

# Bespoke Survey Research

January 2024

## Autos and Electric Vehicles

Volume 13 | Quarterly Survey

1,100 US Consumers Balanced To Census

Tickers Covered: TSLA, RIVN.

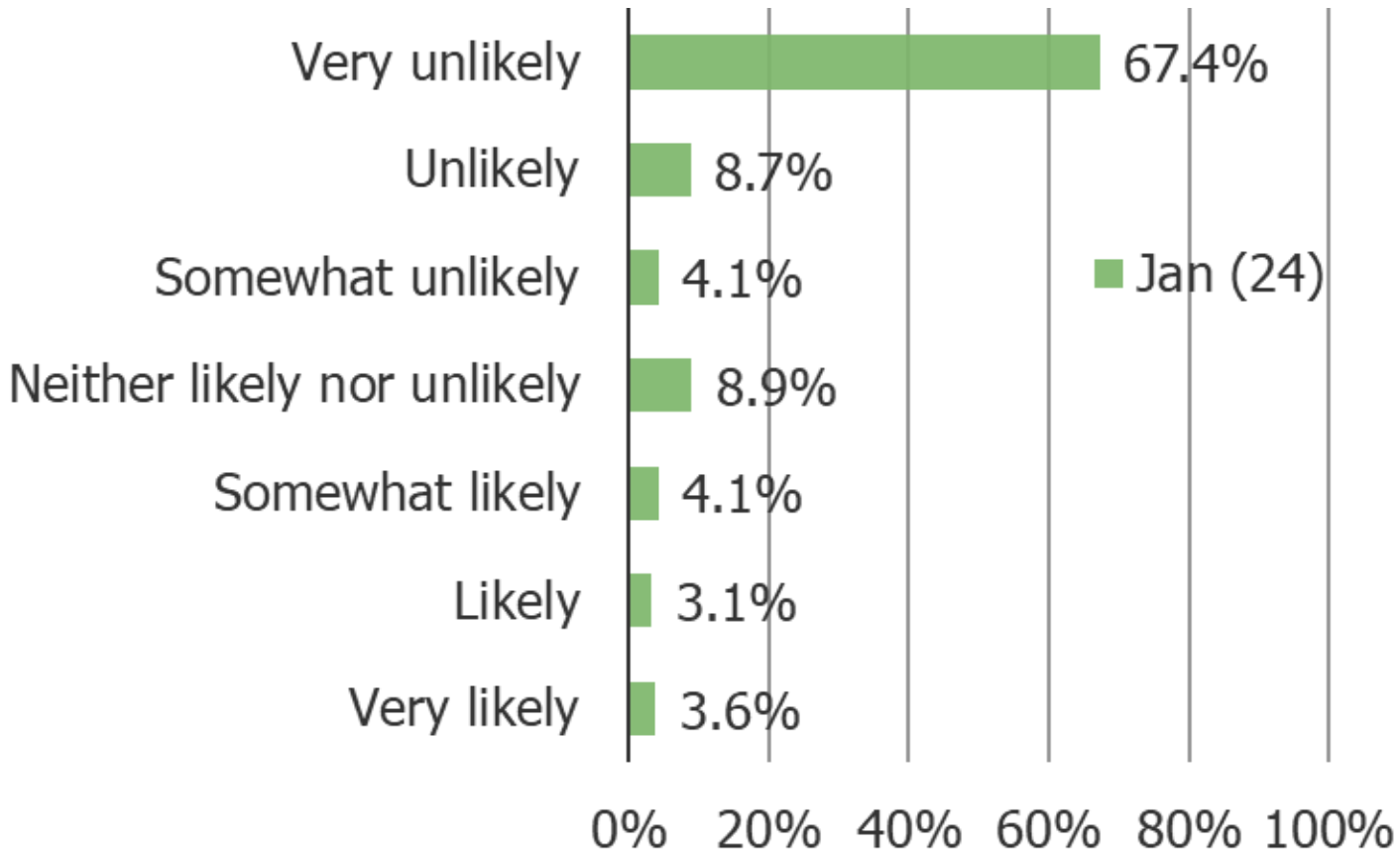
### **Key Takeaways:**

- ❑ The share of respondents who have purchased or leased a vehicle in the last three months is tracking relatively flat q/q.
- ❑ In our trackers, sentiment / interest in EVs has softened over time.
- ❑ Intentions to purchase an electric vehicle for their next vehicle purchase continue to move lower (at series lows currently).
- ❑ Consumer opinions about the Tesla Cybertruck continue to skew neutral to negative.
- ❑ In fill in responses, consumers wrote that they associated the Tesla Cybertruck with the words "ugly," "boxy," and "futuristic."
- ❑ Among those who said they are interested in getting a Tesla, the share who said they are interested because it is an electric vehicle has declined over time. During the same period, the share who are interested either because they like the brand or because they are interested in the tech and car features increased.
- ❑ Consumer opinions continue to be more balanced when it comes to the Rivian all electric pickup truck.
- ❑ In fill in responses, consumers noted that they associate the words "ugly," "modern," "sleek," and "cool" with the Rivian all electric truck.
- ❑ Over the past year, the share of those who own a car who think their car is worth less than the amount they have left to pay on it has increased.

# NEW QUESTIONS

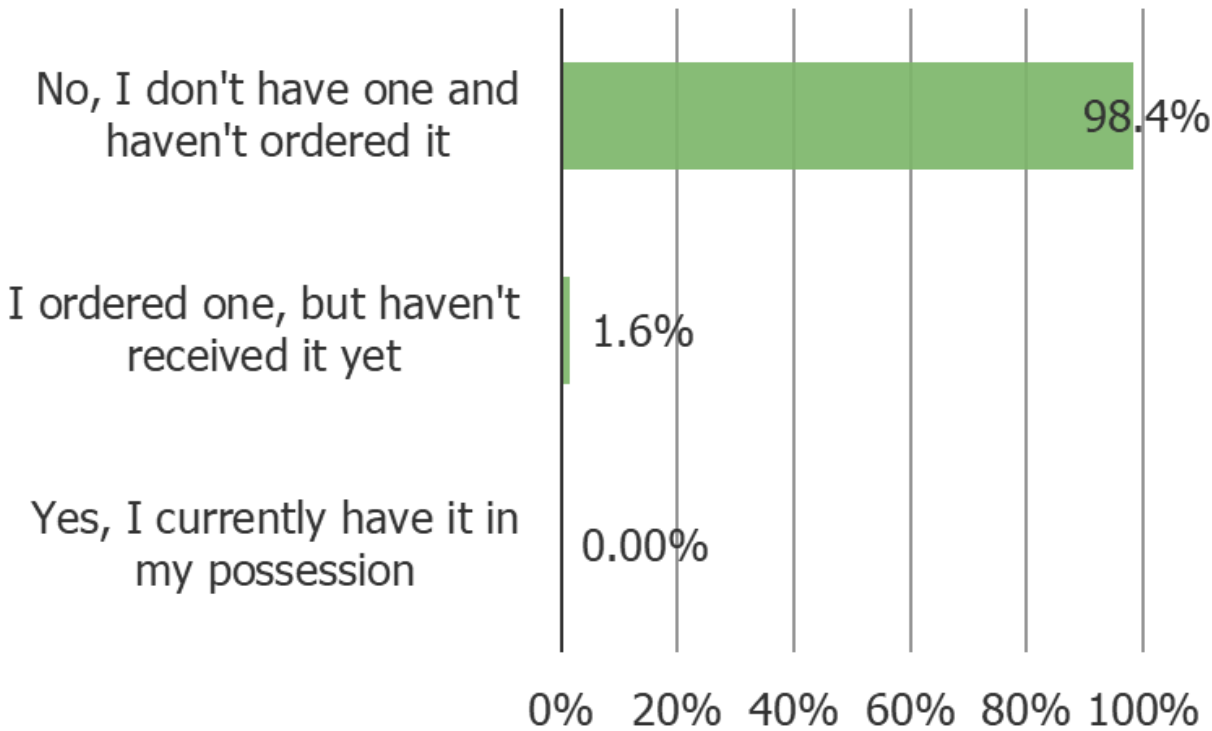
HOW LIKELY IS IT THAT YOU WILL PICK THE TESLA CYBERTRUCK AS YOUR NEXT VEHICLE?

Posed to all respondents (N = 1216)



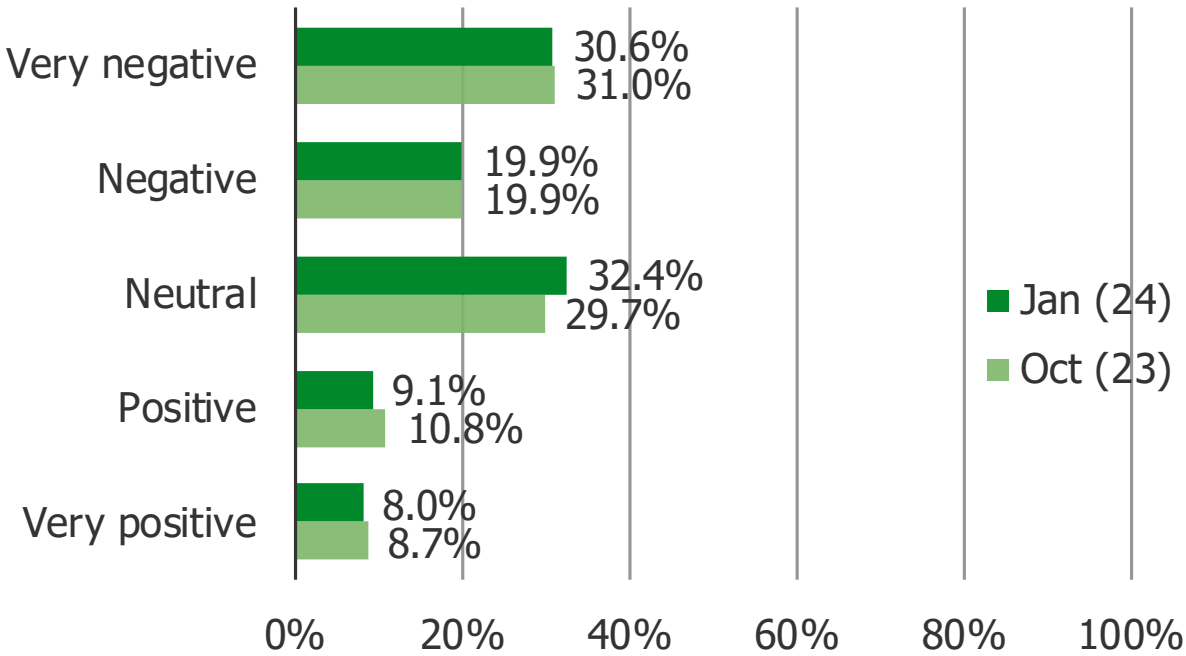
DO YOU OWN THIS VEHICLE AND CURRENTLY HAVE IT IN YOUR POSSESSION?

Posed to all respondents (N = 1216)



THE VEHICLE PICTURED ABOVE IS THE TESLA CYBERTRUCK (ELECTRIC VEHICLE), WHAT IS YOUR OPINION OF THIS VEHICLE?

Posed to all respondents (N = 1216)



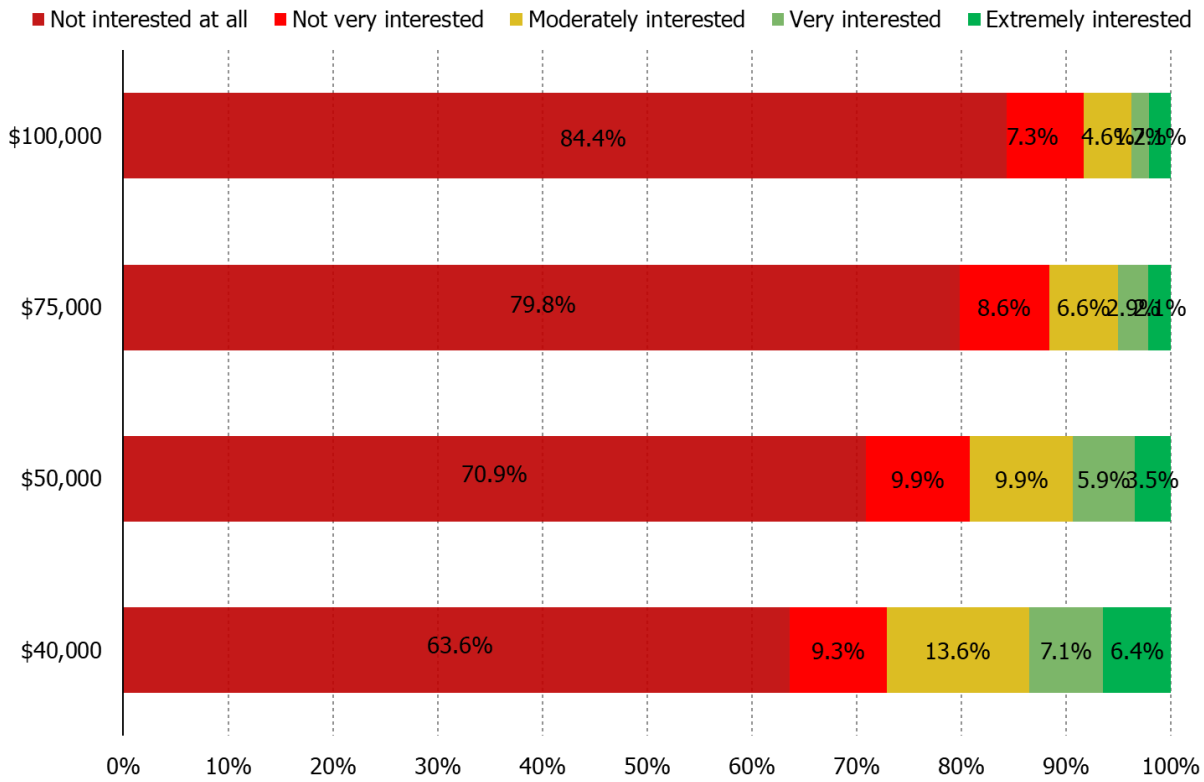


HOW MUCH INTEREST WOULD YOU HAVE IN GETTING THE VEHICLE ABOVE AS YOUR NEXT CAR AT THE FOLLOWING MSRP'S?

Posed to all respondents (N = 1216)



January 2024

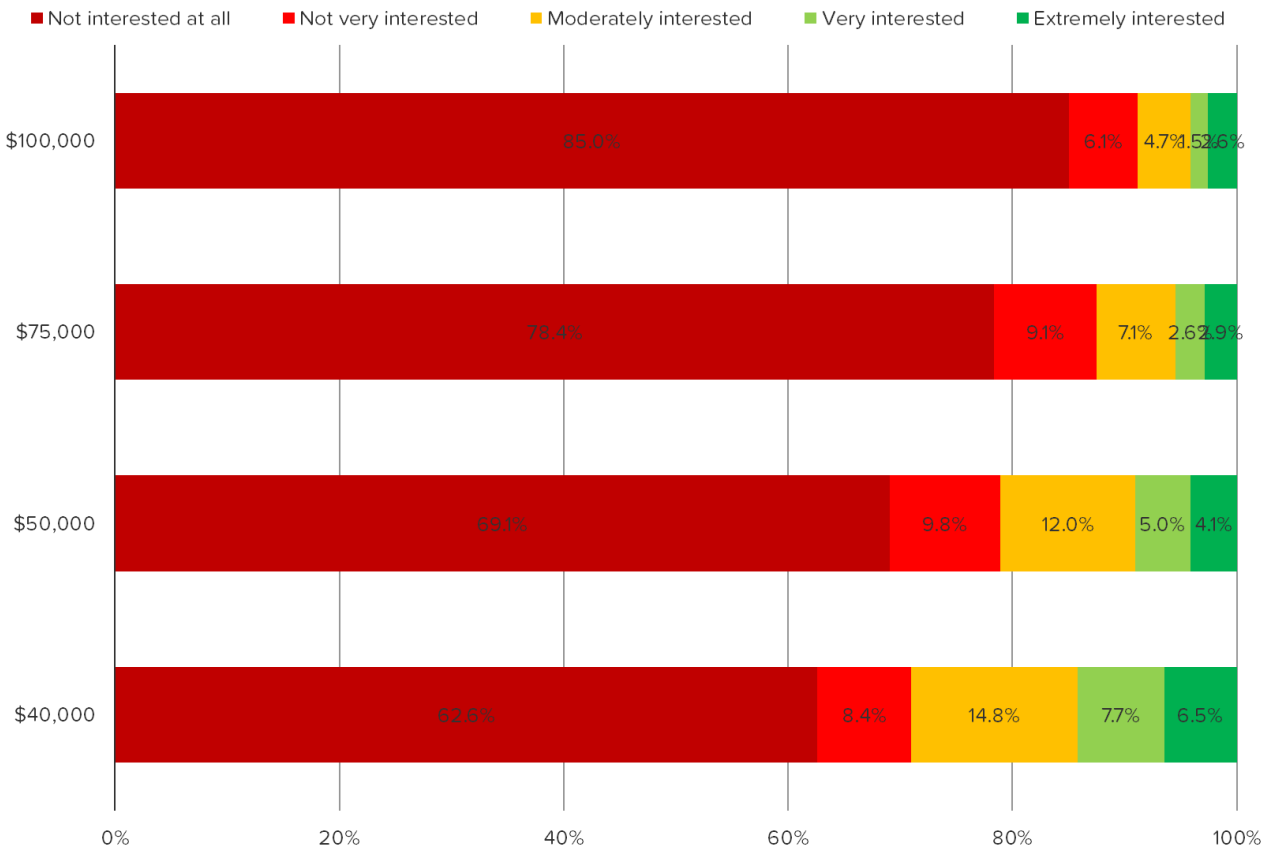


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Posed to all respondents (N = 1216)



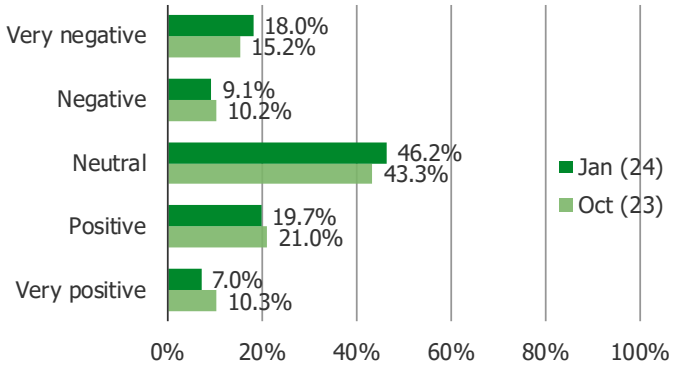
October 2023





THE VEHICLE PICTURED ABOVE IS THE RIVIAN ALL ELECTRIC PICKUP TRUCK, WHAT IS YOUR OPINION OF THIS VEHICLE?

Posed to all respondents (N = 1216)



IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE THE VEHICLE ABOVE, WHAT WOULD IT BE?

