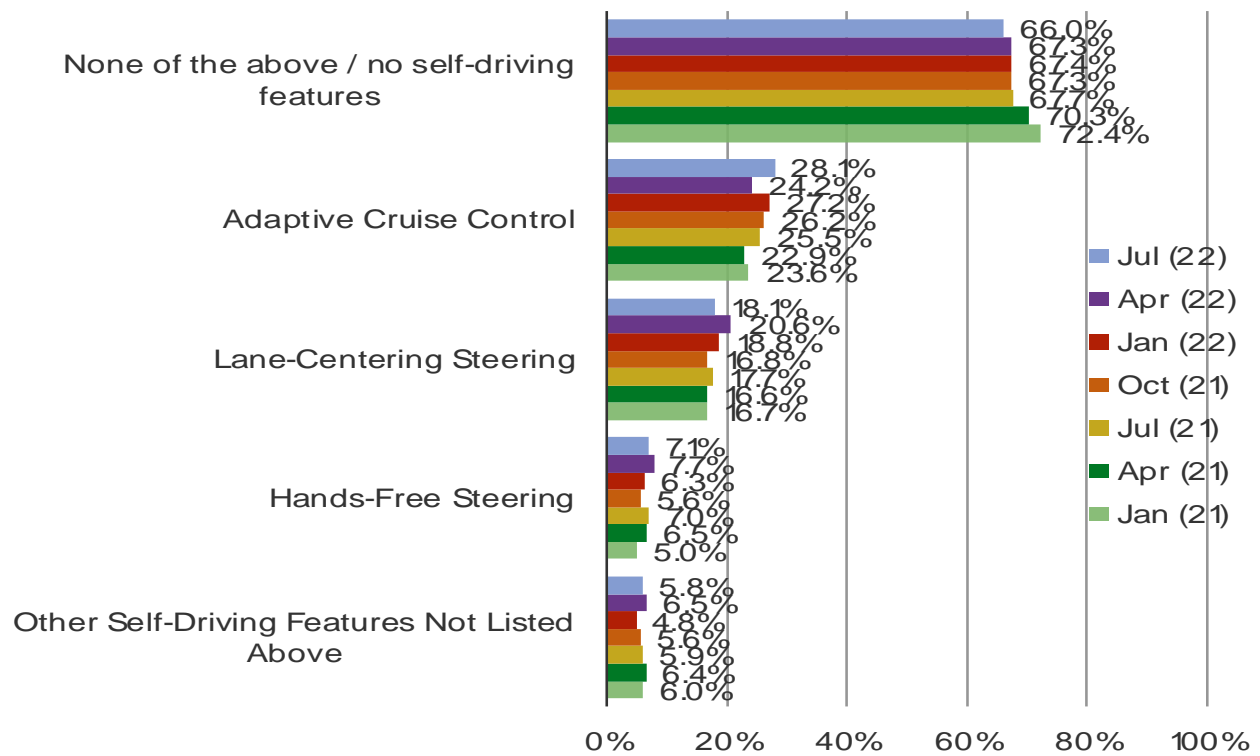
WHICH IS YOUR MOST PREFERRED TYPE OF VEHICLE TO OWN/LEASE?

Posed to all respondents



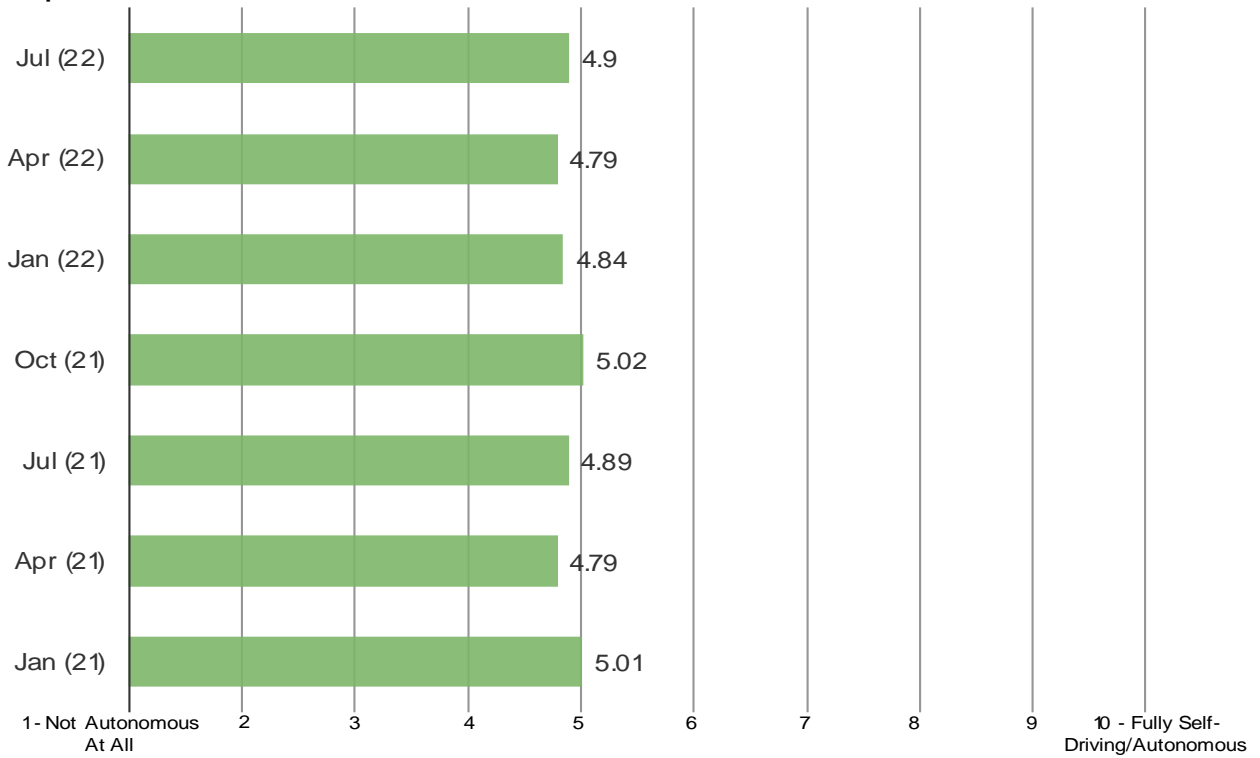
DO YOU CURRENTLY OWN/LEASE ONE OR MORE AUTOS THAT HAVE THE FOLLOWING FEATURES?

Posed to respondents who own/lease a car.

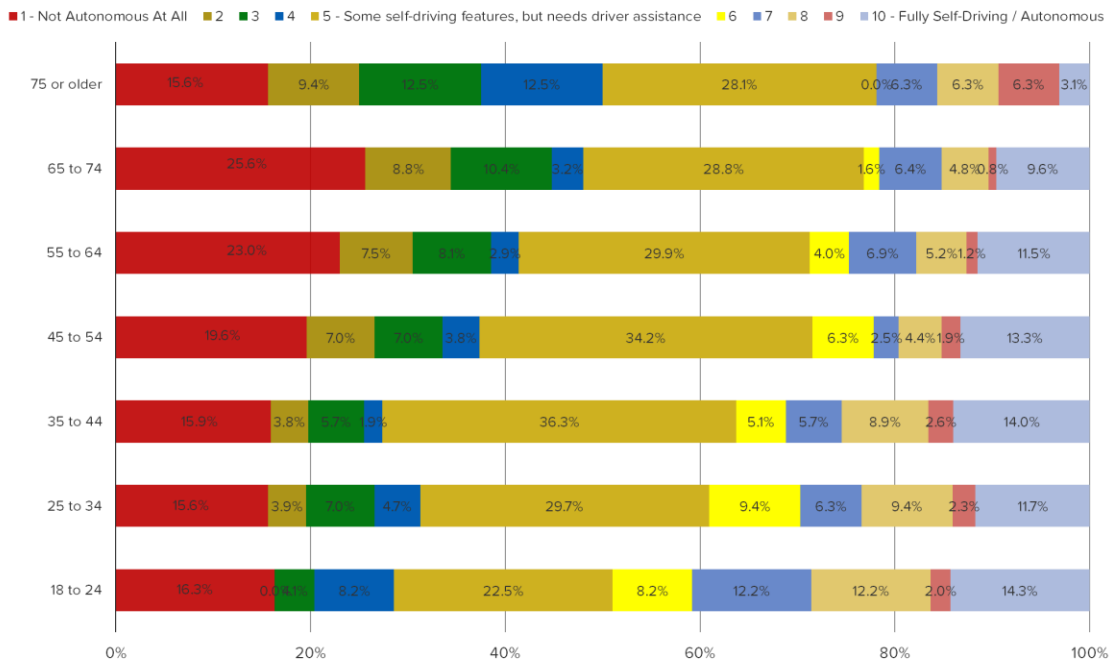


IN YOUR OPINION, HOW AUTONOMOUS WOULD THE IDEAL CAR/AUTO BE?