Posed to all respondents (N = 1216)

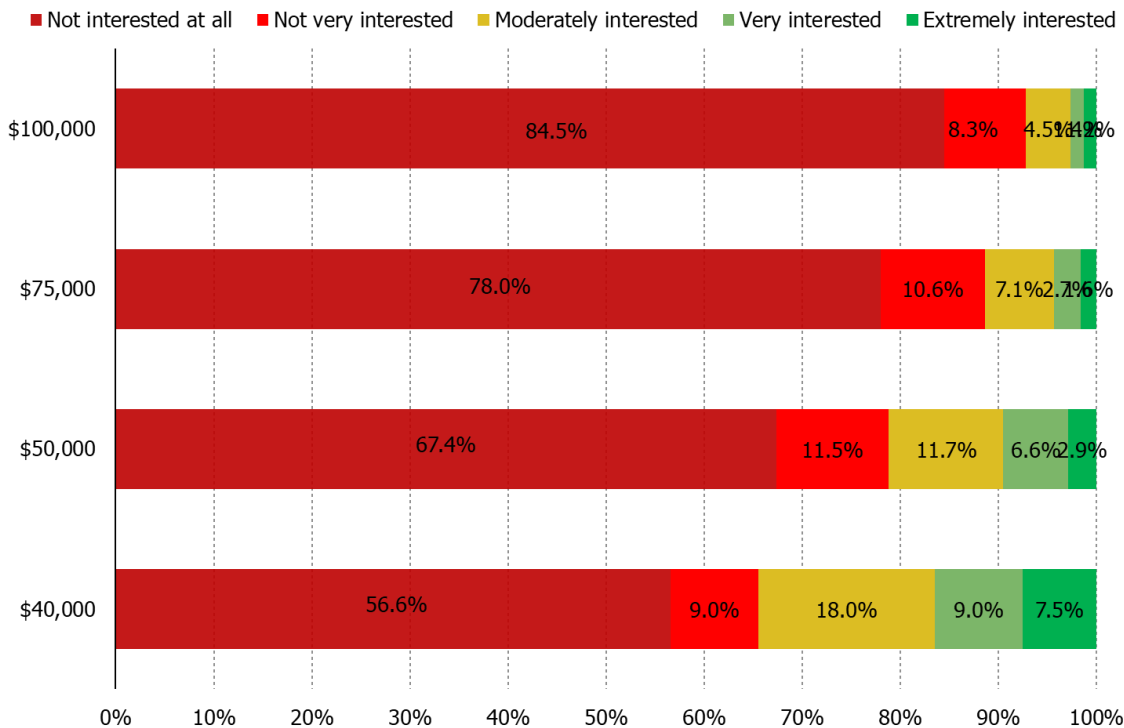


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January 2024

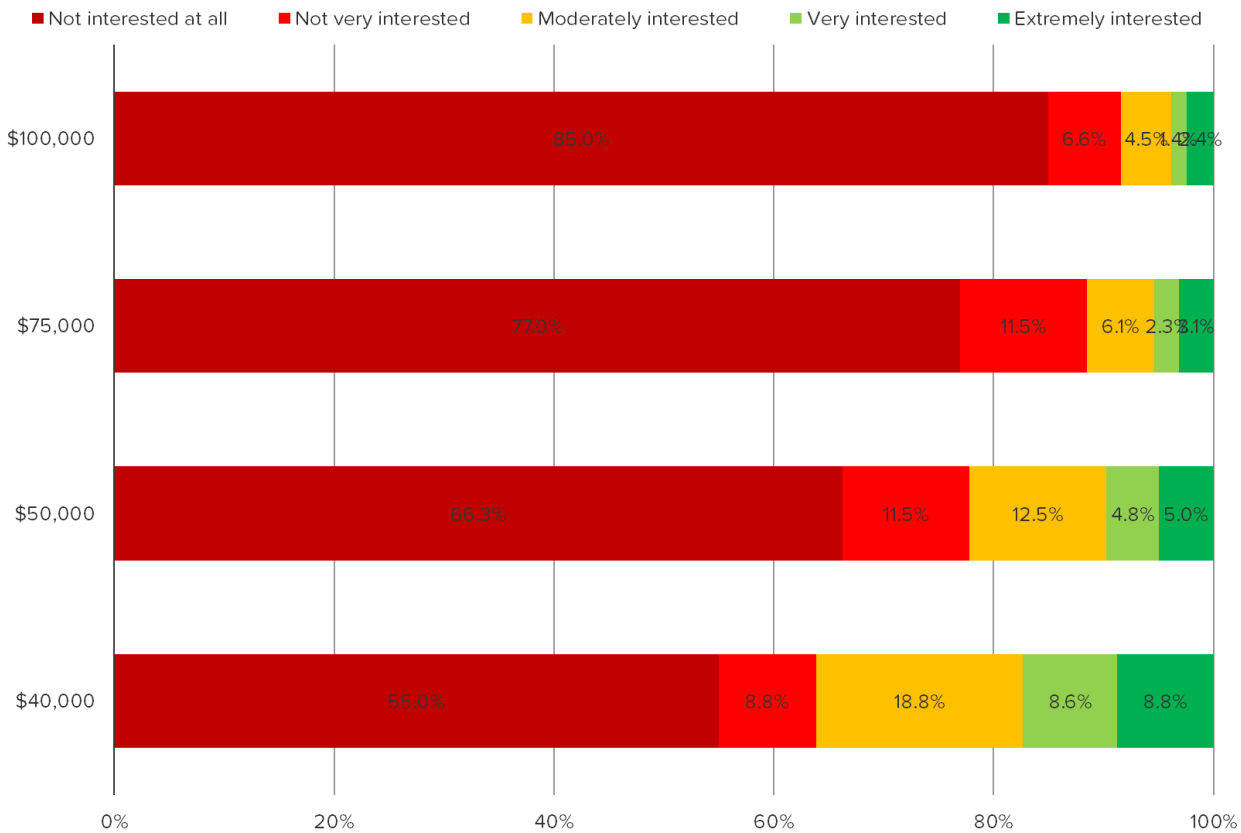


HOW MUCH INTEREST WOULD YOU HAVE IN GETTING THE VEHICLE ABOVE AS YOUR NEXT CAR AT THE FOLLOWING MSRP'S?

Posed to all respondents (N = 1216)



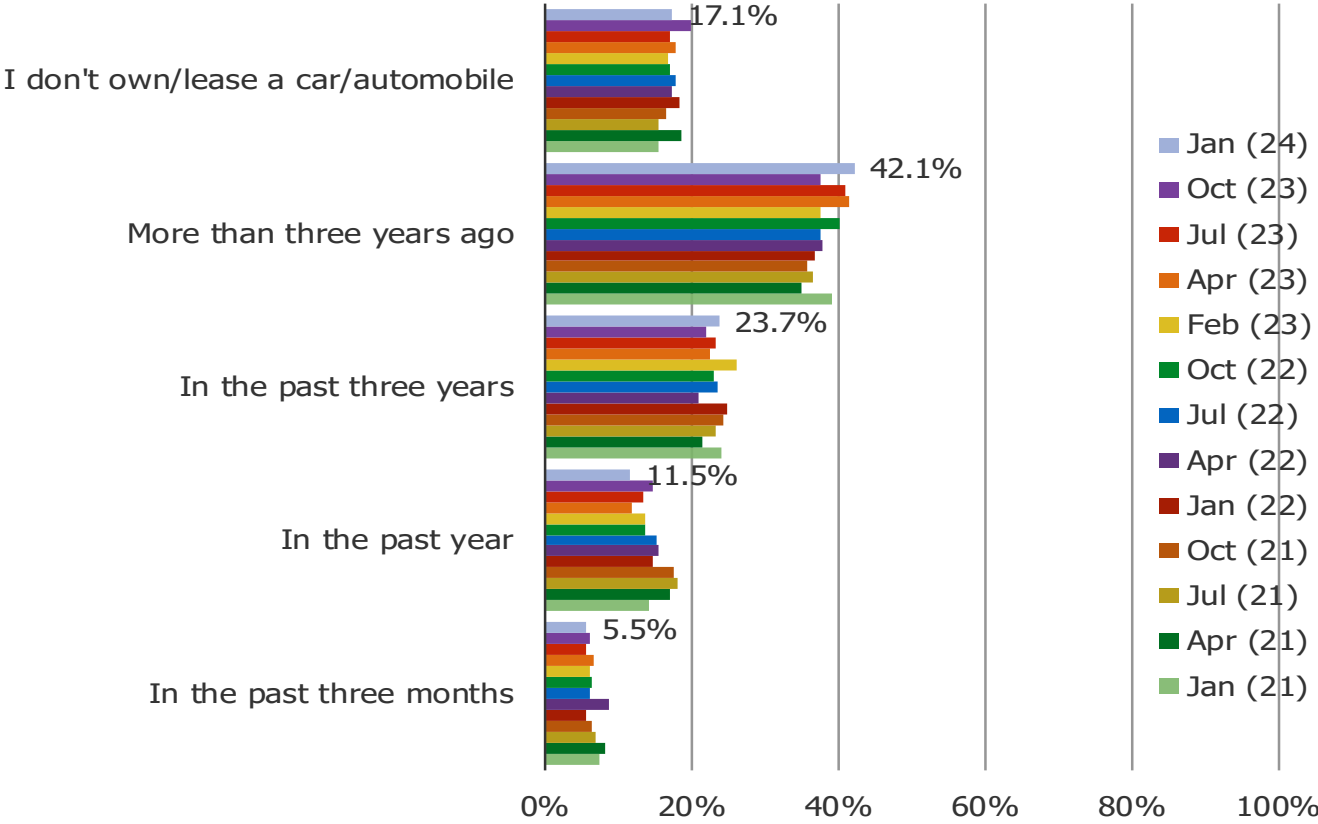
October 2023



# AUTOS AND EVS

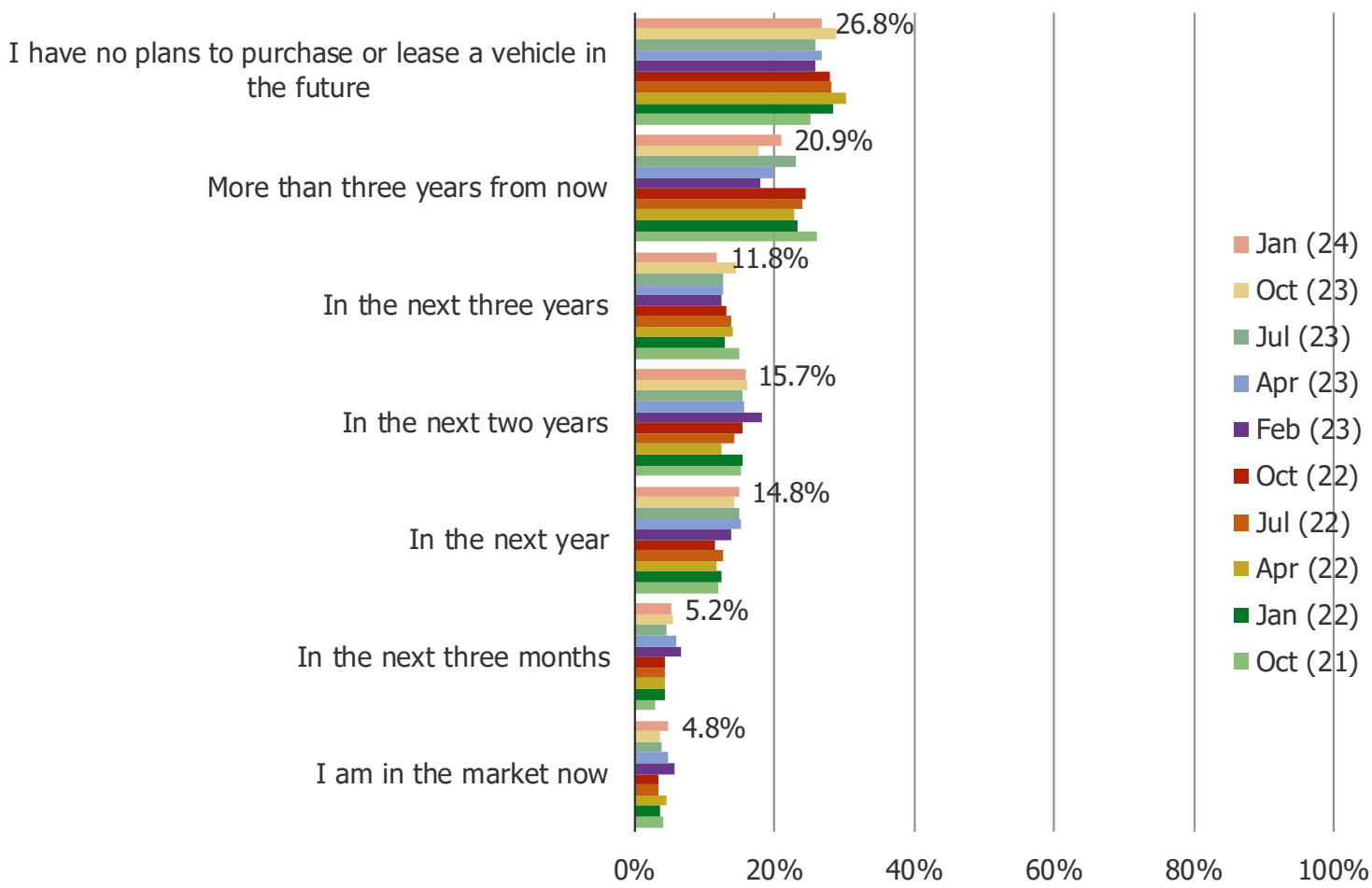
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR/AUTOMOBILE?

Posed to all respondents (N = 1216)



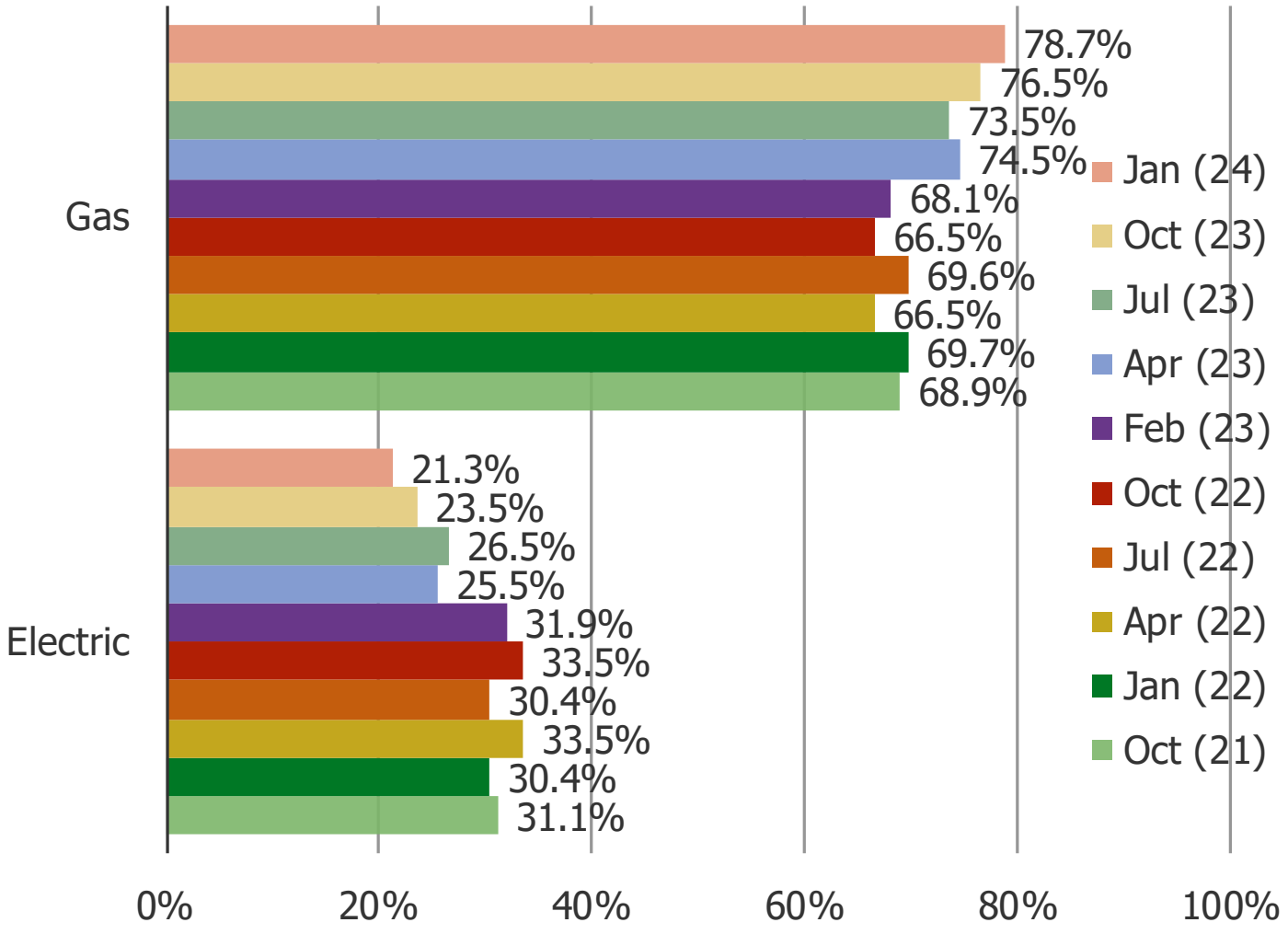
WHEN ARE YOU MOST LIKELY TO PURCHASE OR LEASE A VEHICLE NEXT?

Posed to all respondents (N = 1216)



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

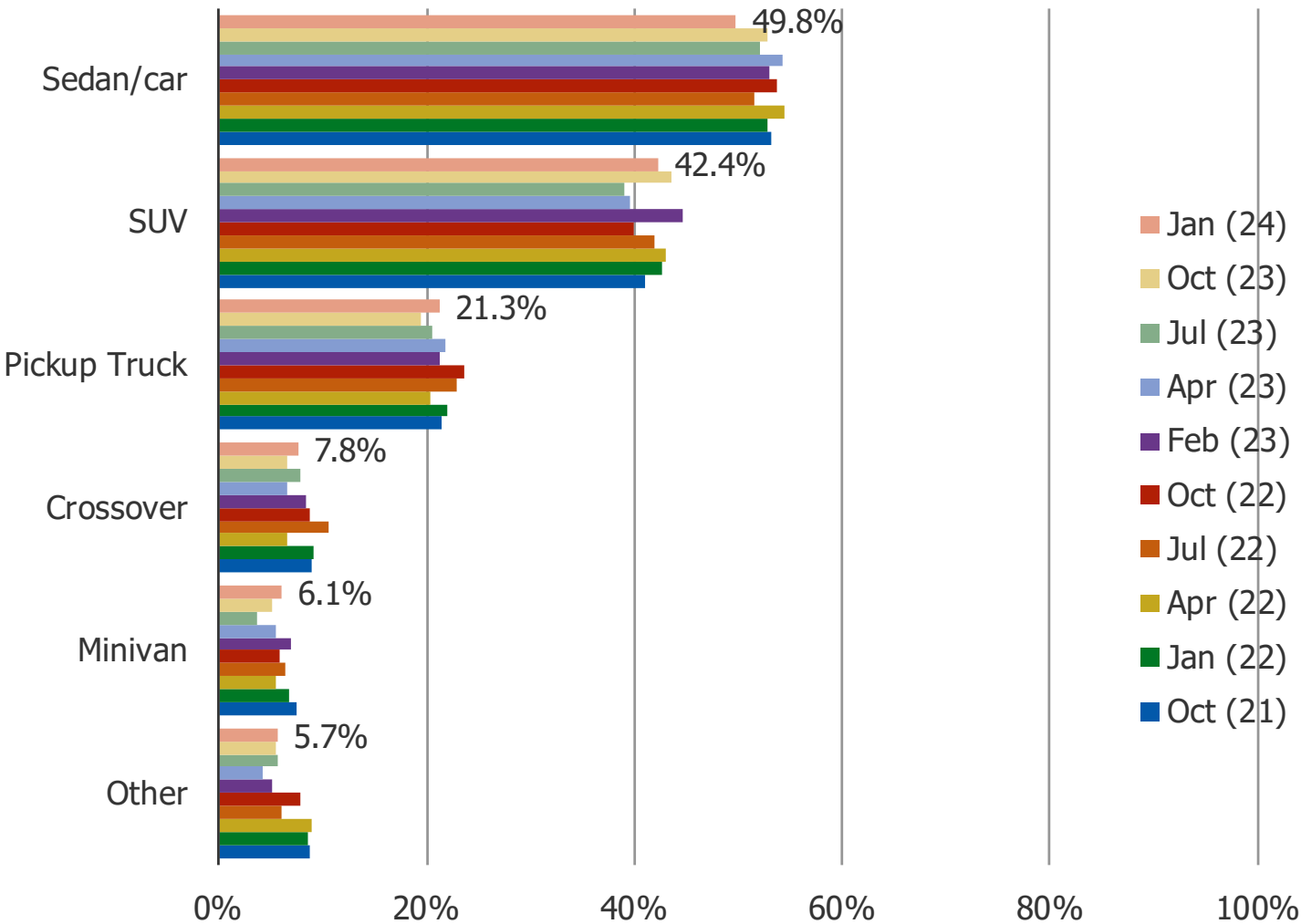
Posed to all respondents who have plans to purchase or lease a vehicle.





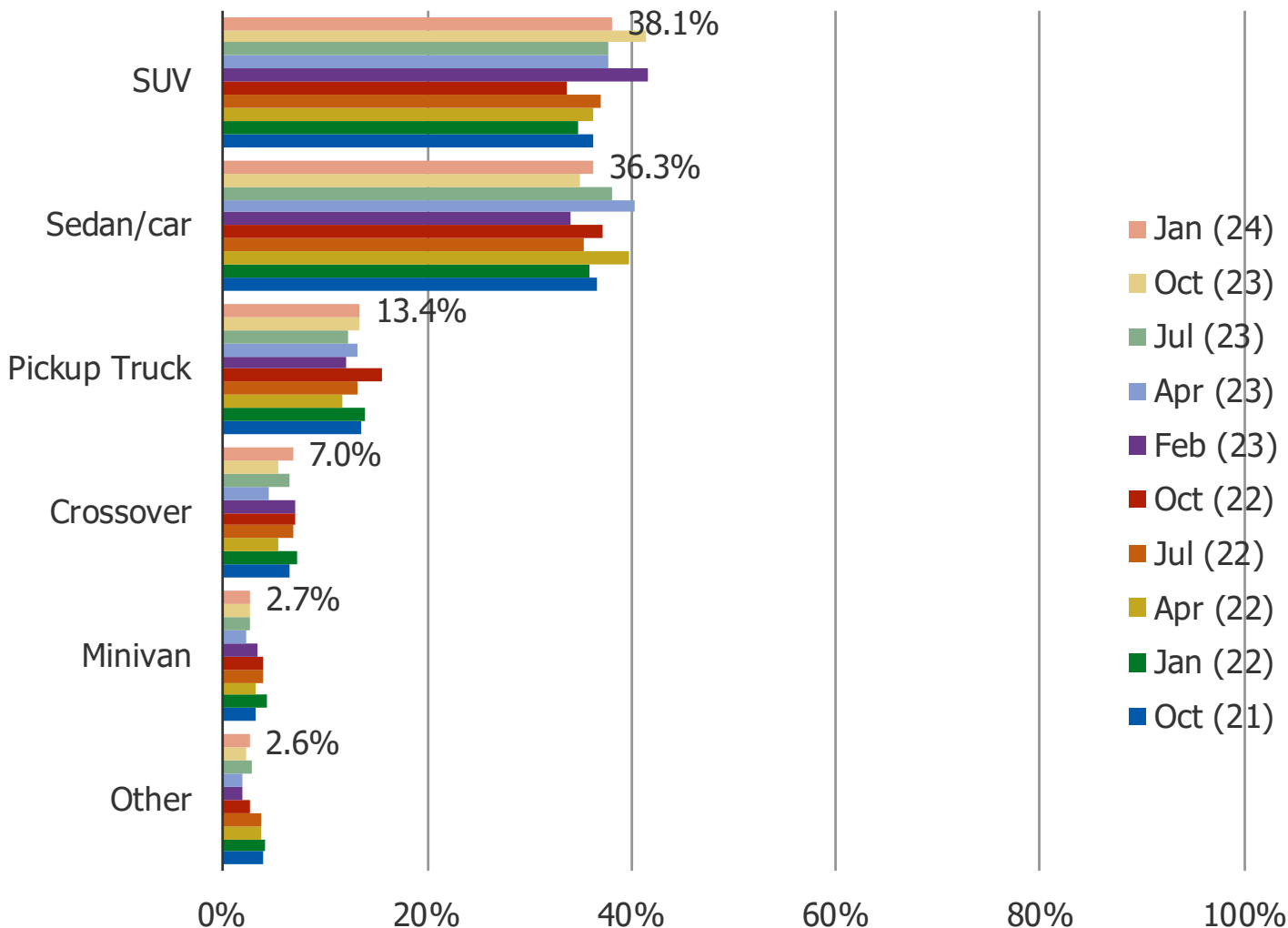
WHICH OF THE FOLLOWING DO YOU CURRENTLY OWN IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

Posed to all respondents



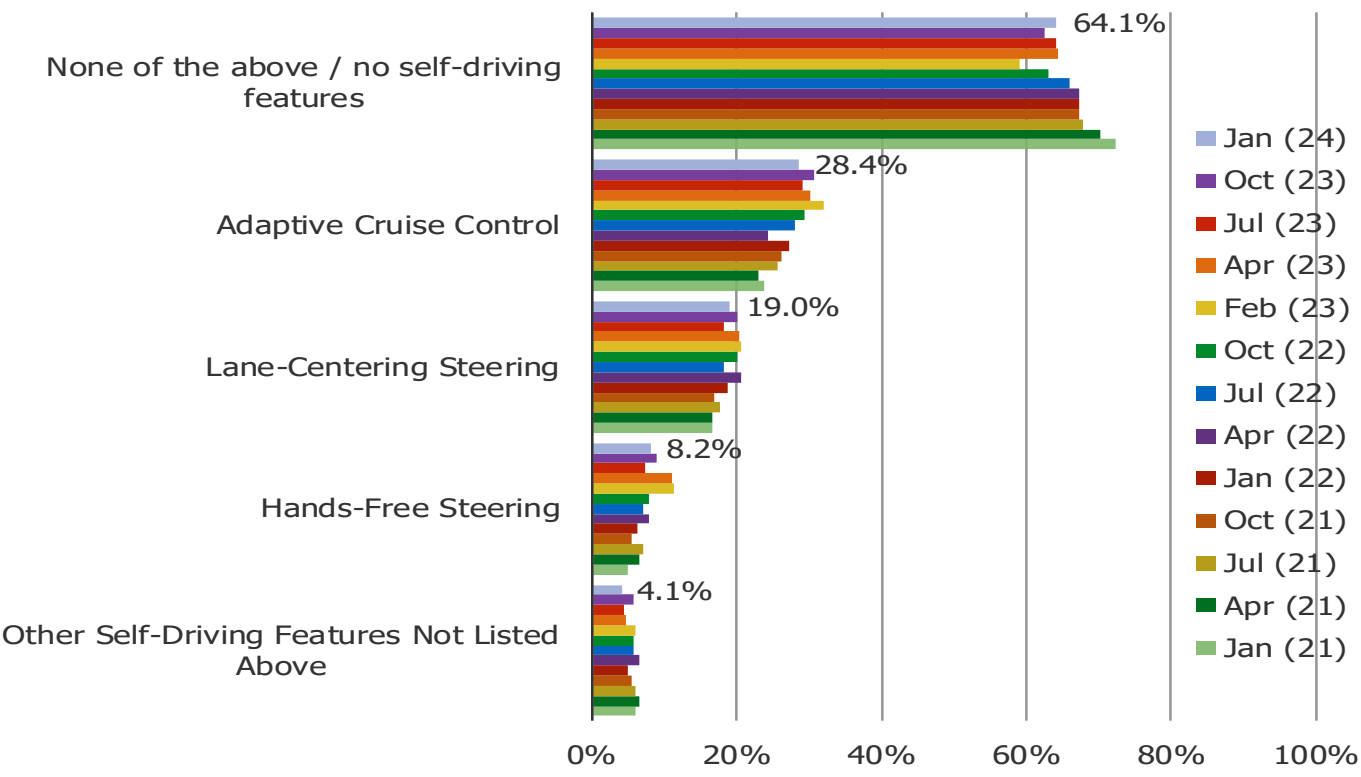
WHICH IS YOUR MOST PREFERRED TYPE OF VEHICLE TO OWN/LEASE?

Posed to all respondents



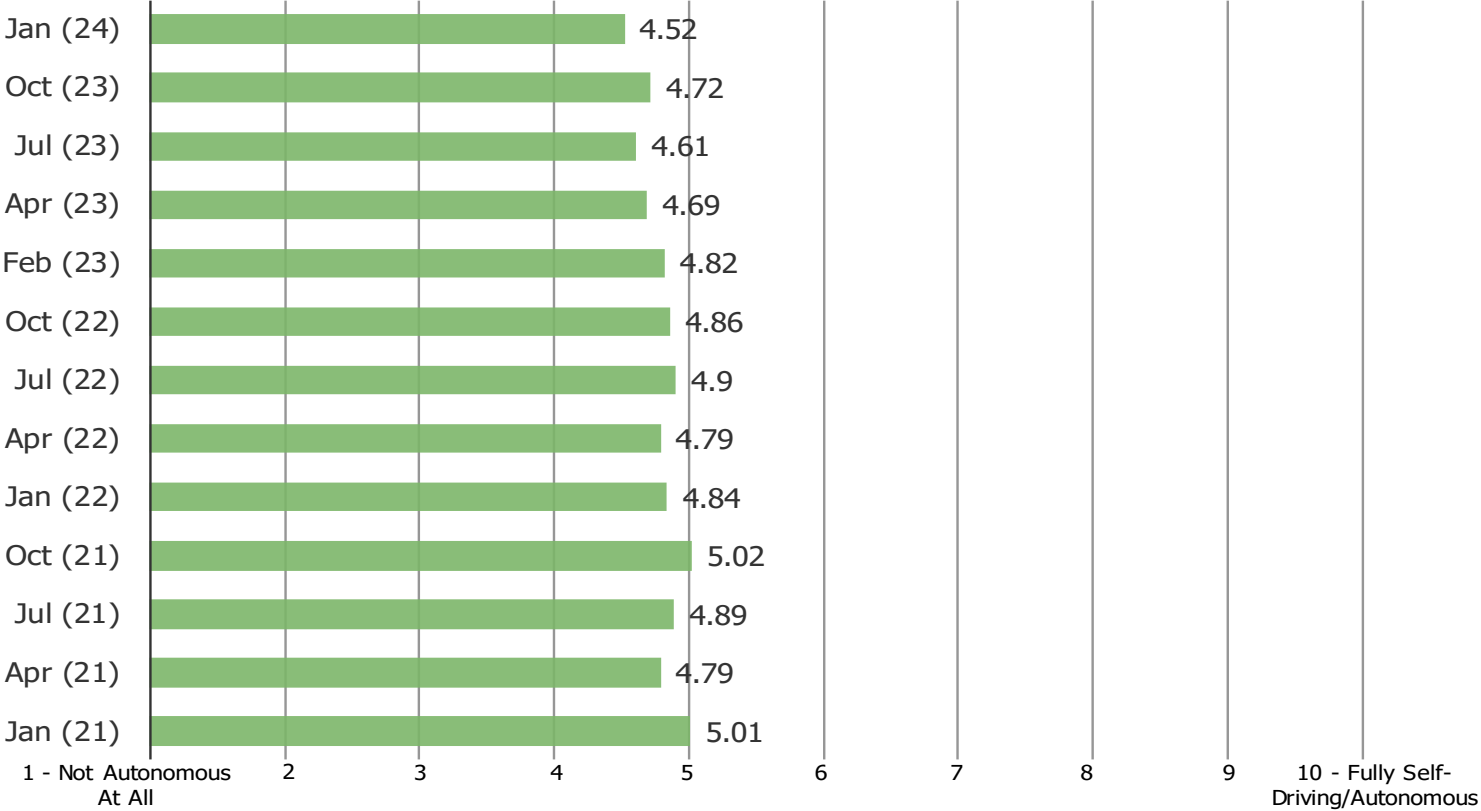
DO YOU CURRENTLY OWN/LEASE ONE OR MORE AUTOS THAT HAVE THE FOLLOWING FEATURES?

Posed to respondents who own/lease a car.



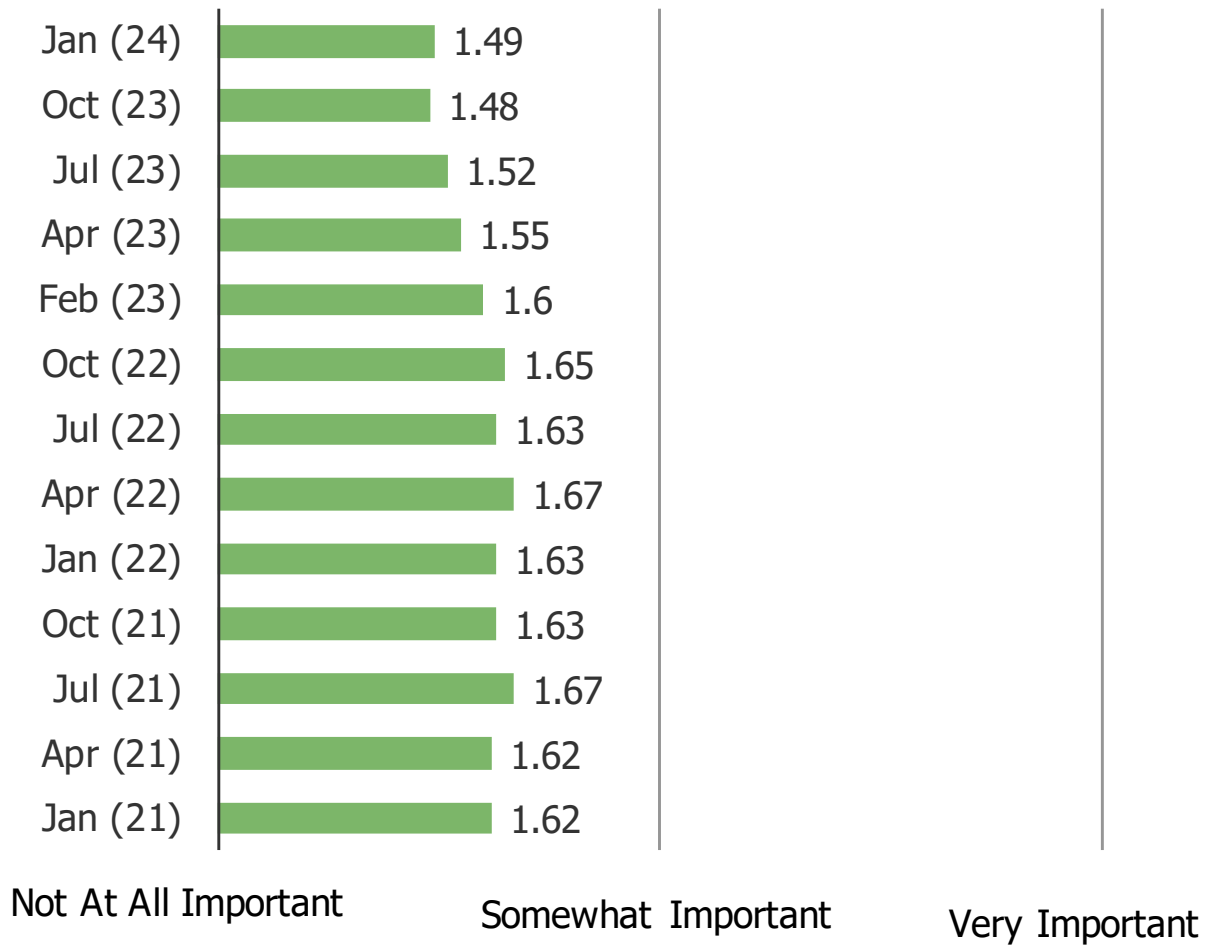
IN YOUR OPINION, HOW AUTONOMOUS WOULD THE IDEAL CAR/AUTOMOBILE BE?

Posed to respondents who own/lease a car.



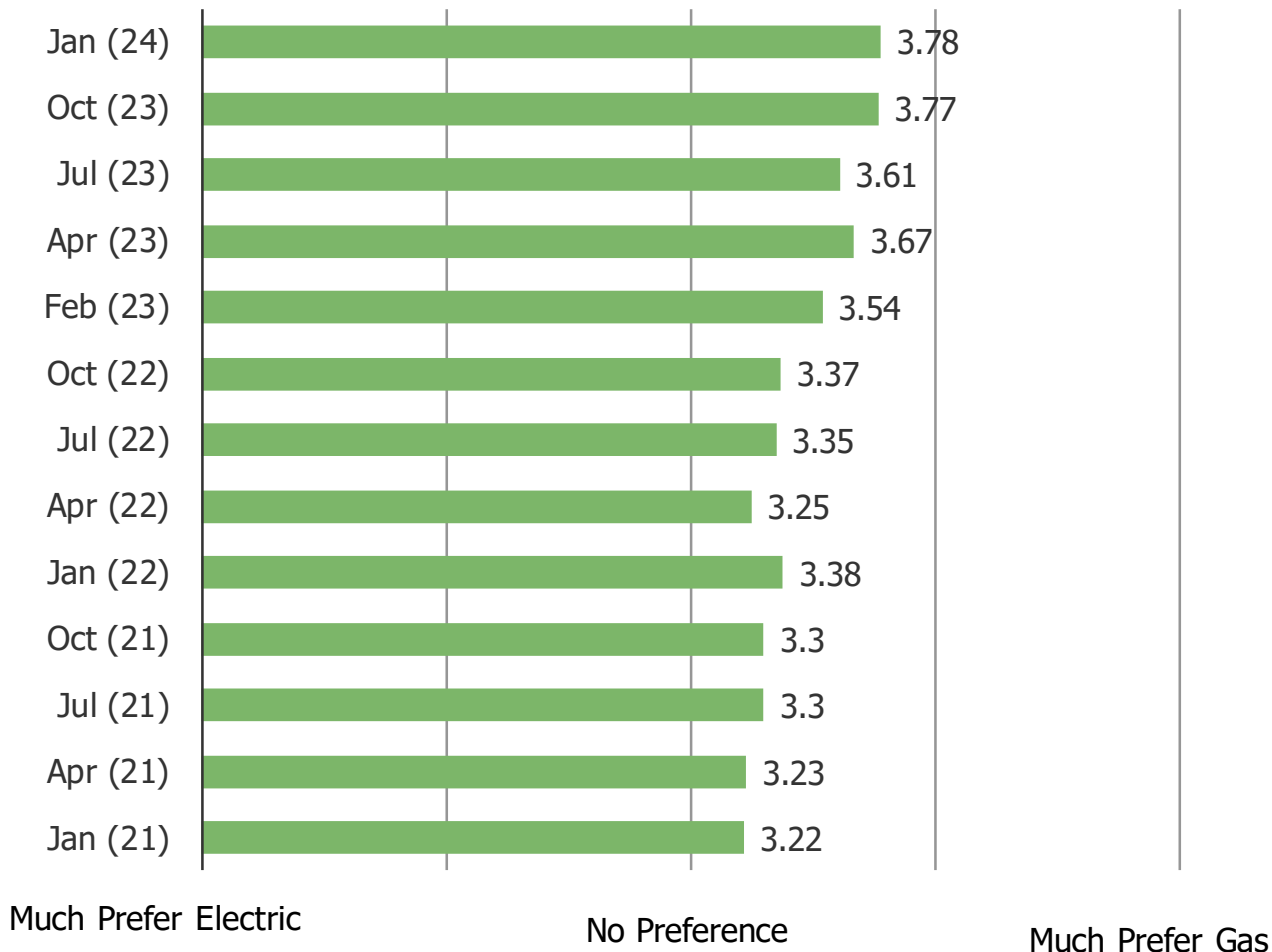
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO BE AVAILABLE IN ELECTRIC?