Posed to respondents who own/lease a car.

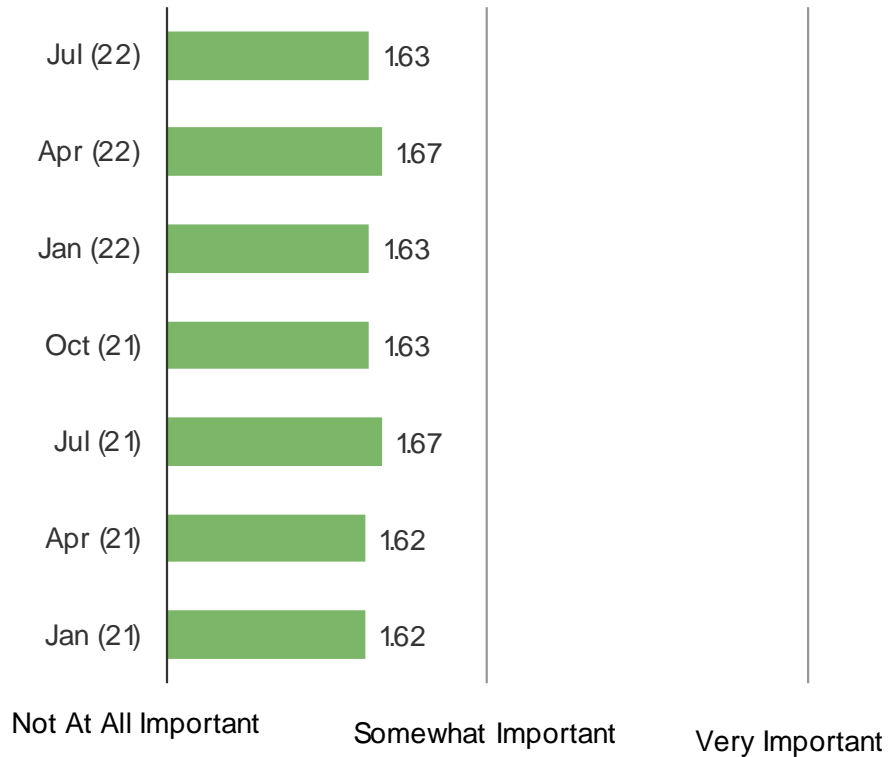


Data Cross-Tabbed By Age

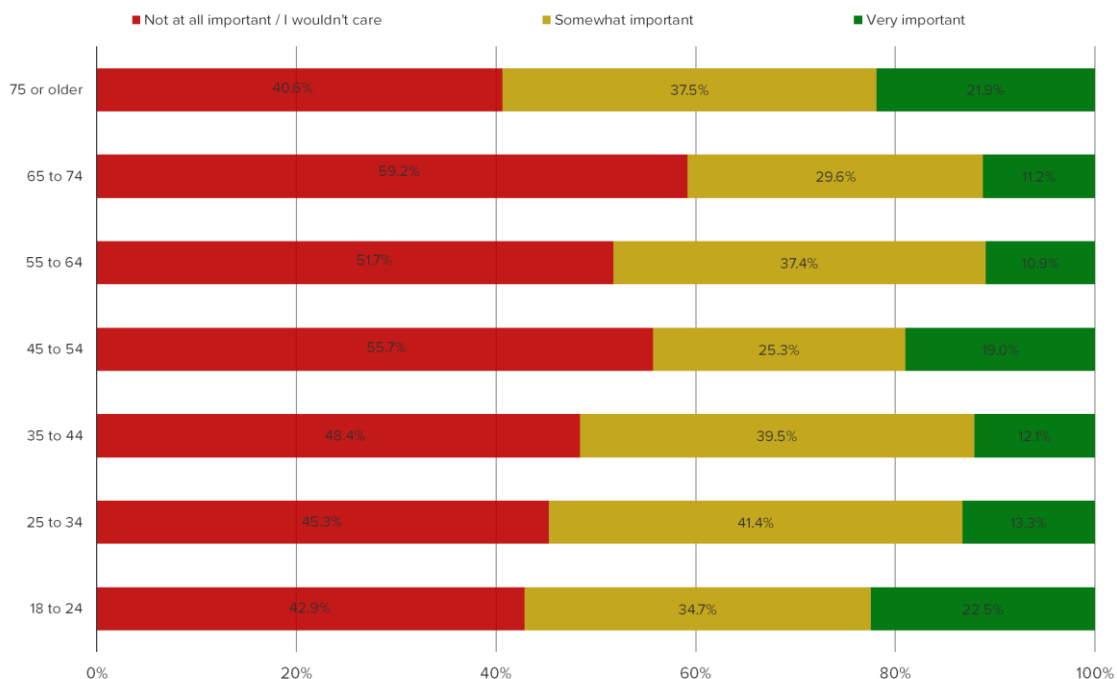


IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO BE AVAILABLE IN ELECTRIC?

Posed to respondents who own/lease a car.