Posed to respondents who own/lease a car.



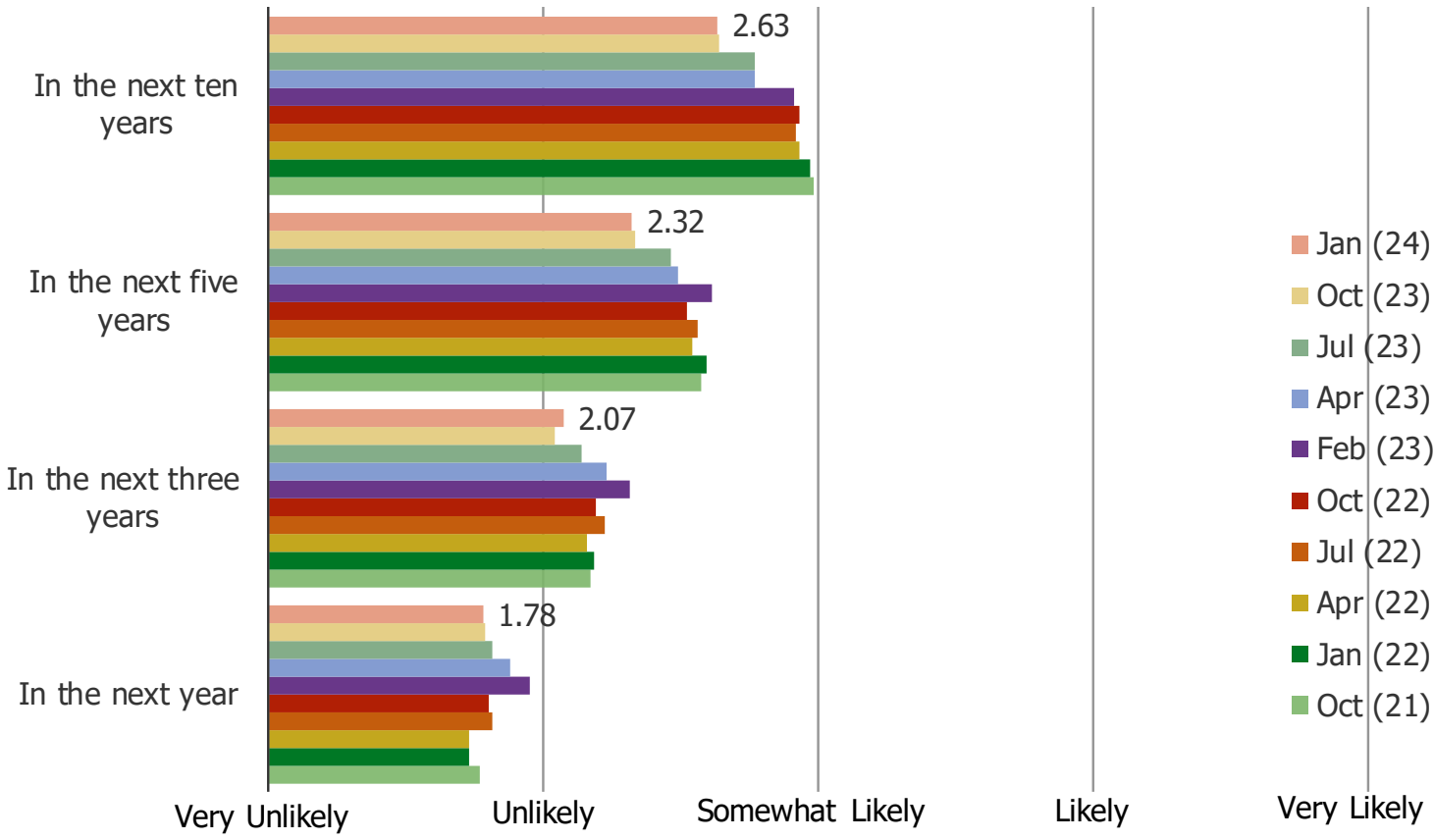
IF YOU WERE LOOKING TO GET A NEW CAR/AUTOMOBILE, WHICH WOULD YOU PREFER TO GET?

Posed to respondents who own/lease a car.



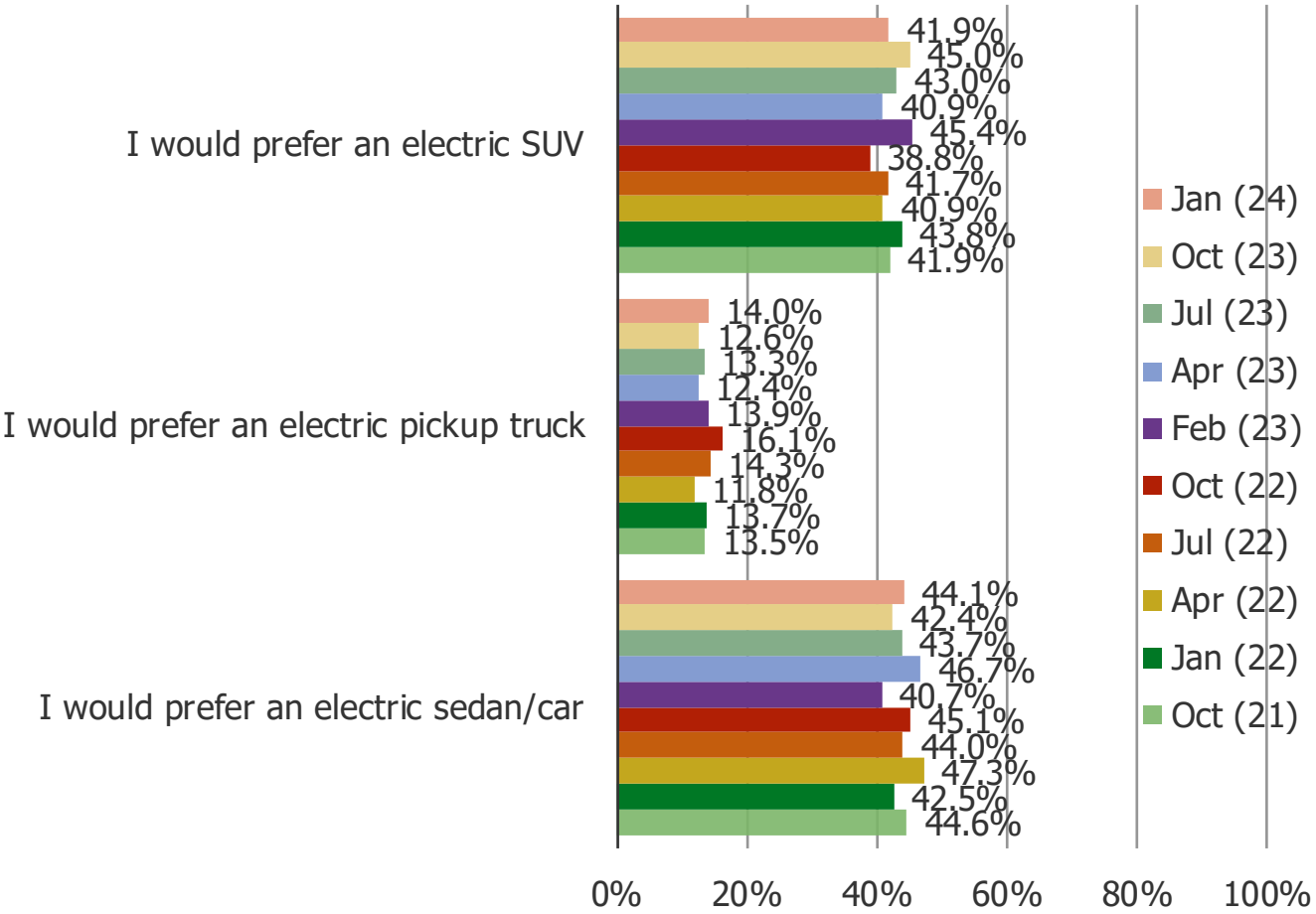
HOW LIKELY ARE YOU OWN OR LEASE AN ELECTRIC VEHICLE...

Posed to respondents who own/lease a car.



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

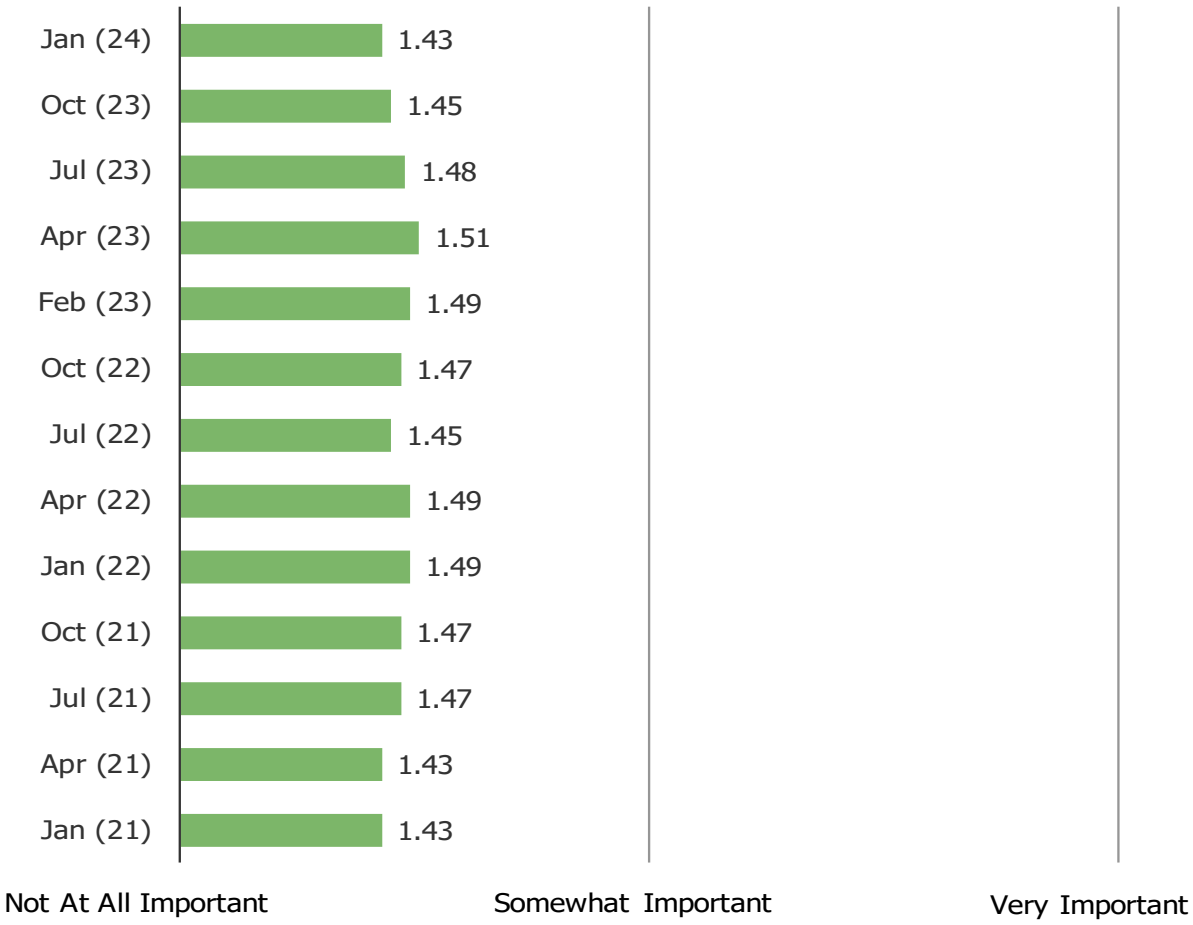
Posed to respondents who own/lease a car.





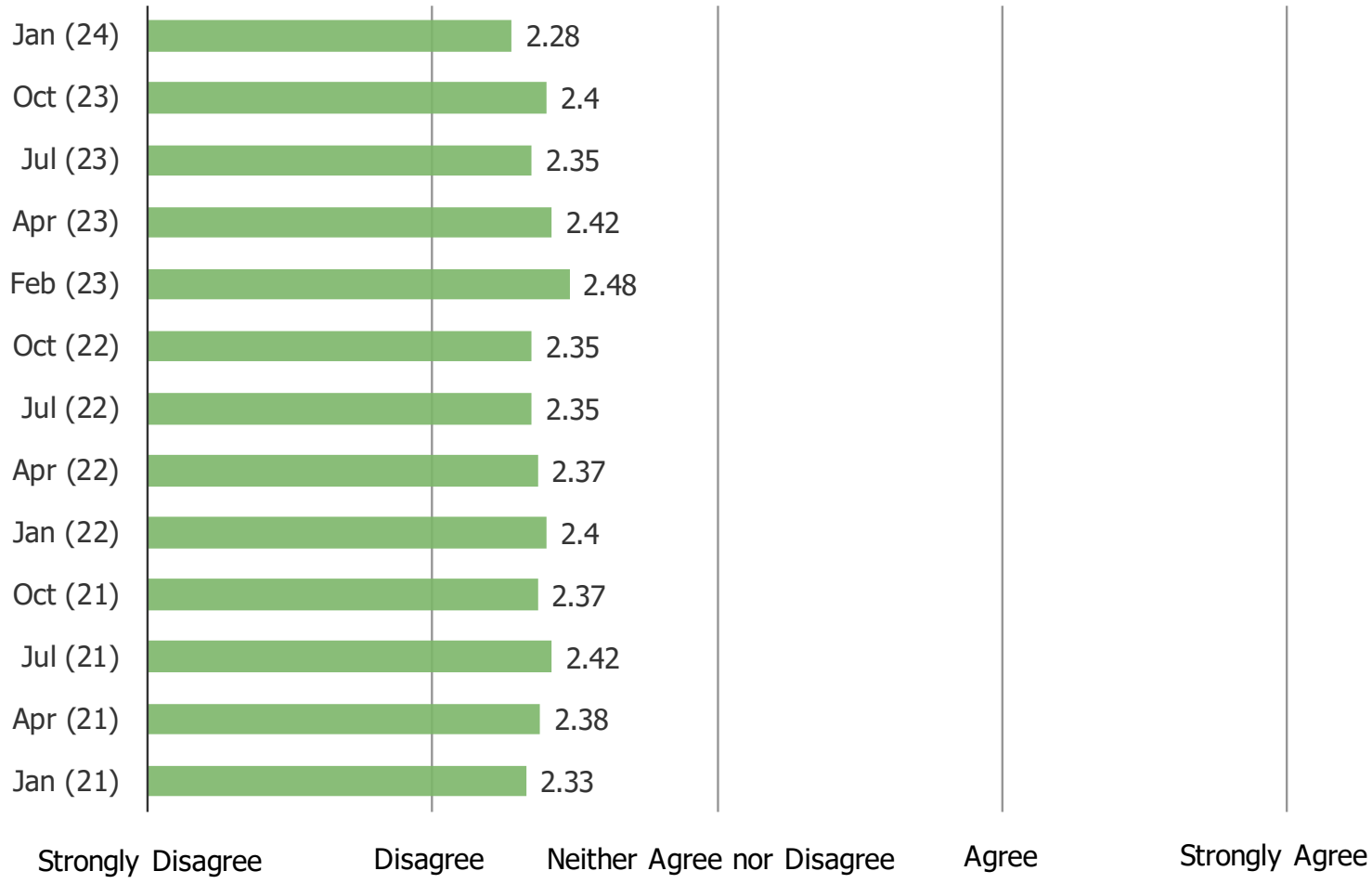
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO HAVE SELF-DRIVING OR AUTONOMOUS DRIVING FEATURES?

Posed to respondents who own/lease a car.



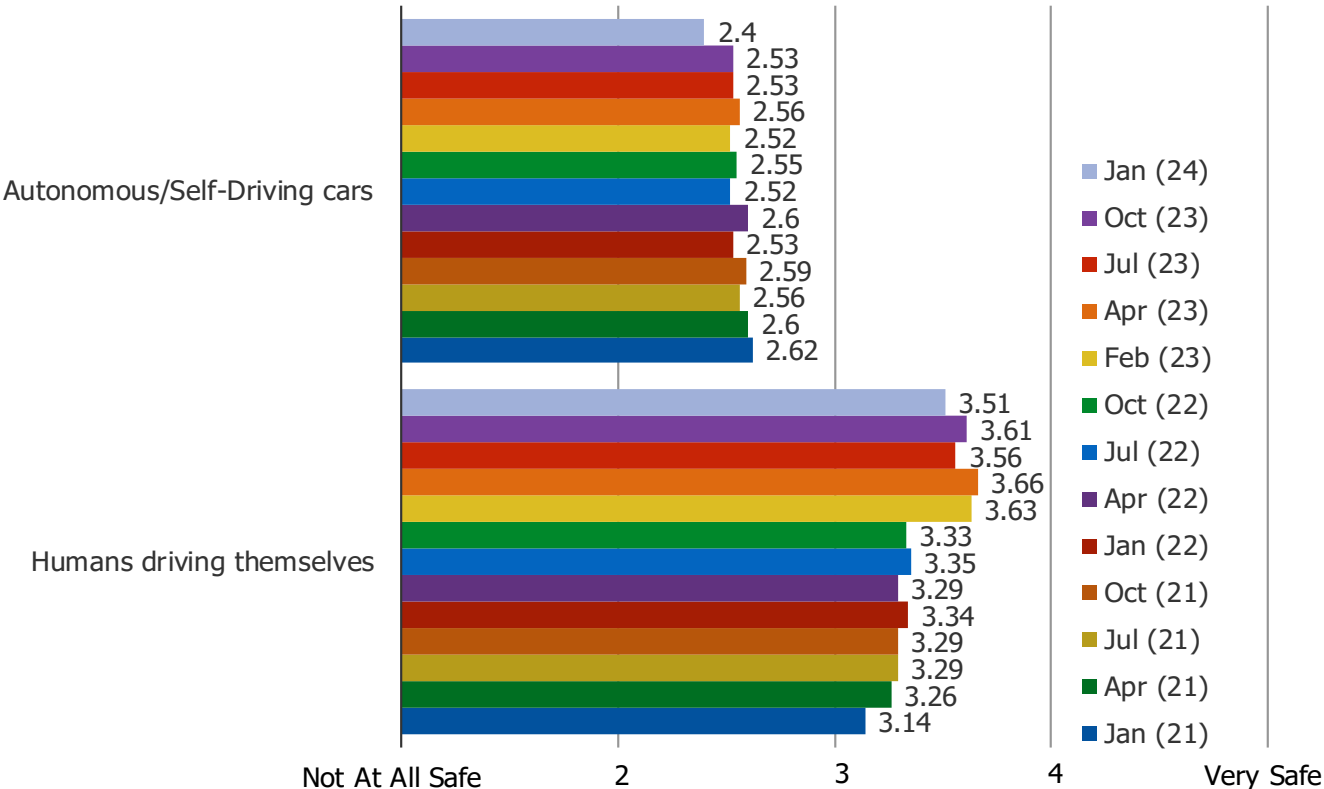
TO WHAT EXTENT DO YOU AGREE: "IT WOULD BE WORTH IT TO SPEND MORE ON A CAR/AUTO IN ORDER FOR IT TO HAVE SELF-DRIVING/AUTONOMOUS CAPABILITIES"

Posed to respondents who own/lease a car.



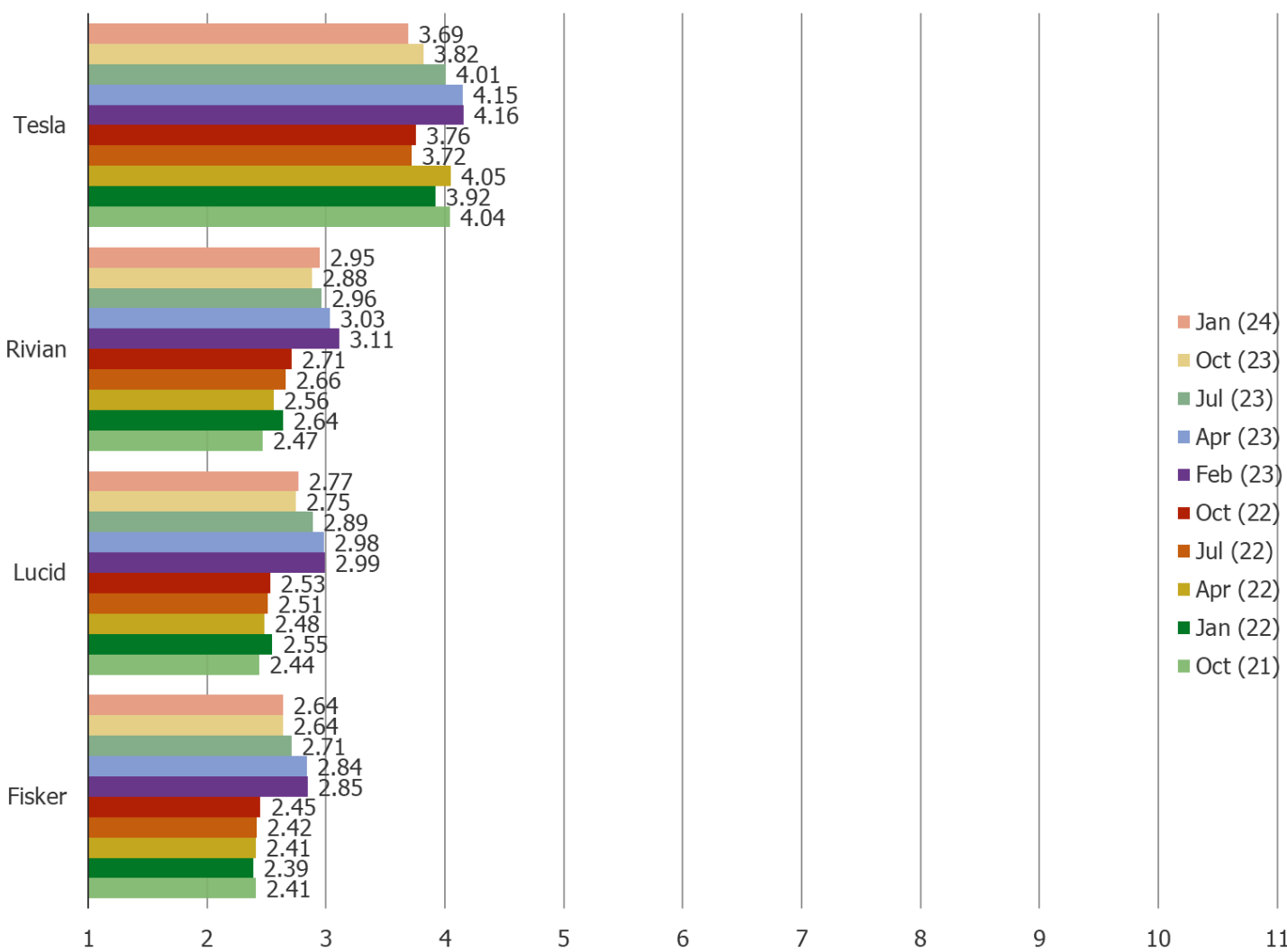
HOW WOULD YOU RATE HOW SAFE THE FOLLOWING ARE?

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?

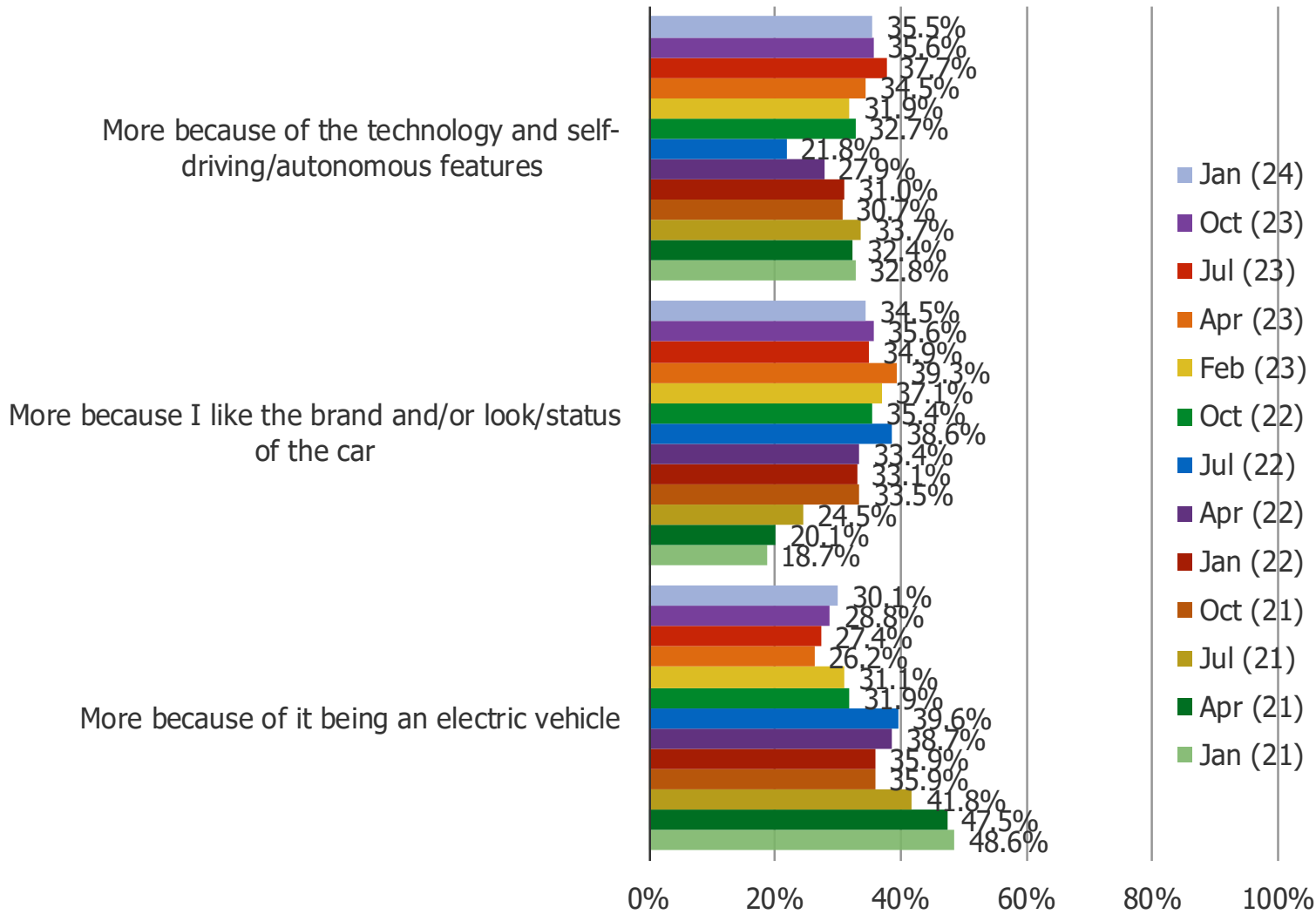
Posed to respondents who own/lease a car.



1- 11 scale in which 1 = no interest and 11 = very strong interest.

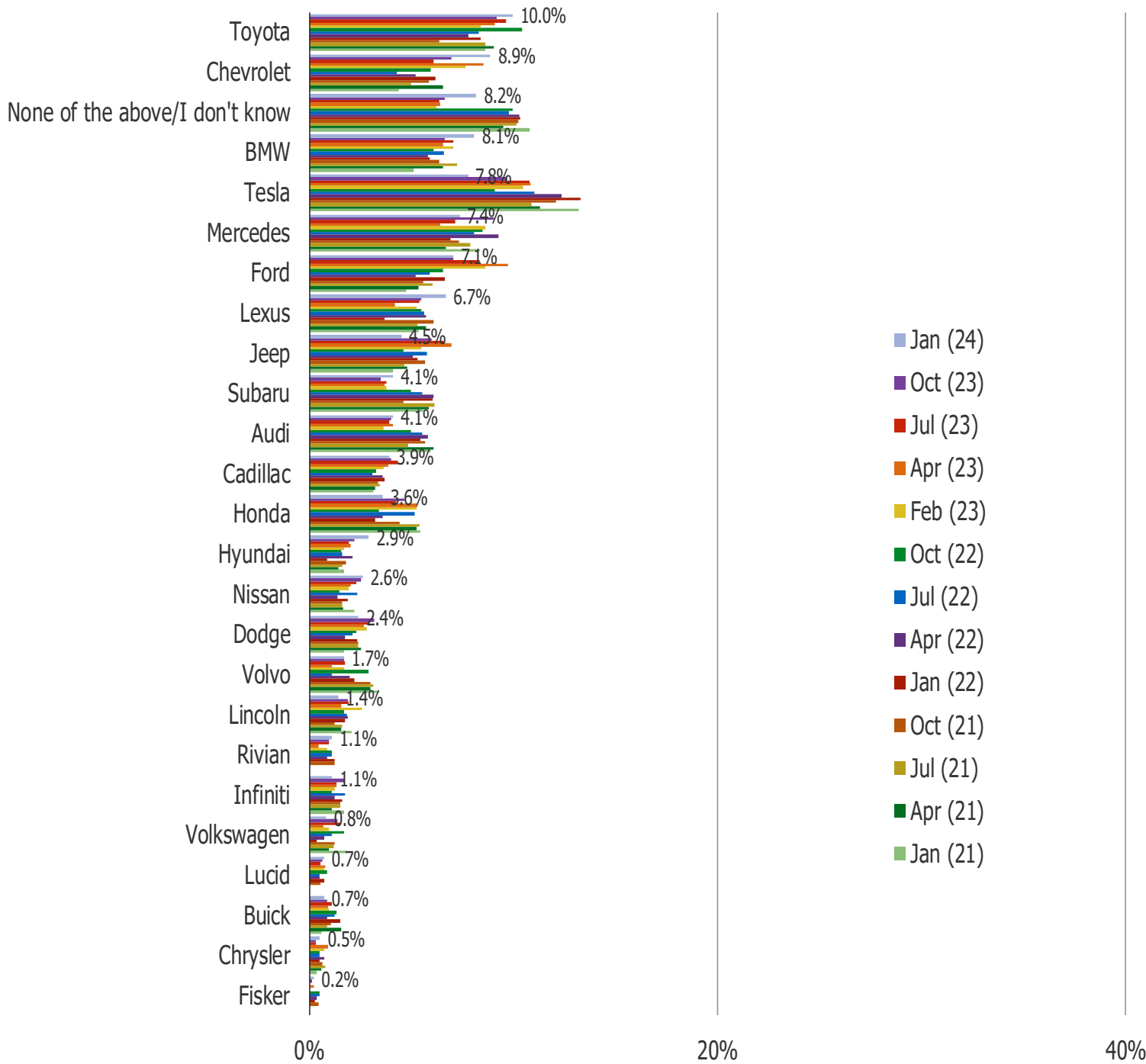
WHAT IS THE PRIMARY REASON THAT YOU WOULD BE INTERESTED IN GETTING A TESLA?

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



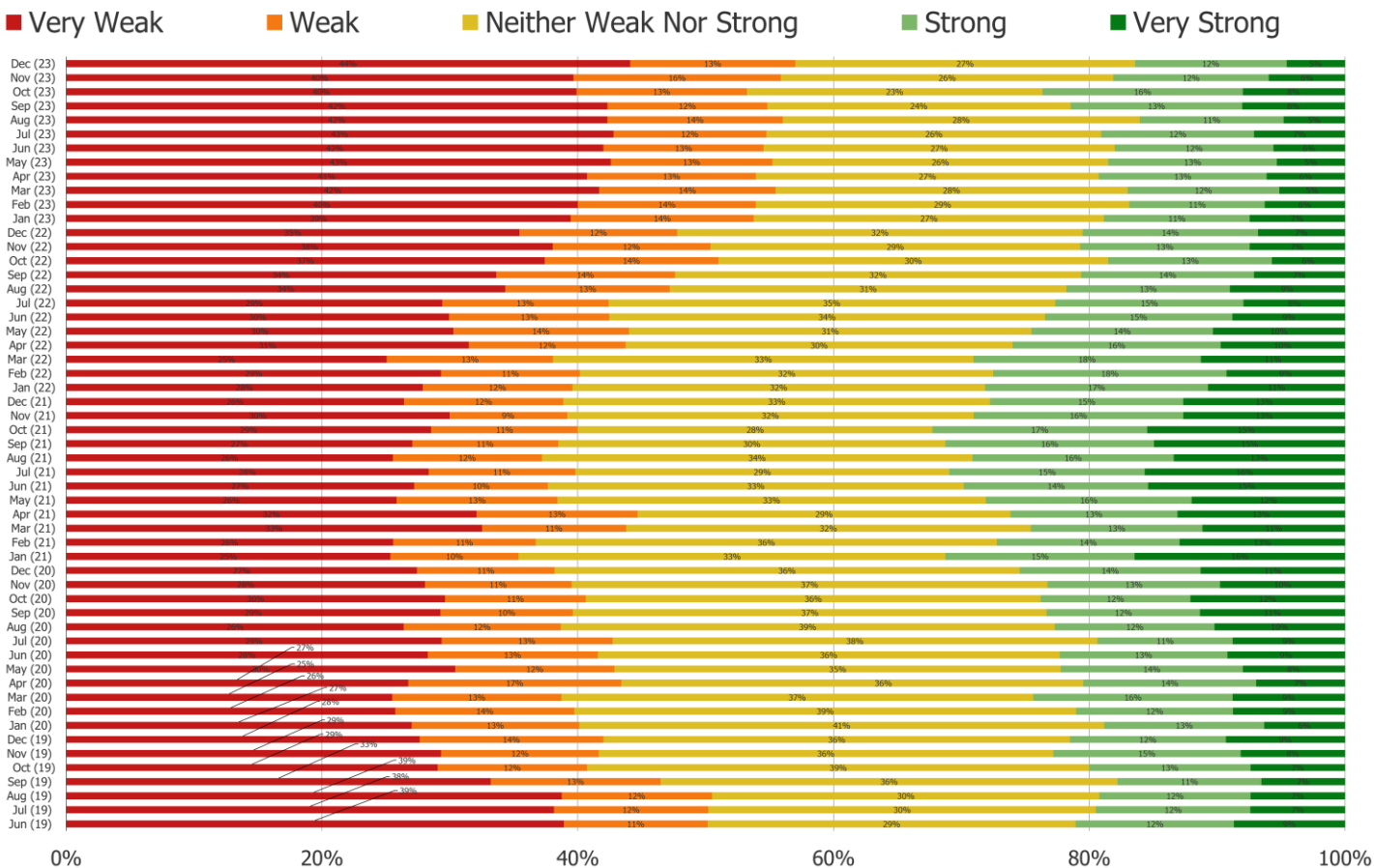
IF PRICE WAS NO OBJECT, WHICH OF THE FOLLOWING BRANDS WOULD YOU MOST DESIRE TO GET?

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.