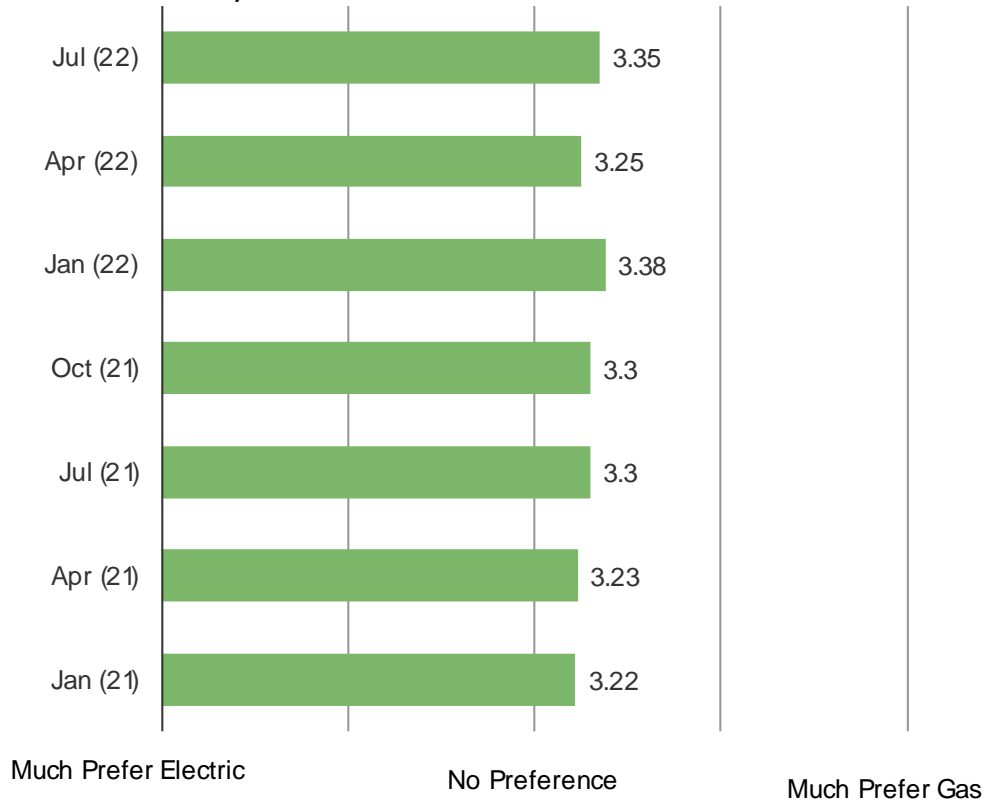


Data Cross-Tabbed By Age

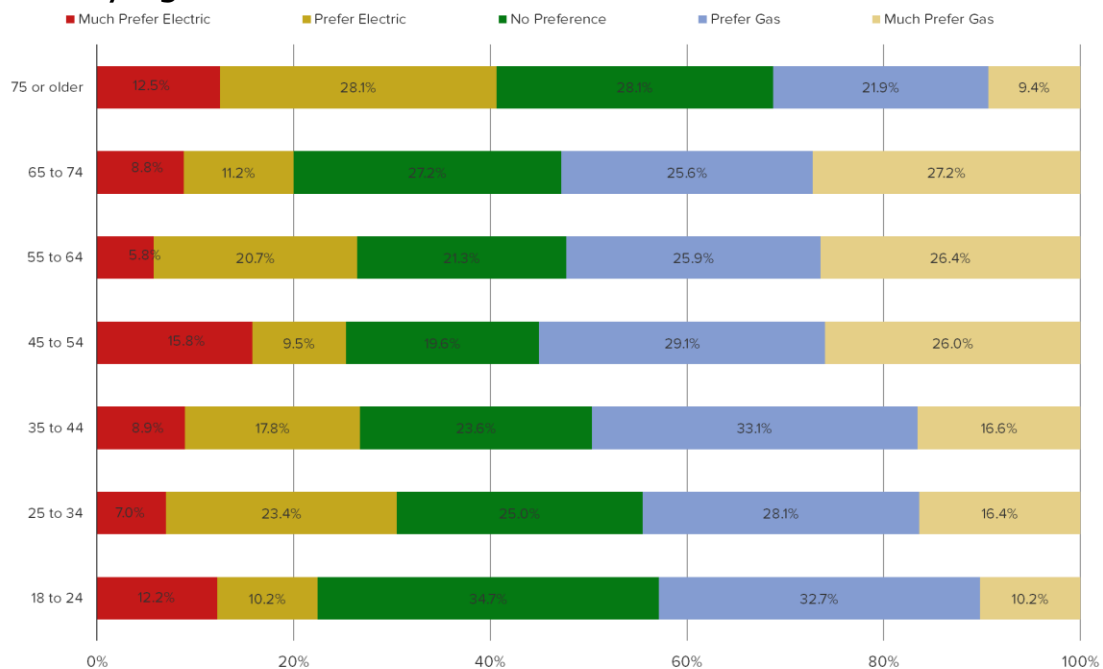


IF YOU WERE LOOKING TO GET A NEW CAR/AUTOMOBILE, WHICH WOULD YOU PREFER TO GET?

Posed to respondents who own/lease a car.

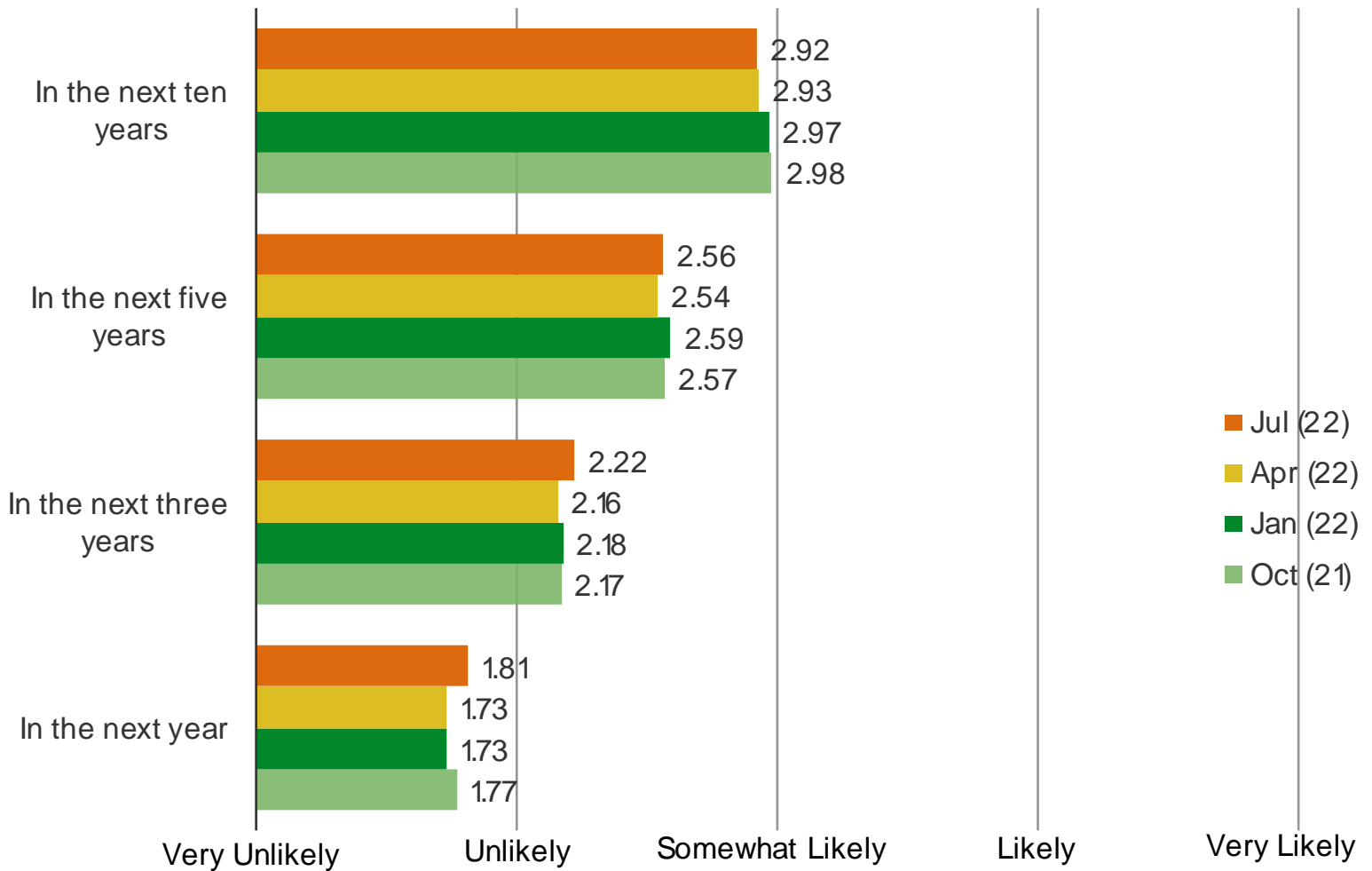


Data Cross-Tabbed By Age



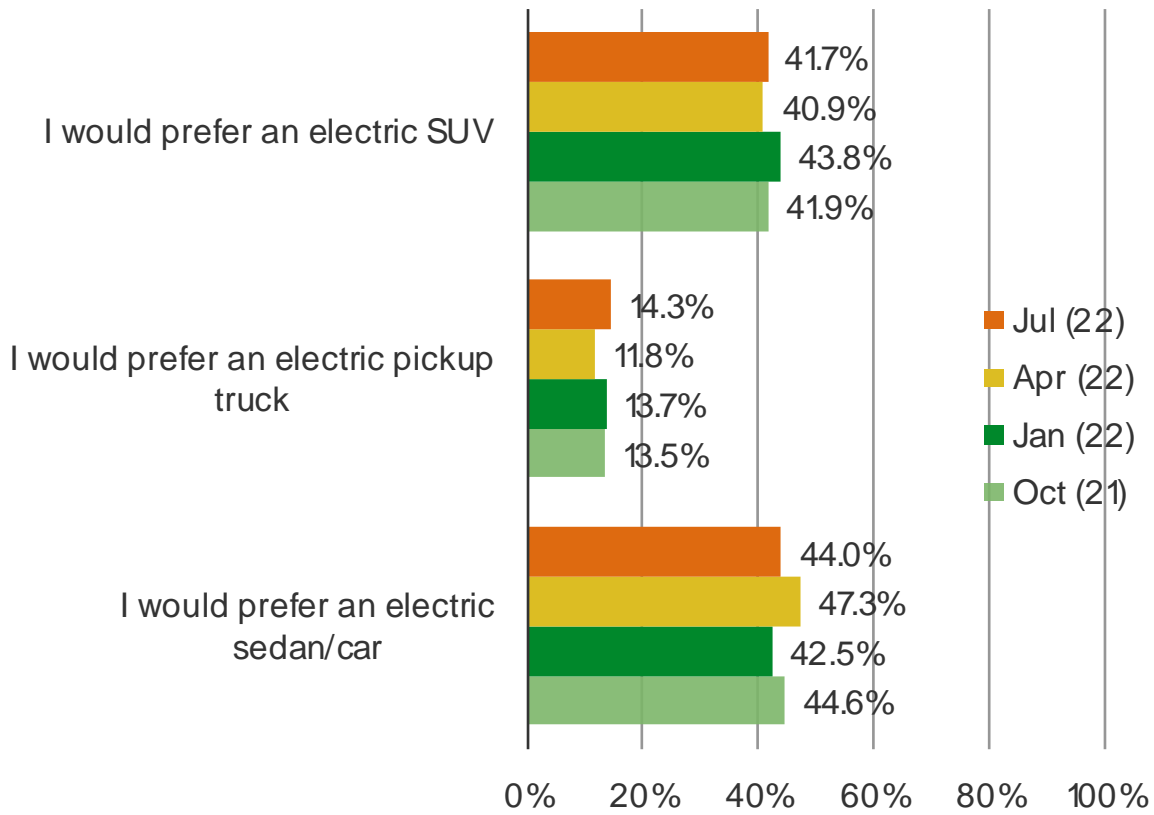
HOW LIKELY ARE YOU OWN OR LEASE AN ELECTRIC VEHICLE...