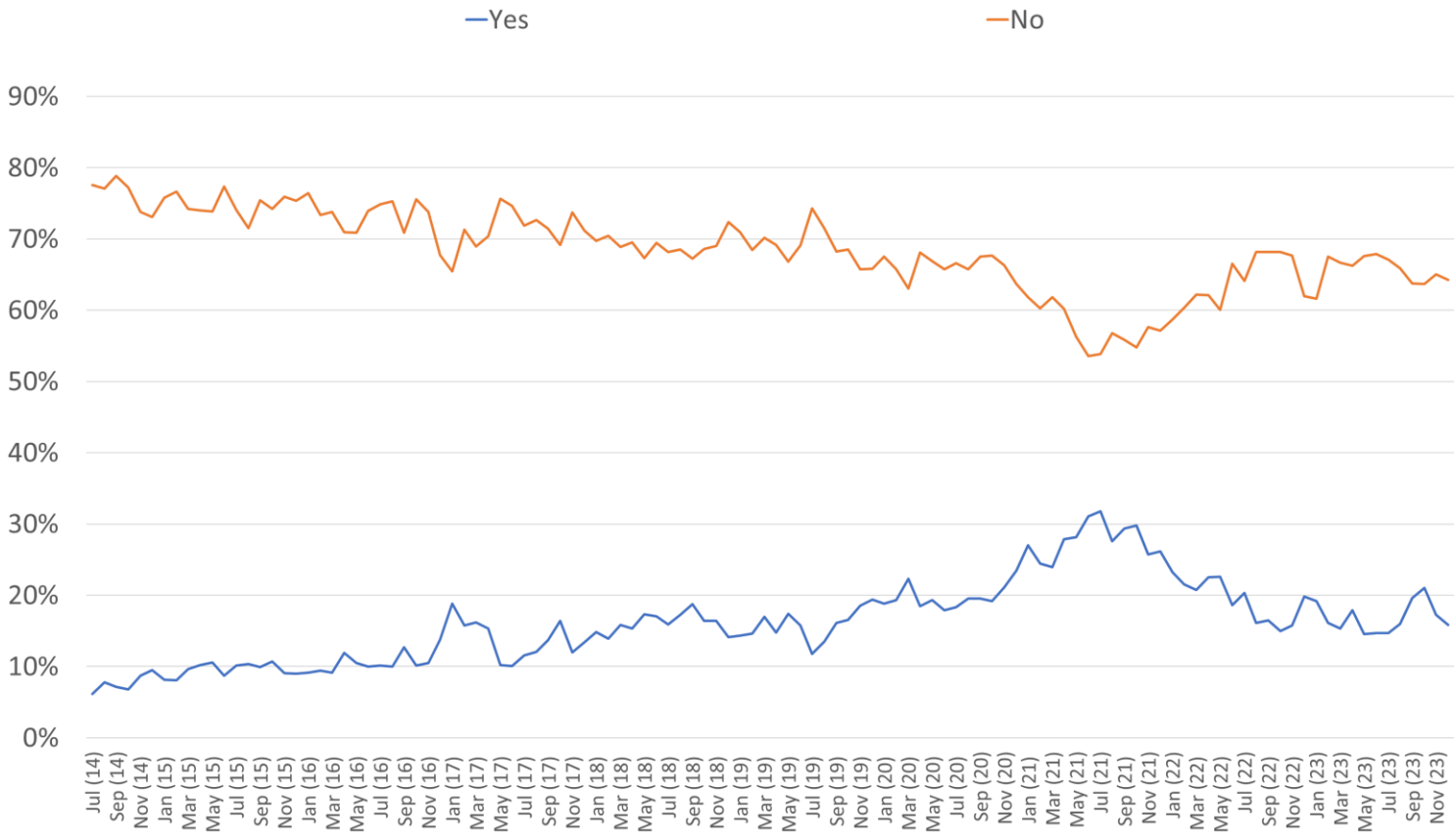


# MONTHLY AUTO TRACKER QUESTIONS



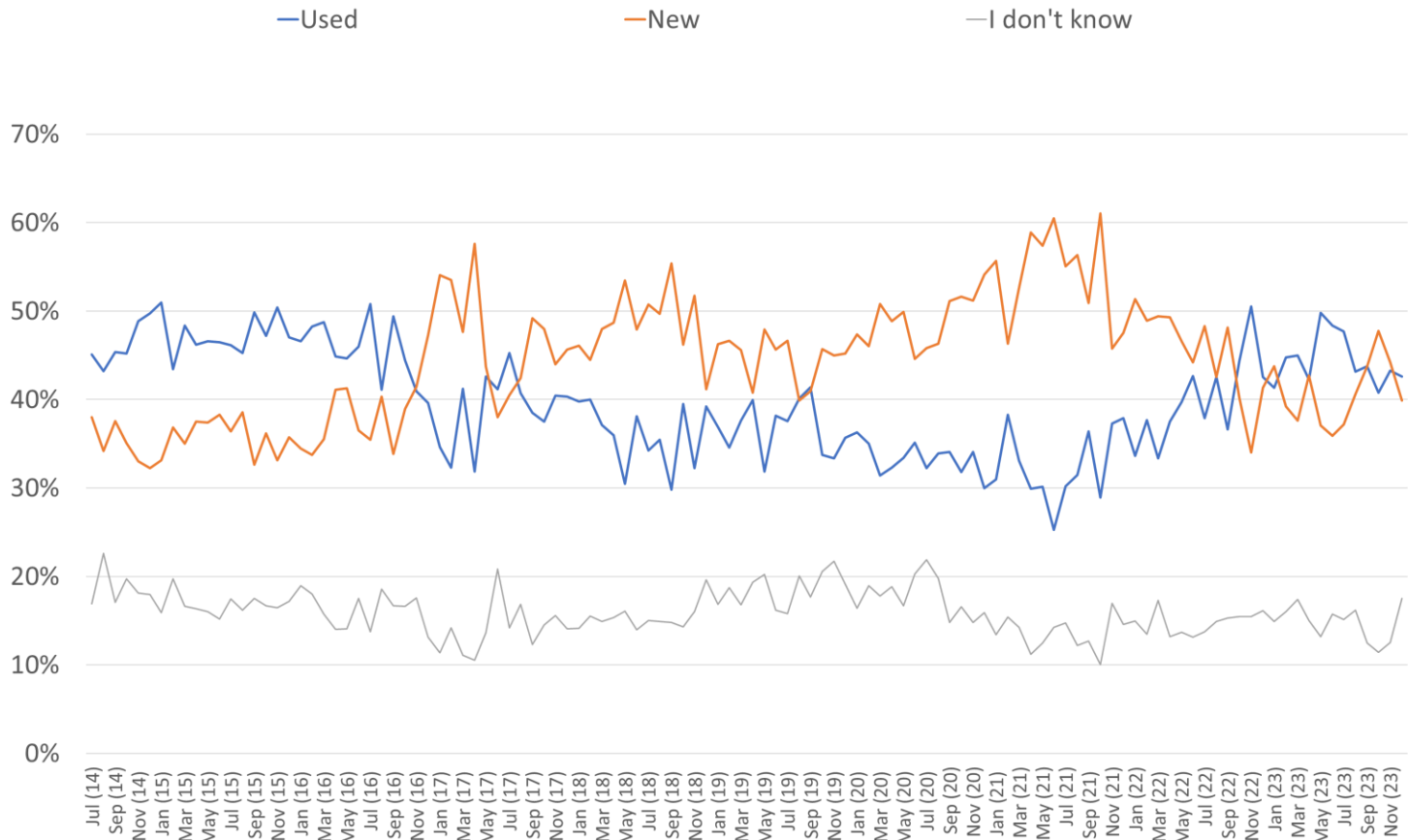
DO YOU PLAN TO PURCHASE/LEASE A VEHICLE IN THE NEXT SIX MONTHS?

Posed to all respondents.



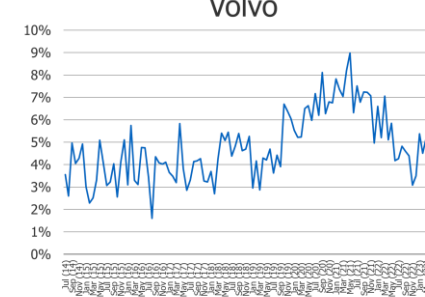
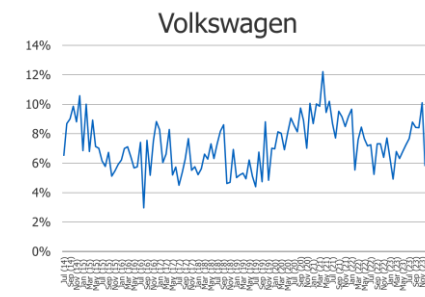
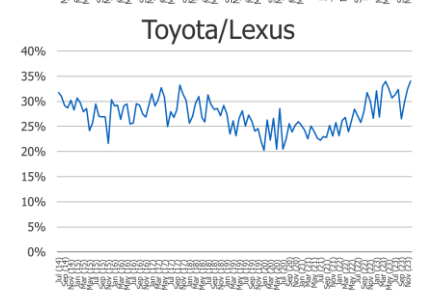
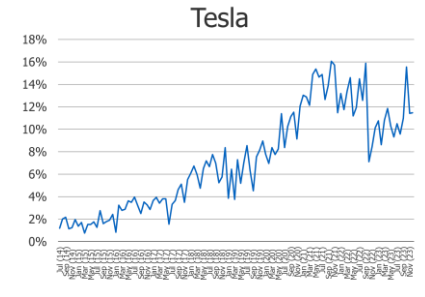
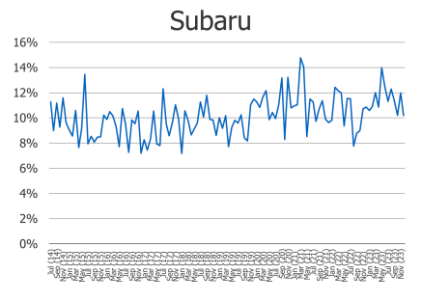
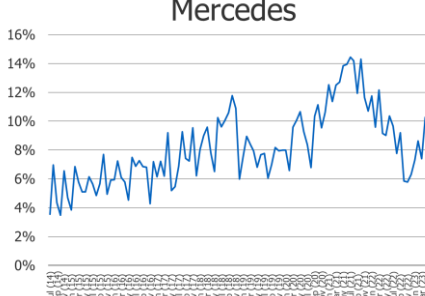
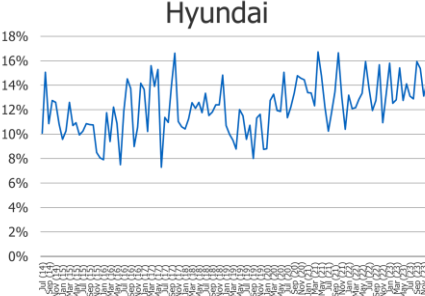
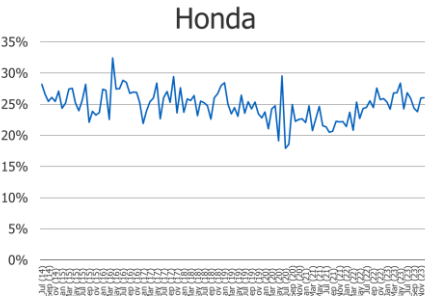
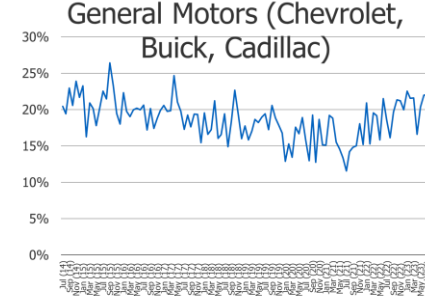
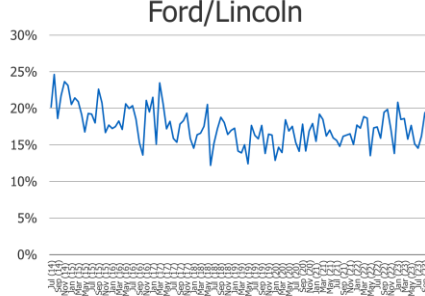
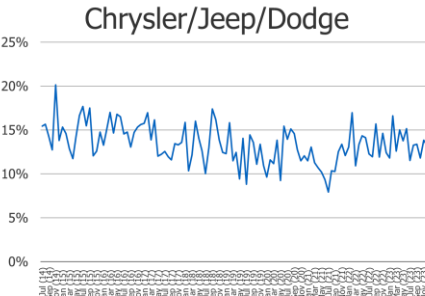
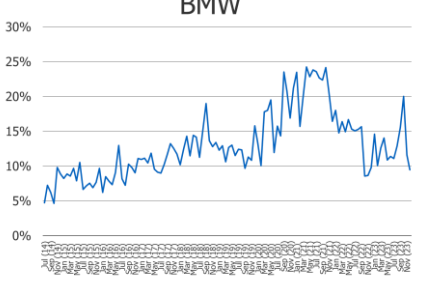
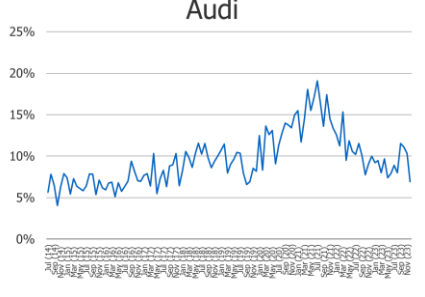
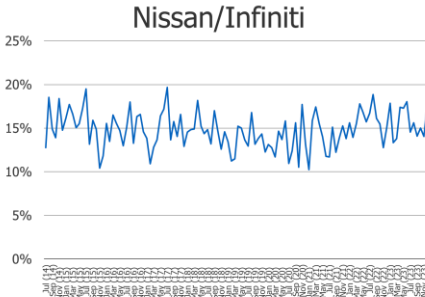
WOULD YOU BE MORE LIKELY TO PURCHASE A NEW OR USED VEHICLE?

Posed to respondents who said yes or maybe when asked if they'll get a new vehicle in the next 6 months.



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

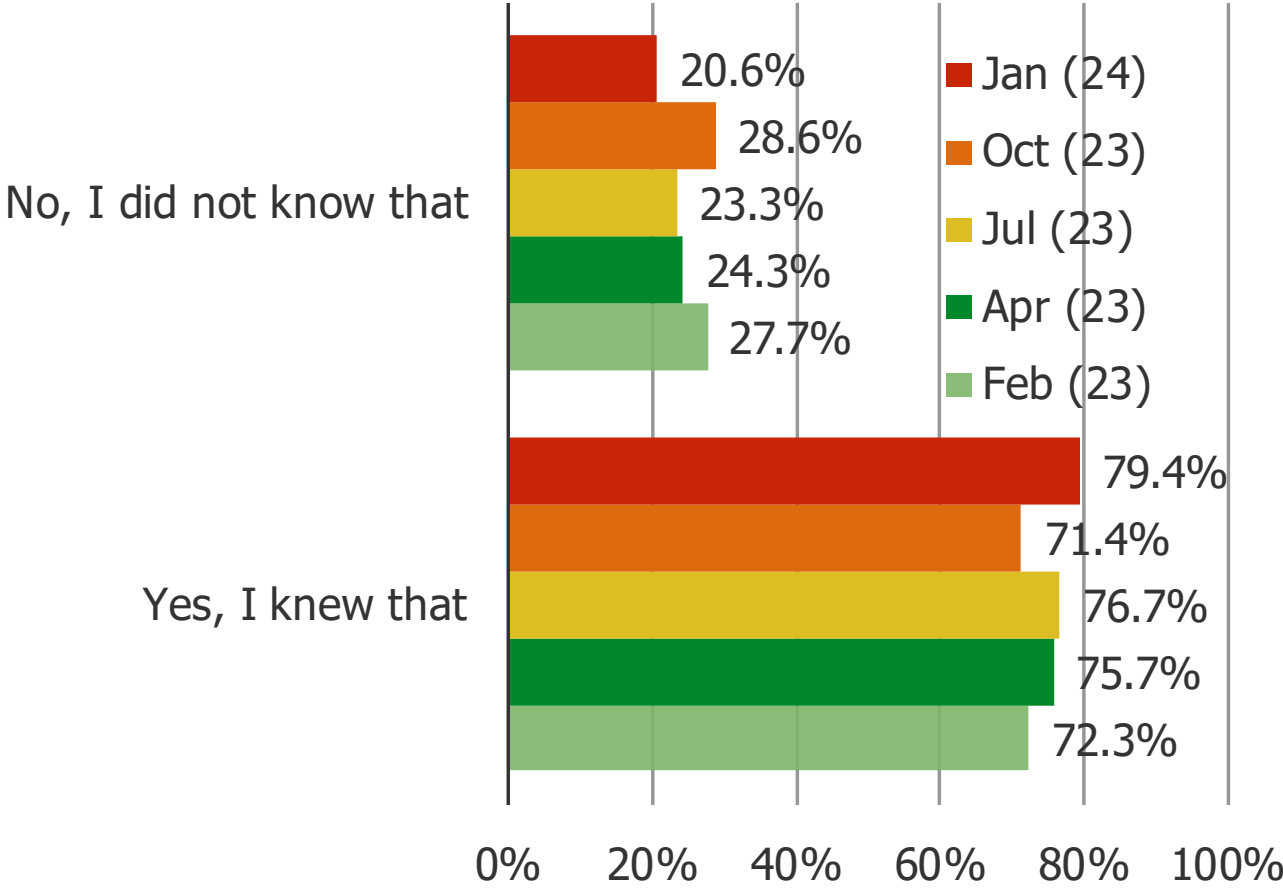
Respondents who replied yes or maybe about buying a new vehicle in the next 6 months.



# TESLA DEEP DIVE

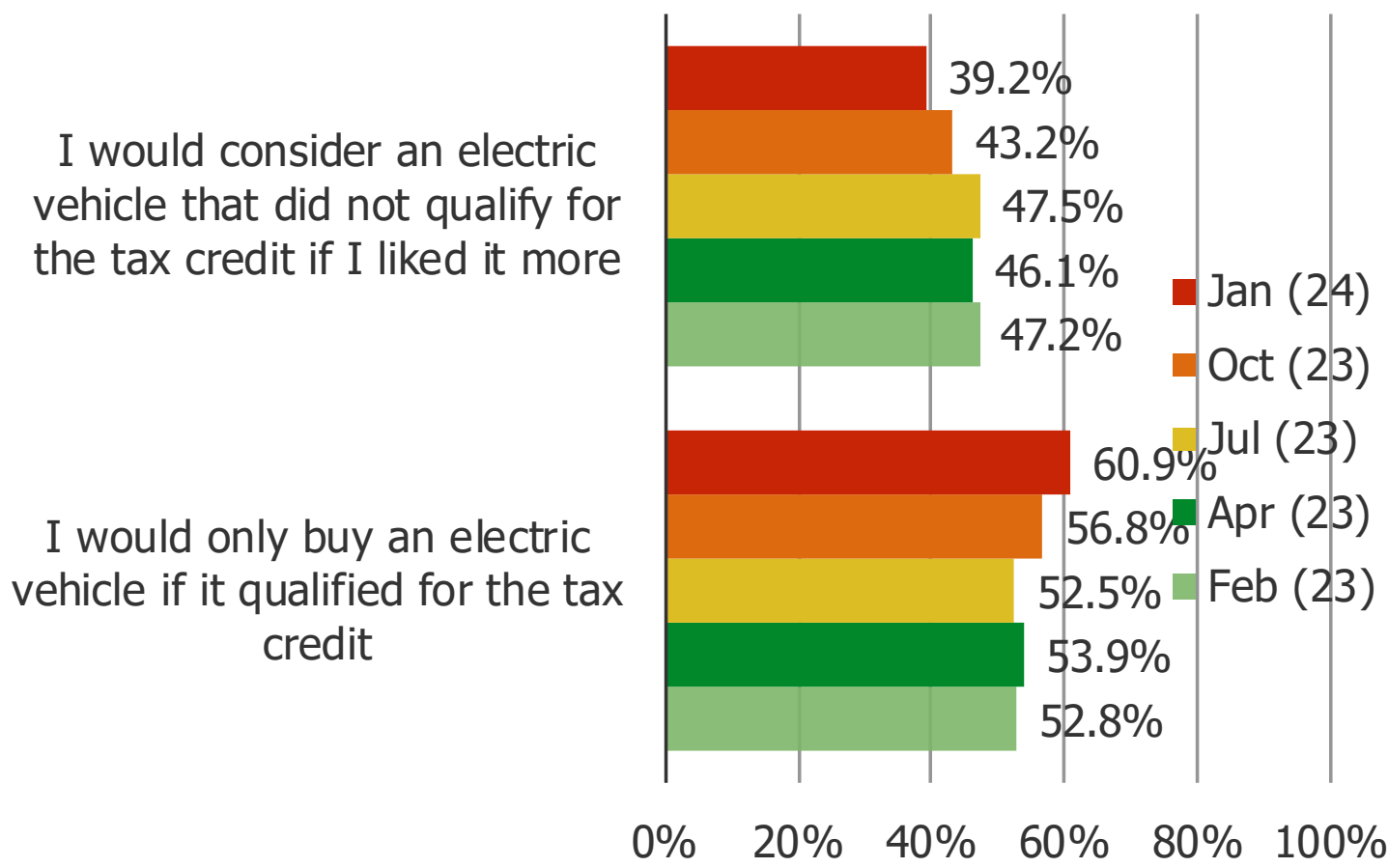
DID YOU KNOW THAT YOU CAN GET A TAX CREDIT WHEN PURCHASING SOME ELECTRIC VEHICLES THAT QUALIFY FOR THE CREDIT?

Posed to all respondents who have plans to purchase or lease a vehicle in the future and would likely go with an electric vehicle.



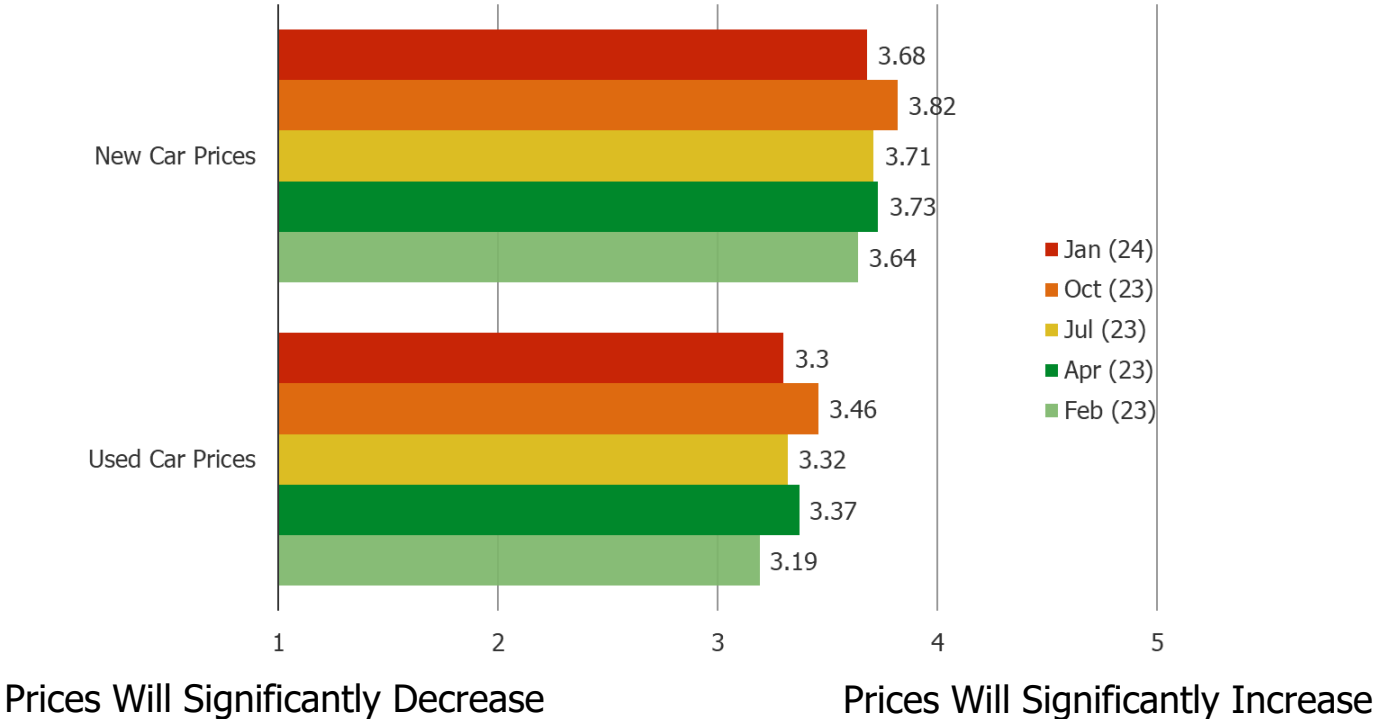
IF YOU WERE BUYING AN ELECTRIC VEHICLE TODAY, HOW IMPORTANT IT BE FOR YOU TO CHOOSE A VEHICLE THAT QUALIFIES FOR THE TAX CREDIT?

Posed to all respondents who have plans to purchase or lease a vehicle in the future and would likely go with an electric vehicle.

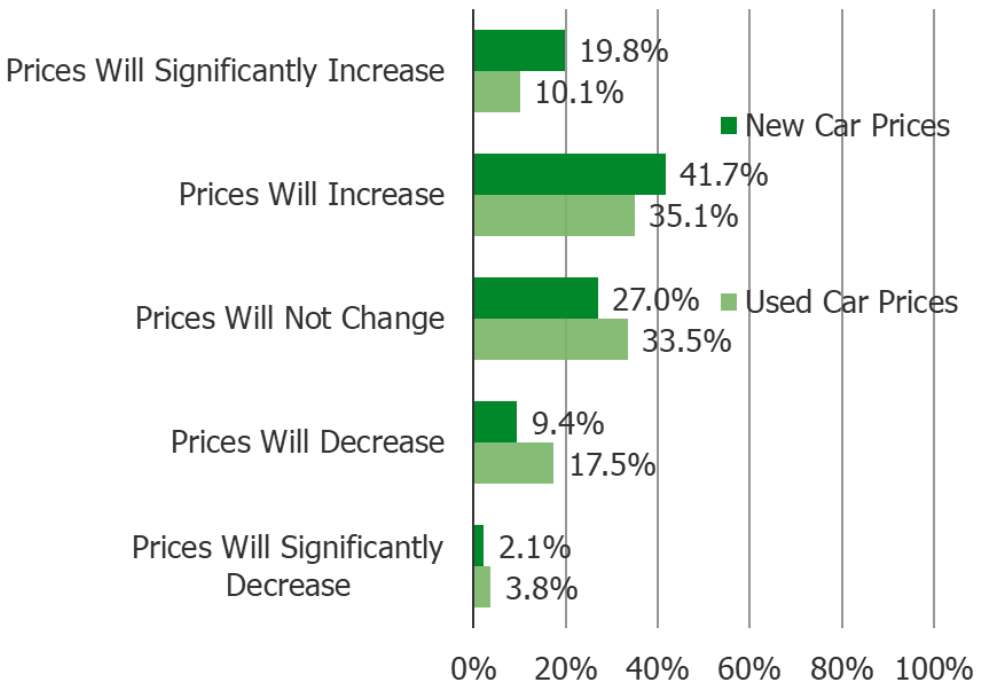


OVER THE NEXT 12 MONTHS, ARE YOU EXPECTING THE FOLLOWING TO CHANGE?

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

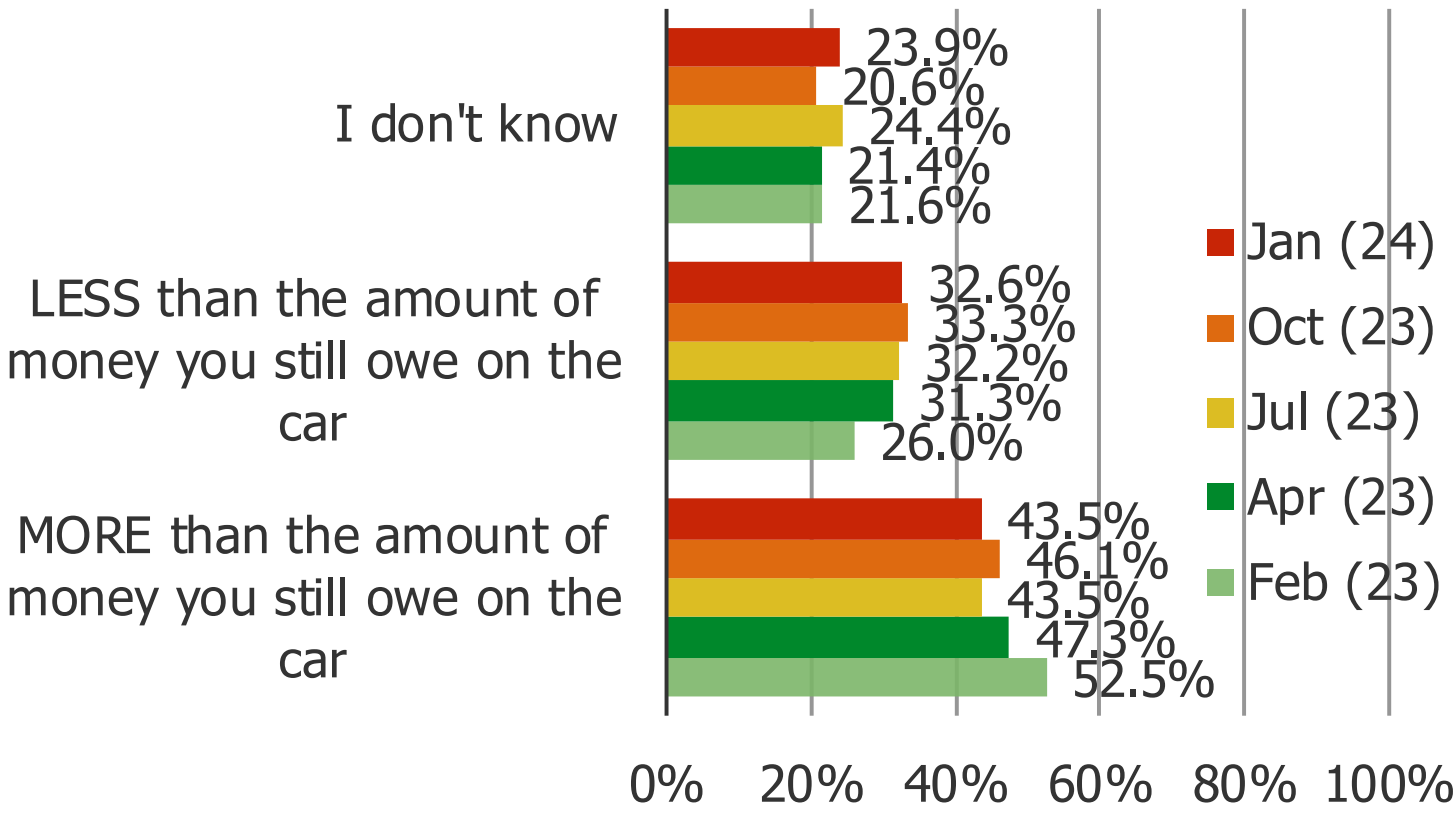


January 2024



DO YOU THINK THE VEHICLE YOU MOST RECENTLY FINANCED IS WORTH...

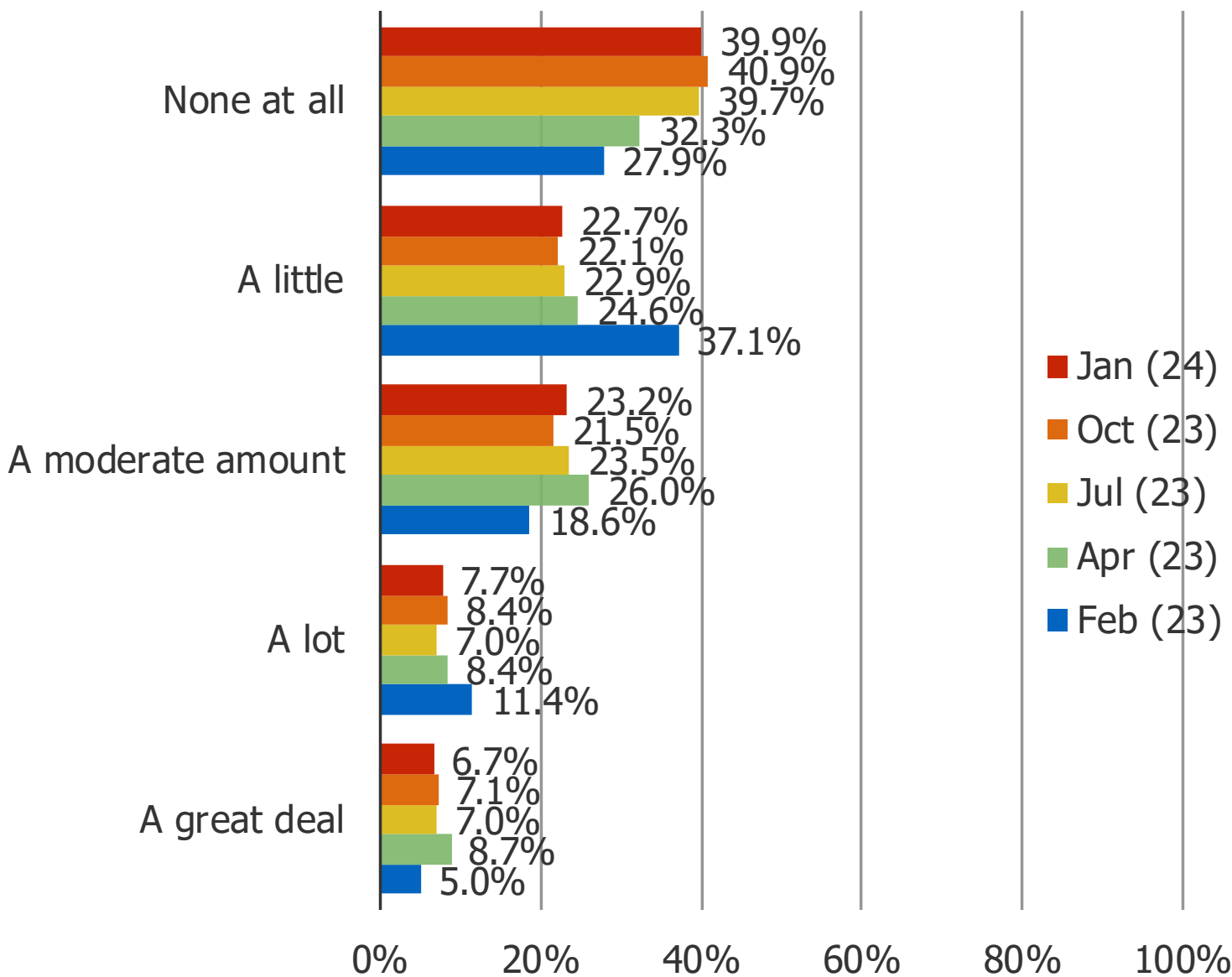
Posed to all respondents who financed a vehicle that they own.





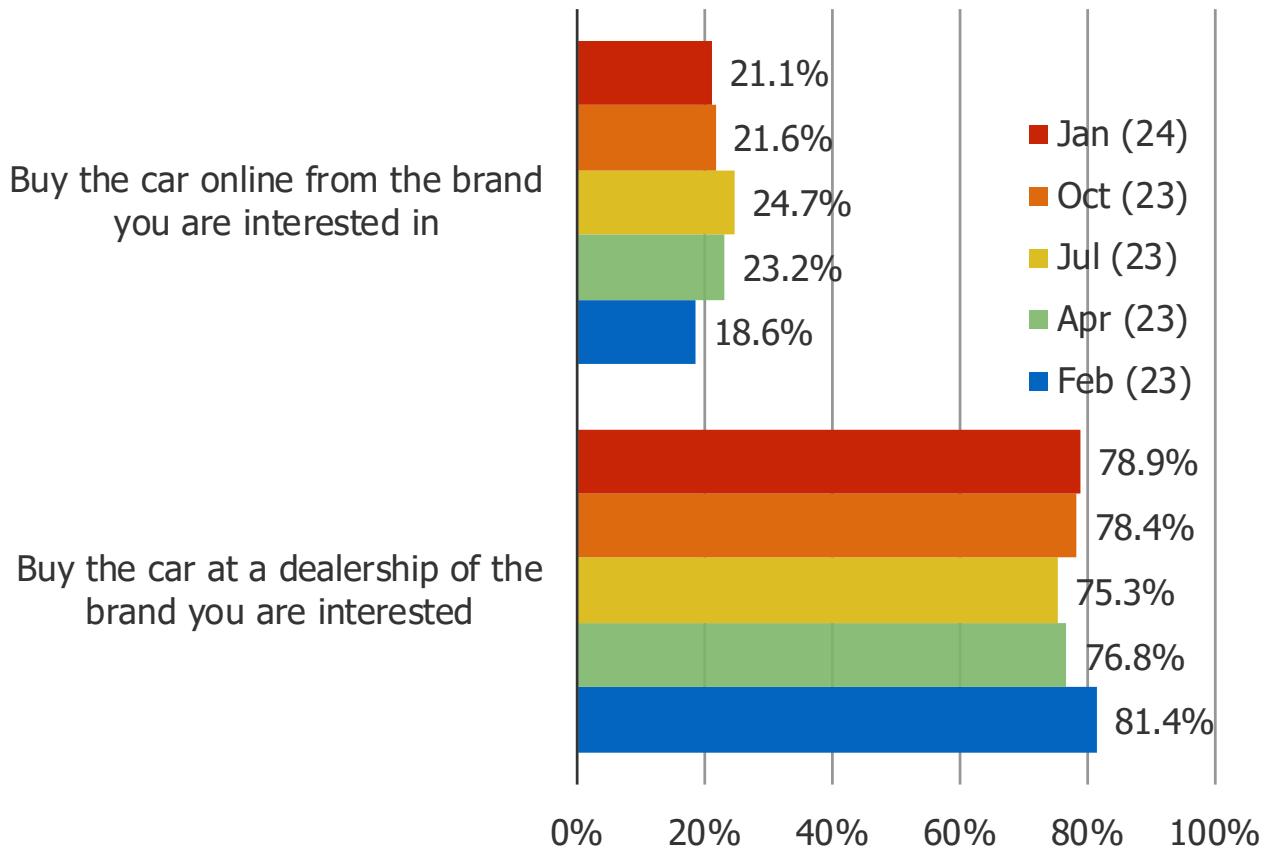
HOW MUCH DO YOU ENJOY VISITING CAR DEALERSHIPS TO SHOP FOR A CAR?

Posed to auto owners.



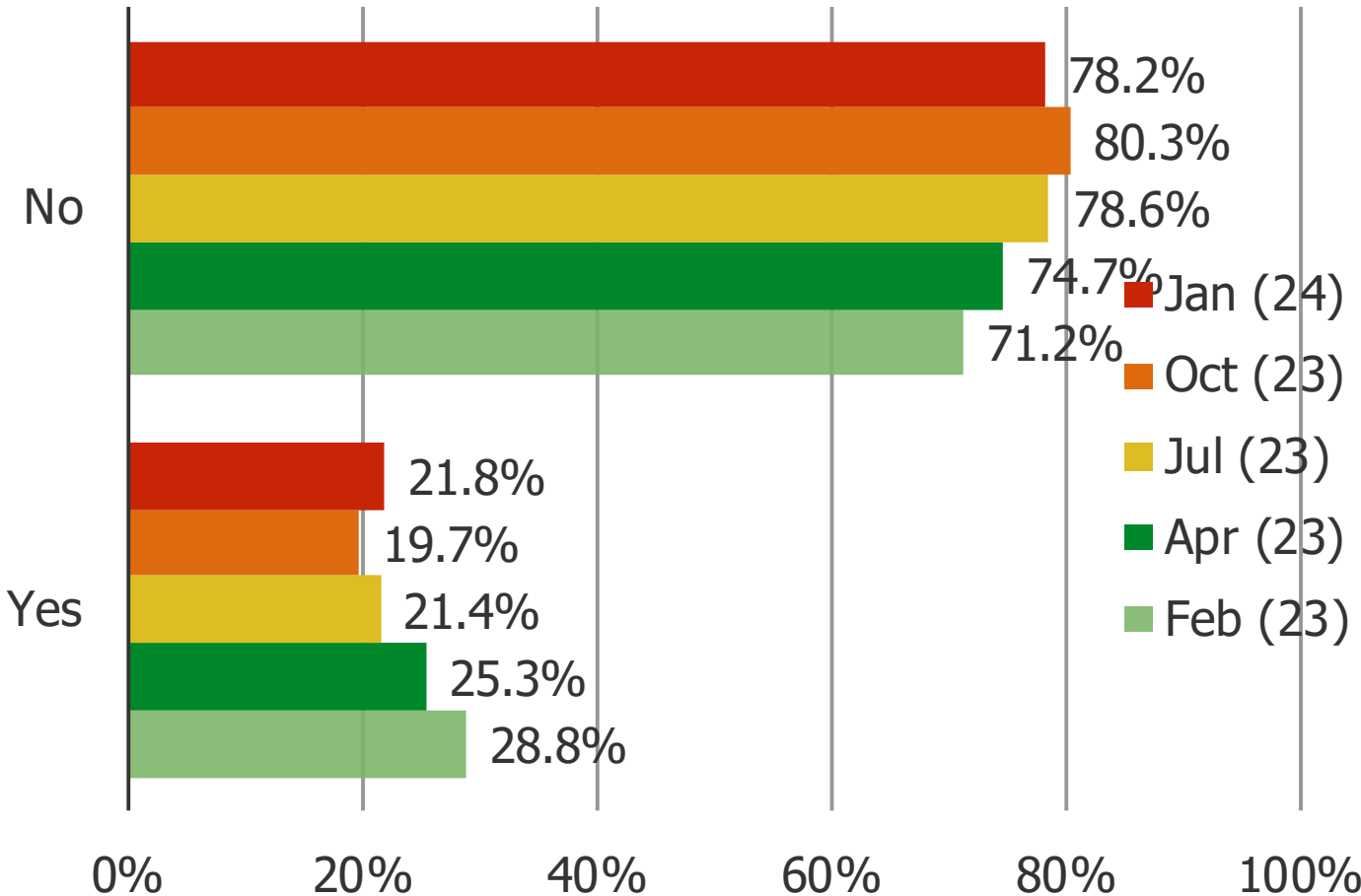
ASSUMING IN BOTH INSTANCES YOU WOULD HAVE AN OPPORTUNITY TO TEST DRIVE A VEHICLE, DO YOU THINK IT WOULD BE BETTER TO...

Posed to auto owners.



BEFORE TAKING THIS SURVEY, DID YOU KNOW THAT TESLA RECENTLY REDUCED THE PRICE OF SOME OF ITS MODELS?