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.



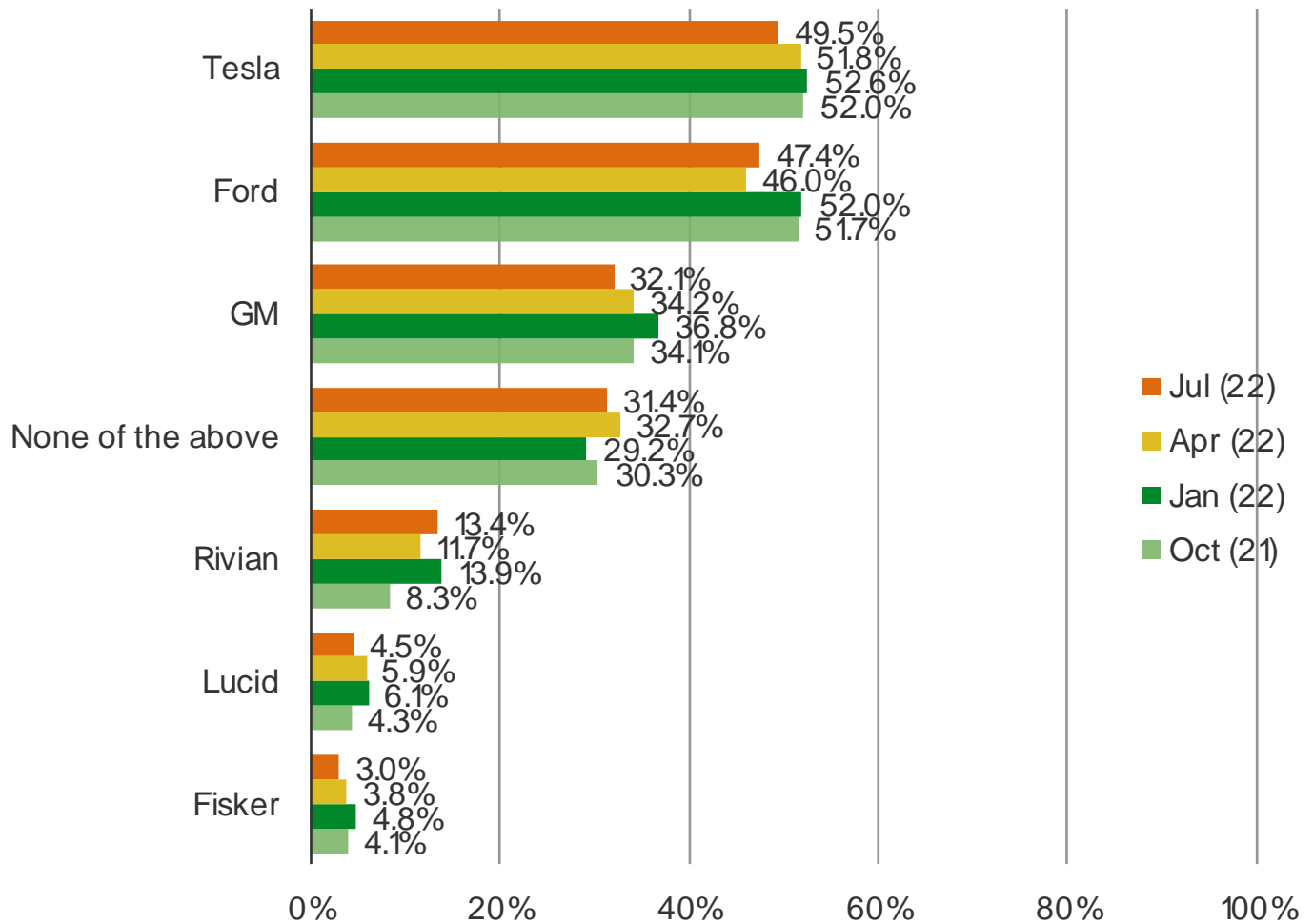
WHICH ELECTRIC TRUCK BRAND ARE YOU MOST FAMILIAR WITH?

Posed to respondents who own/lease a car.



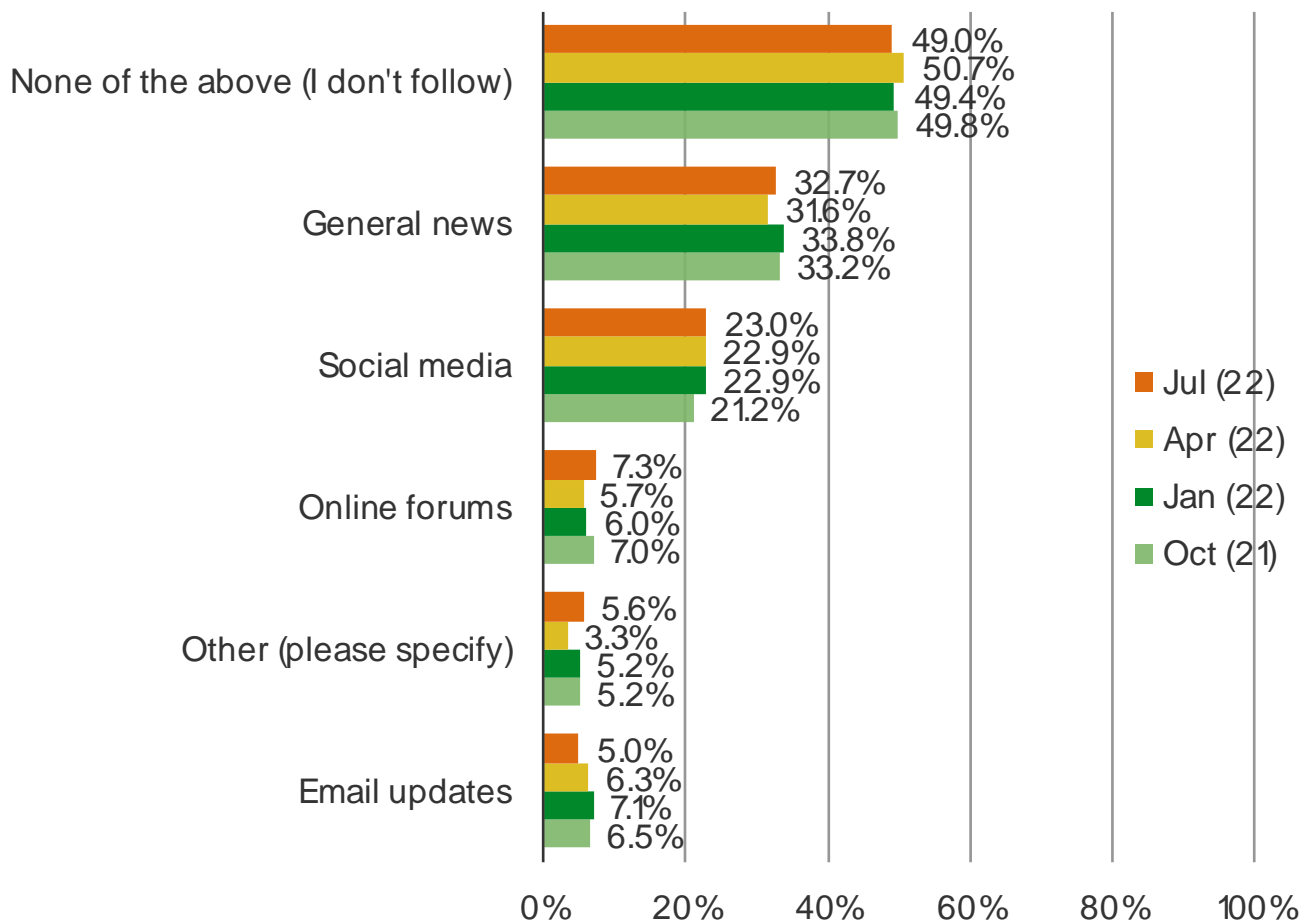
ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING ELECTRIC TRUCK BRANDS? SELECT ALL THAT APPLY

Posed to respondents who own/lease a car.



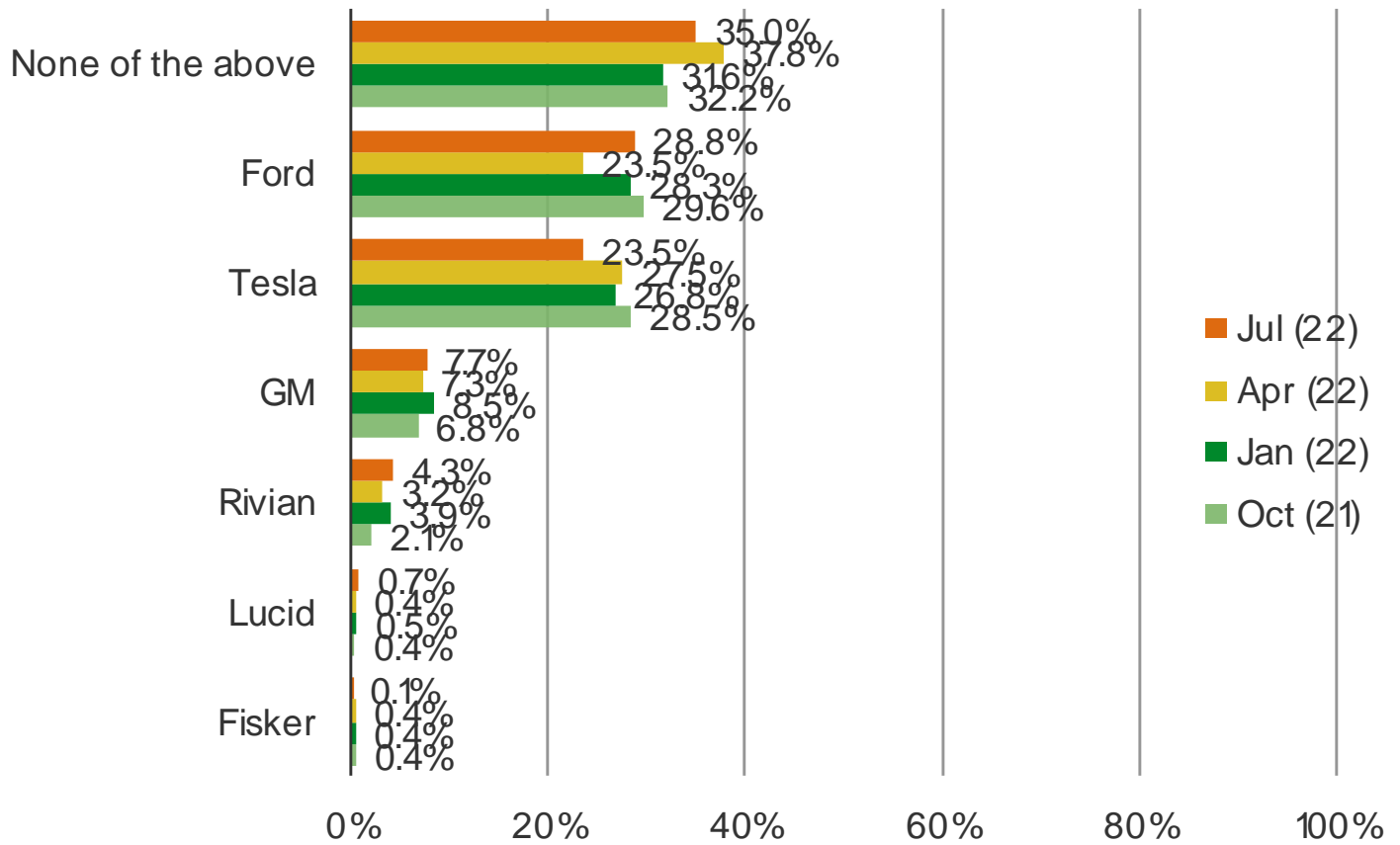
HOW DO YOU KEEP TRACK OF NEW PRODUCTS FROM ELECTRIC TRUCK BRANDS? SELECT ALL THAT APPLY

Posed to respondents who own/lease a car.



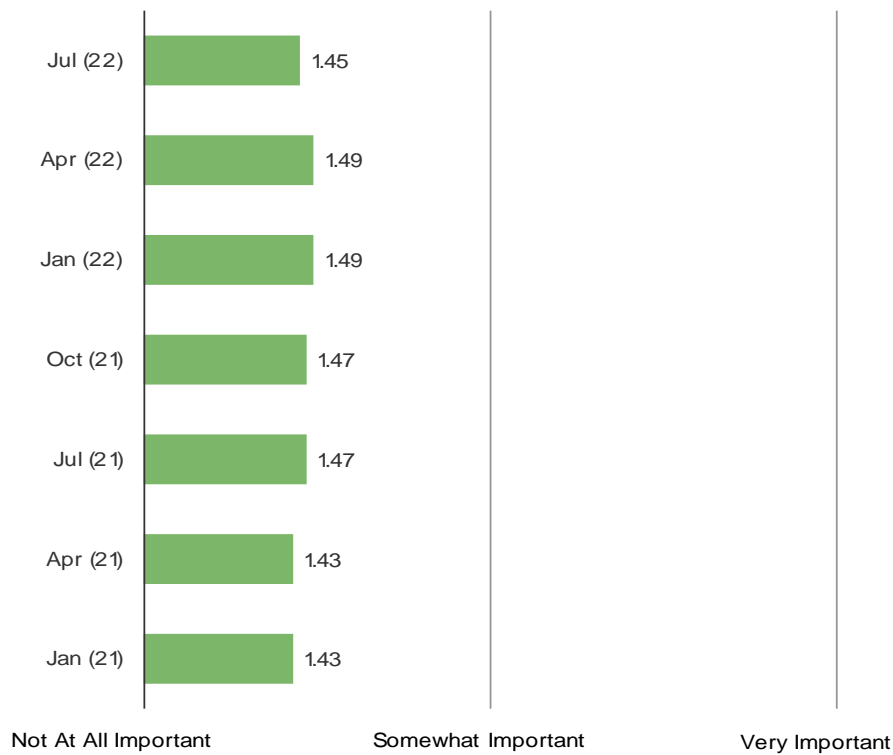
OF THESE ELECTRIC TRUCK BRANDS, WHICH ARE YOU MOST FAMILIAR WITH?

Posed to respondents who own/lease a car.

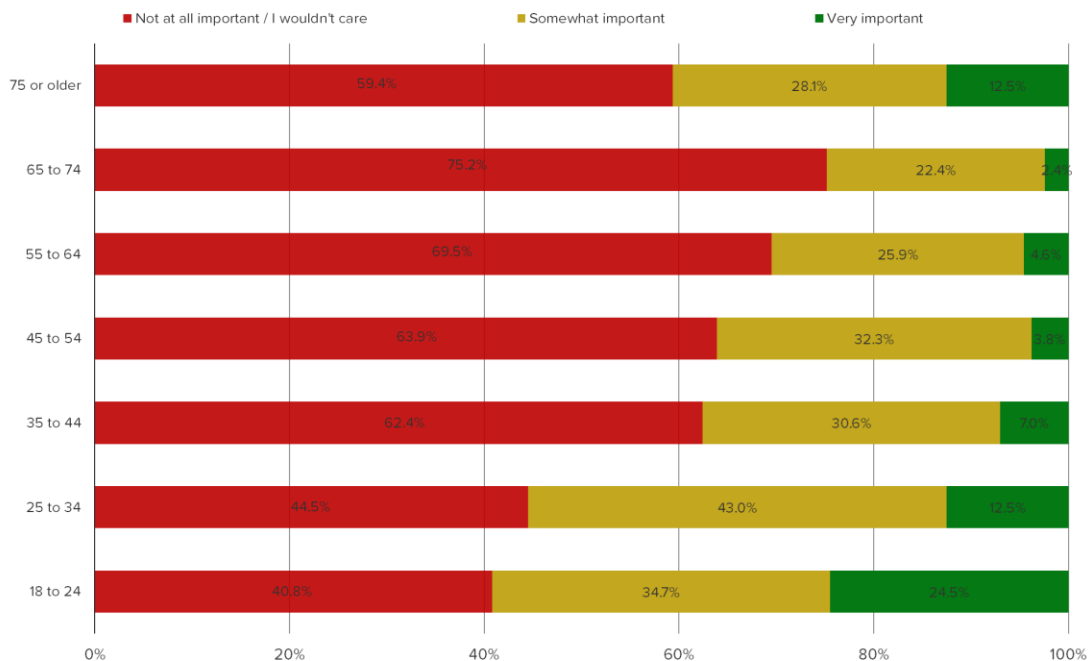


IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO HAVE SELF-DRIVING OR AUTONOMOUS DRIVING FEATURES?

Posed to respondents who own/lease a car.

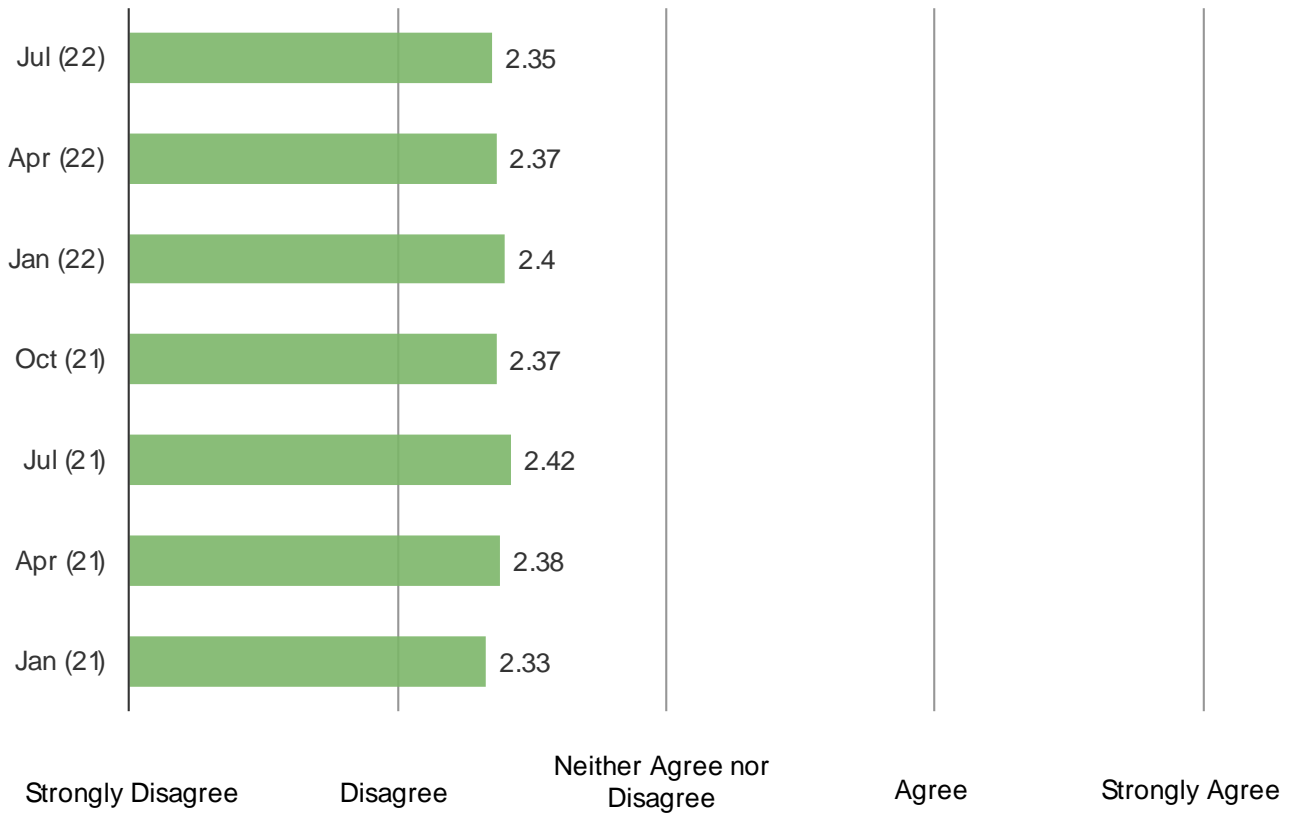


Data Cross-Tabbed By Age



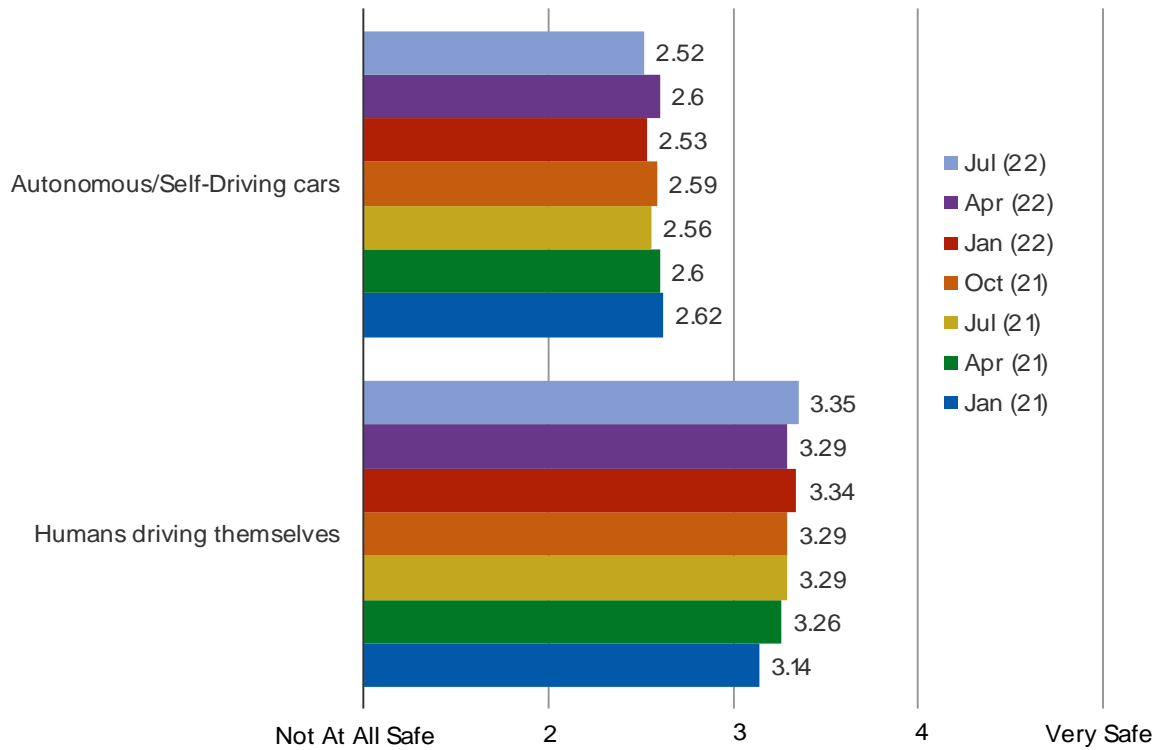
TO WHAT EXTENT DO YOU AGREE: "IT WOULD BE WORTH IT TO SPEND MORE ON A CAR/AUTO IN ORDER FOR IT TO HAVE SELF-DRIVING/AUTONOMOUS CAPABILITIES"

Posed to respondents who own/lease a car.



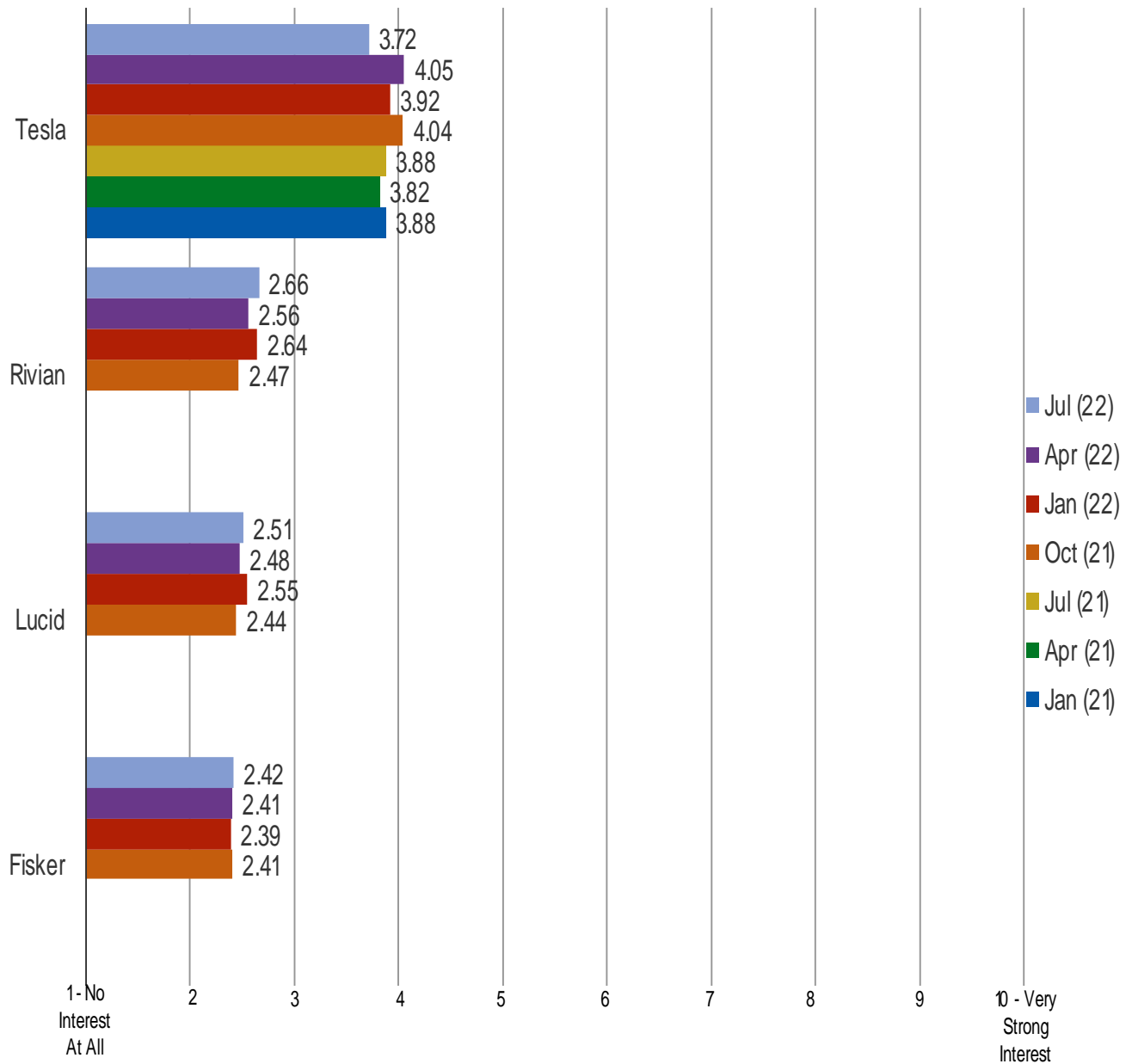
HOW WOULD YOU RATE HOW SAFE THE FOLLOWING ARE?

Posed to respondents who own/lease a car.



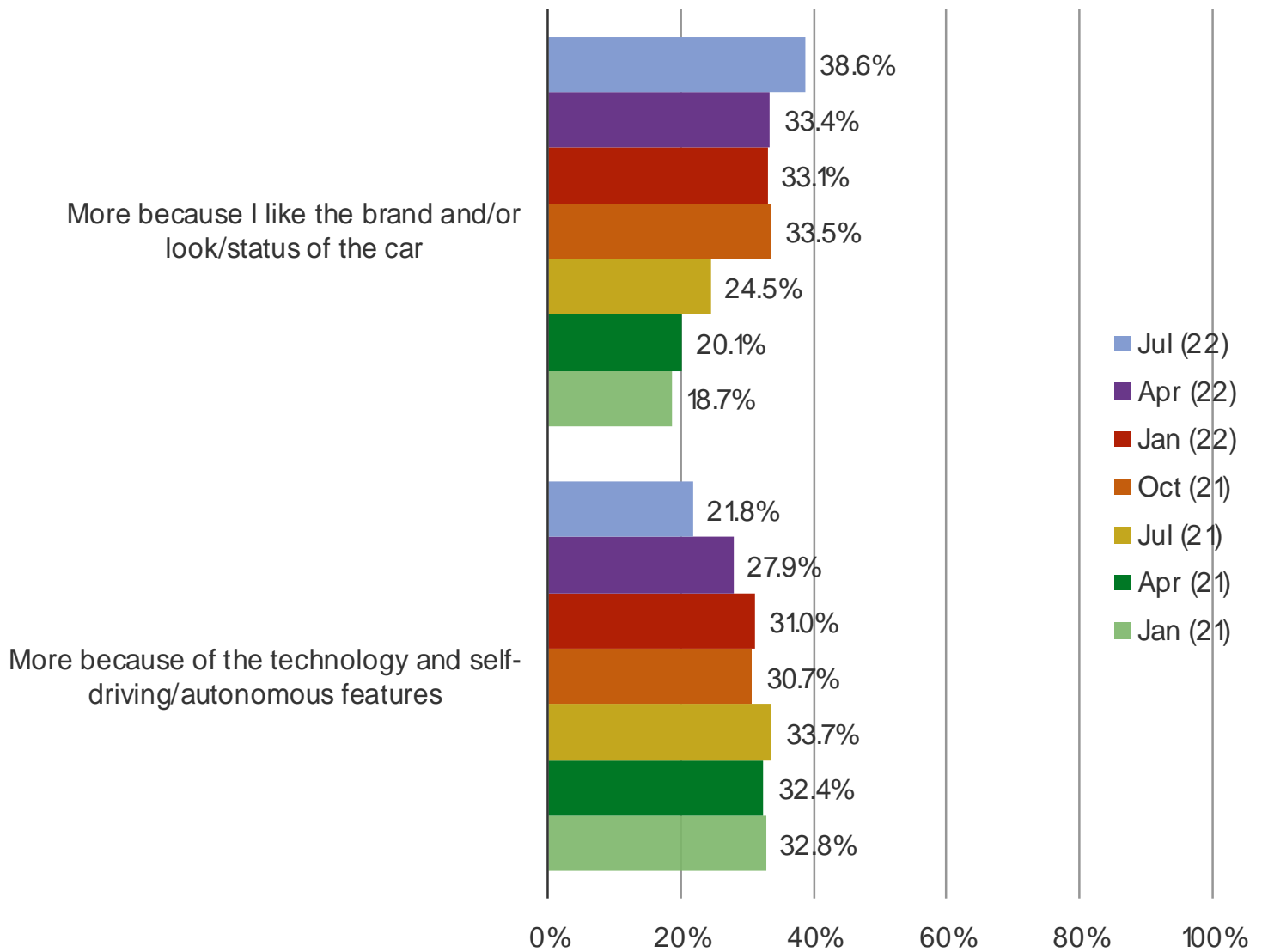
HOW MUCH INTEREST DO YOU HAVE IN GETTING A CAR/AUTO FROM THE FOLLOWING AT SOME POINT IN THE FUTURE?

Posed to respondents who own/lease a car.



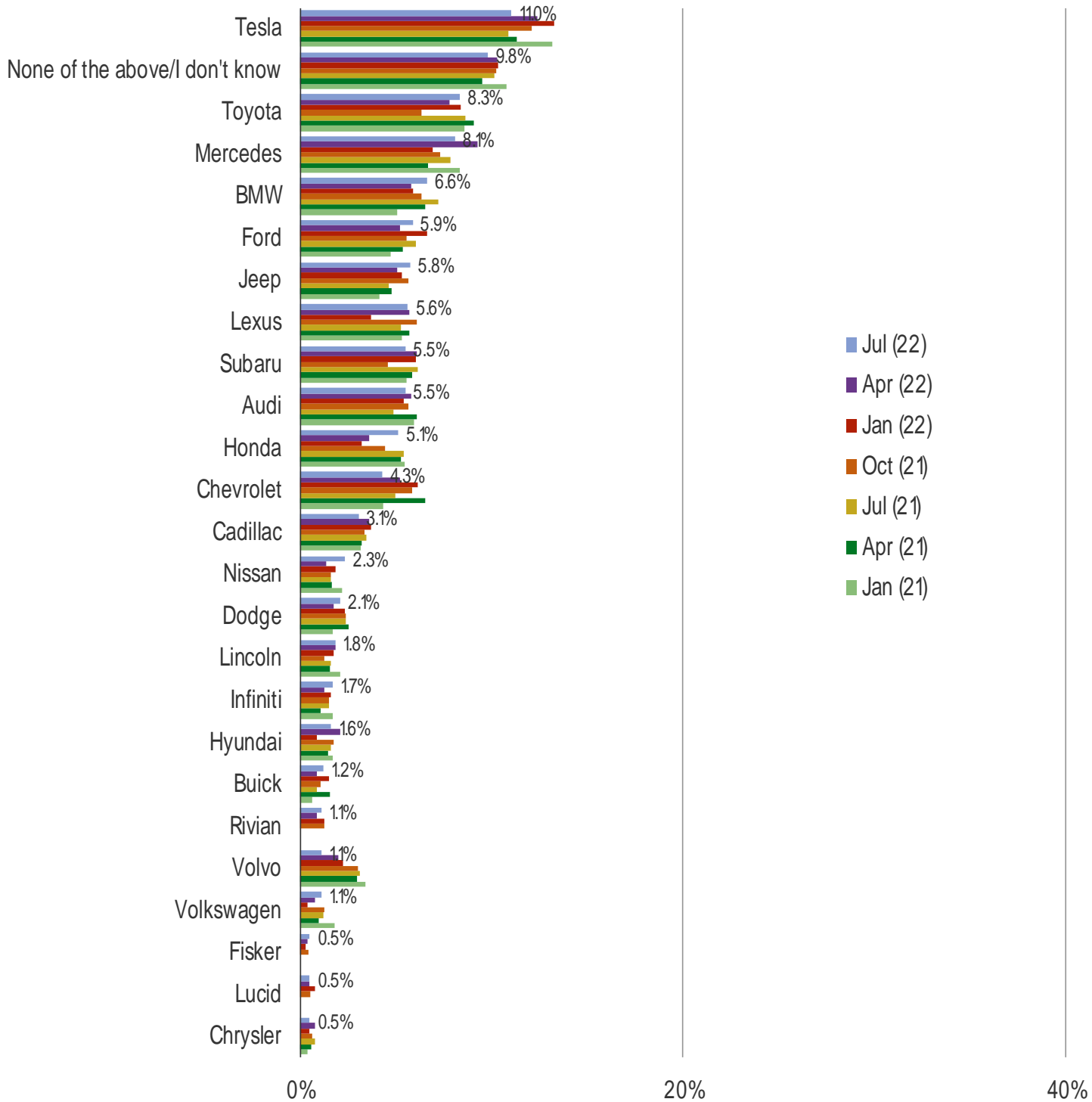
WHAT IS THE PRIMARY REASON THAT YOU WOULD BE INTERESTED IN GETTING A TESLA?

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



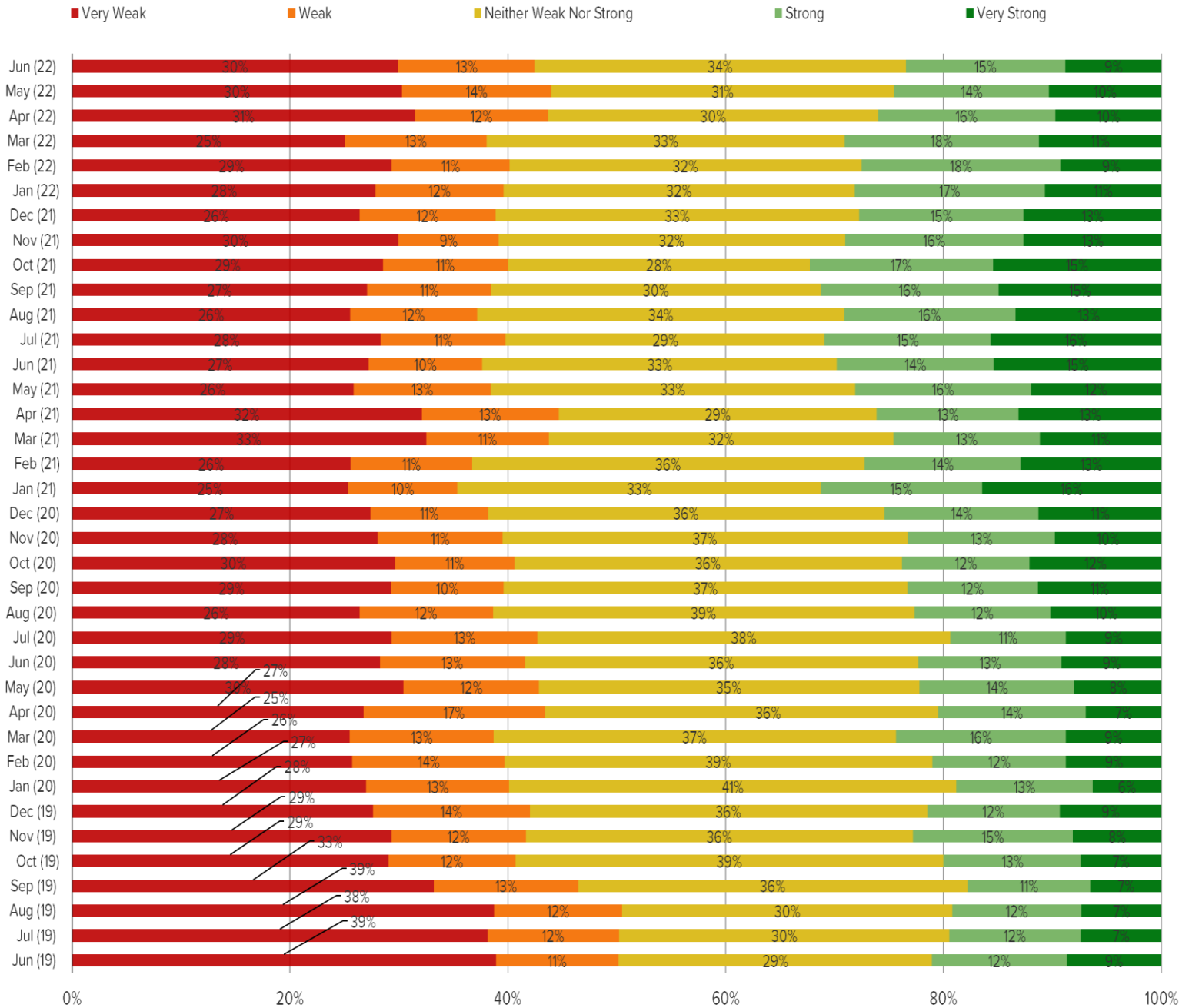
IF PRICE WAS NO OBJECT, WHICH OF THE FOLLOWING BRANDS WOULD YOU MOST DESIRE TO GET?

Posed to respondents who own/lease a car.



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

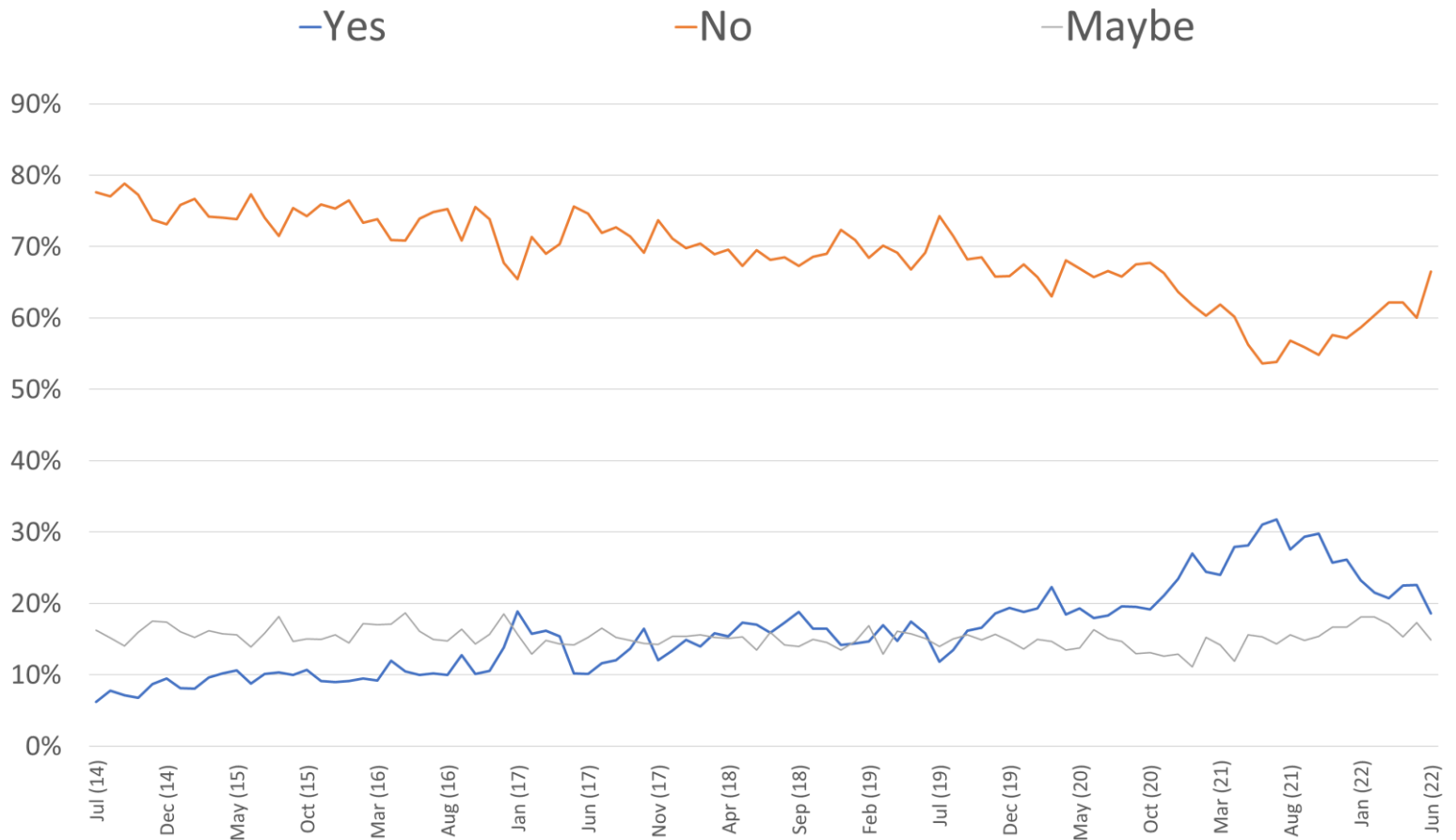
Posed to all respondents.



MONTHLY AUTO TRACKER QUESTIONS

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

Posed to all respondents.



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.