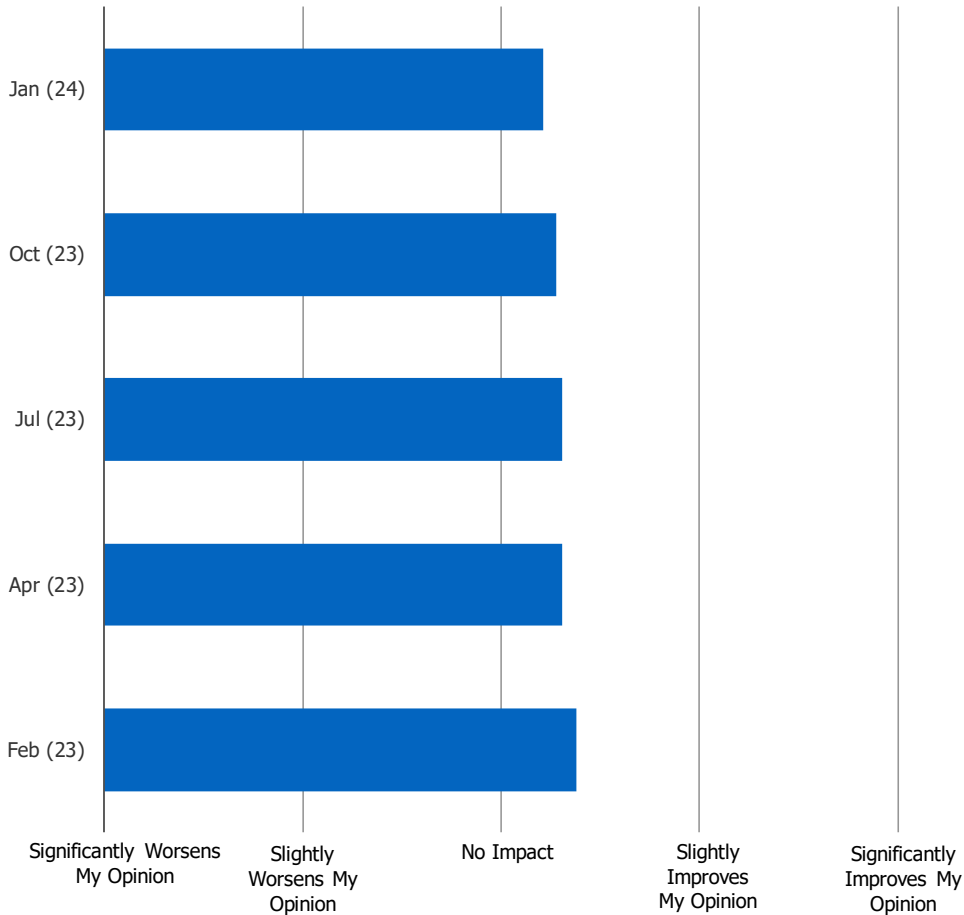
Posed to all respondents who own or lease a vehicle.



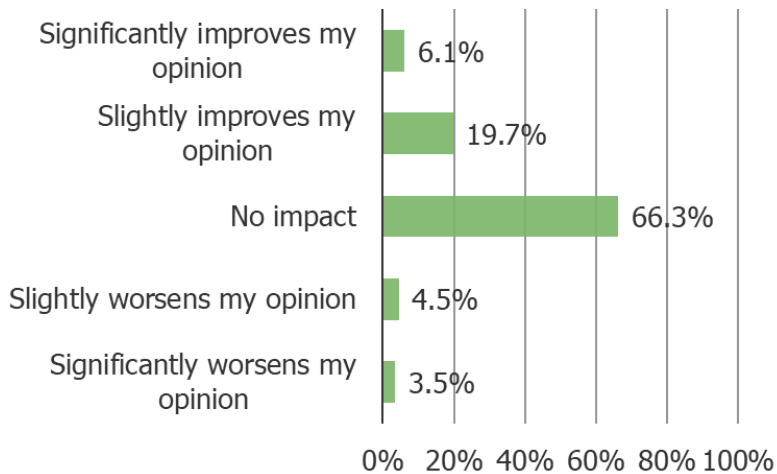


DOES TESLA CUTTING ITS PRICES ON SOME MODELS CHANGE YOUR OPINION OF THE TESLA BRAND?

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

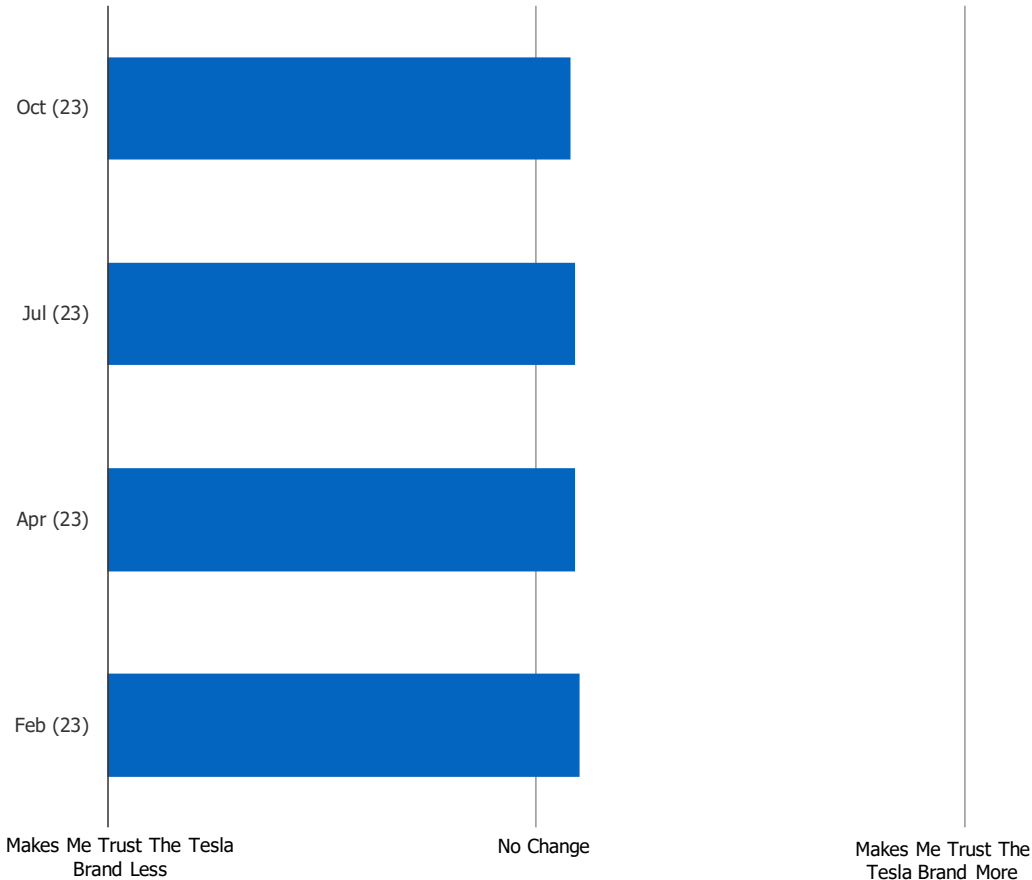


January 2024 Data Breakout.

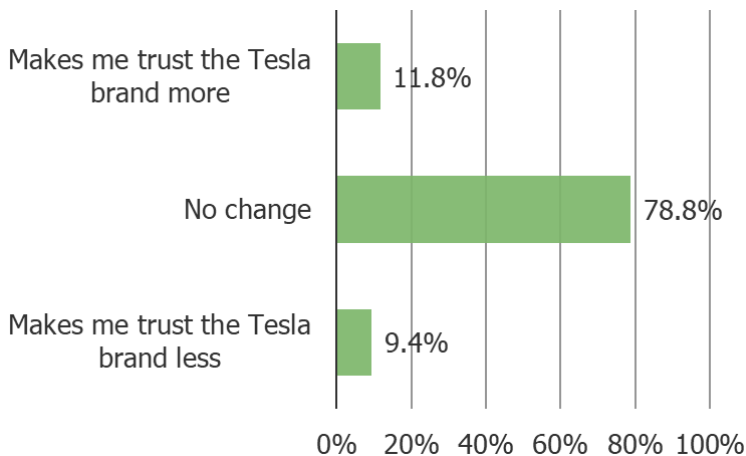


DO THE RECENT TESLA PRICE CUTS IMPACT HOW MUCH YOU TRUST THE TESLA BRAND?

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

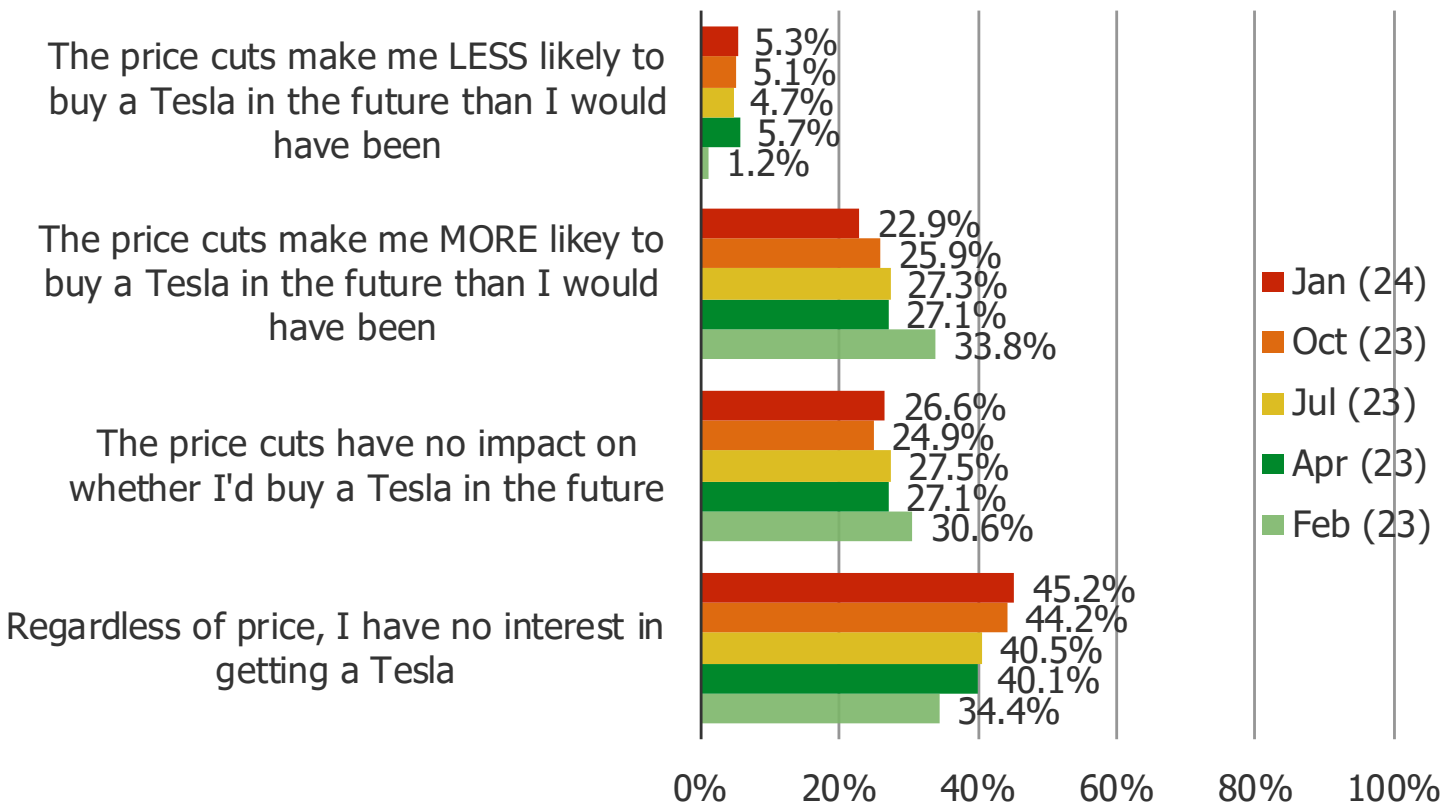


January 2024 Data Breakout.



WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

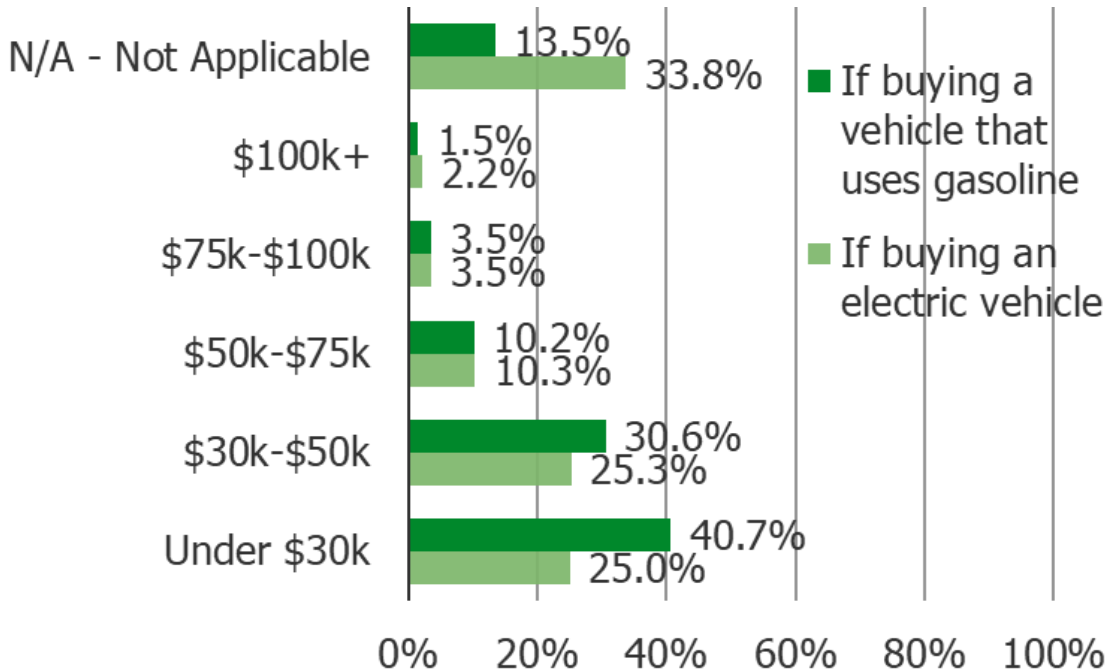
Posed to all respondents who have plans to purchase or lease a vehicle in the future.



HOW MUCH WOULD YOU BE WILLING TO SPEND ON A NEW CAR?

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

January 2024

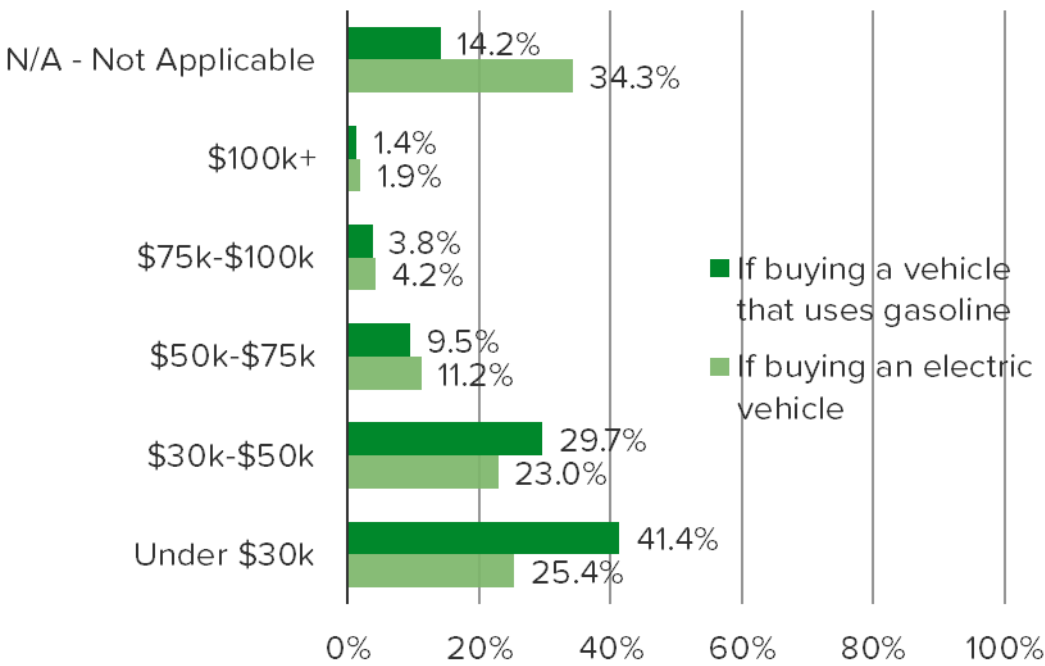




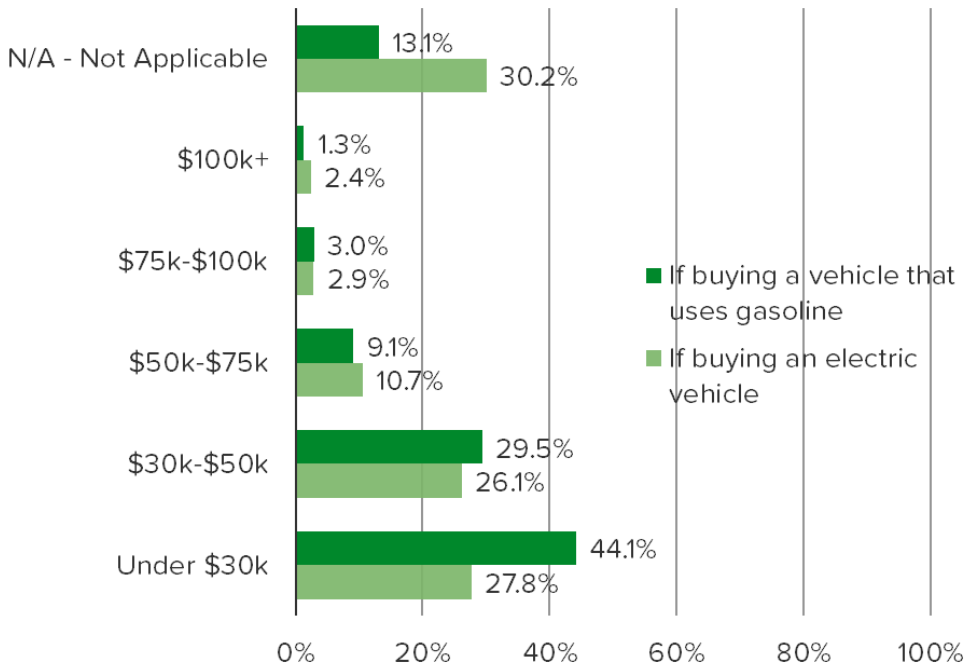
HOW MUCH WOULD YOU BE WILLING TO SPEND ON A NEW CAR?

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

October 2023



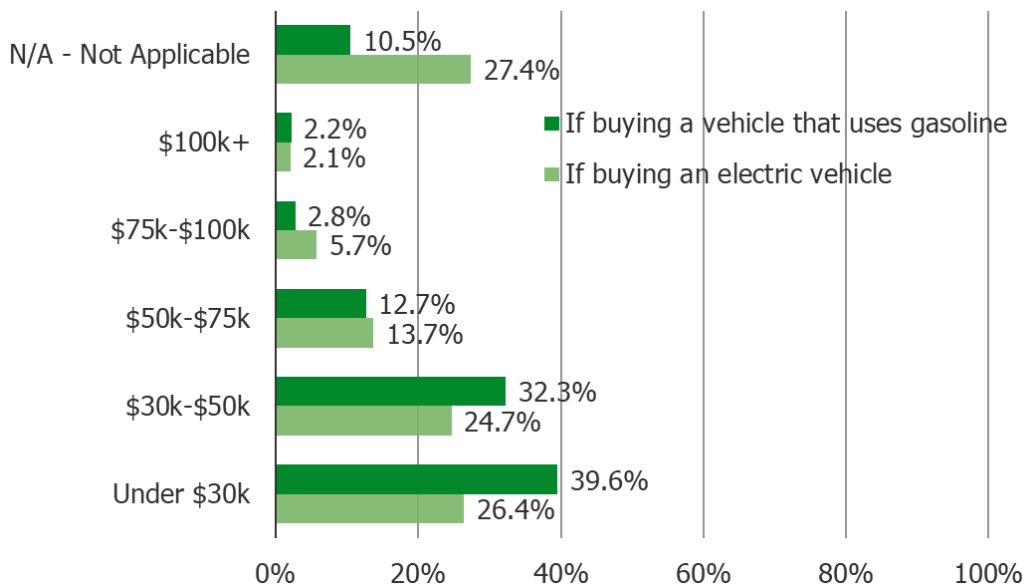
July 2023



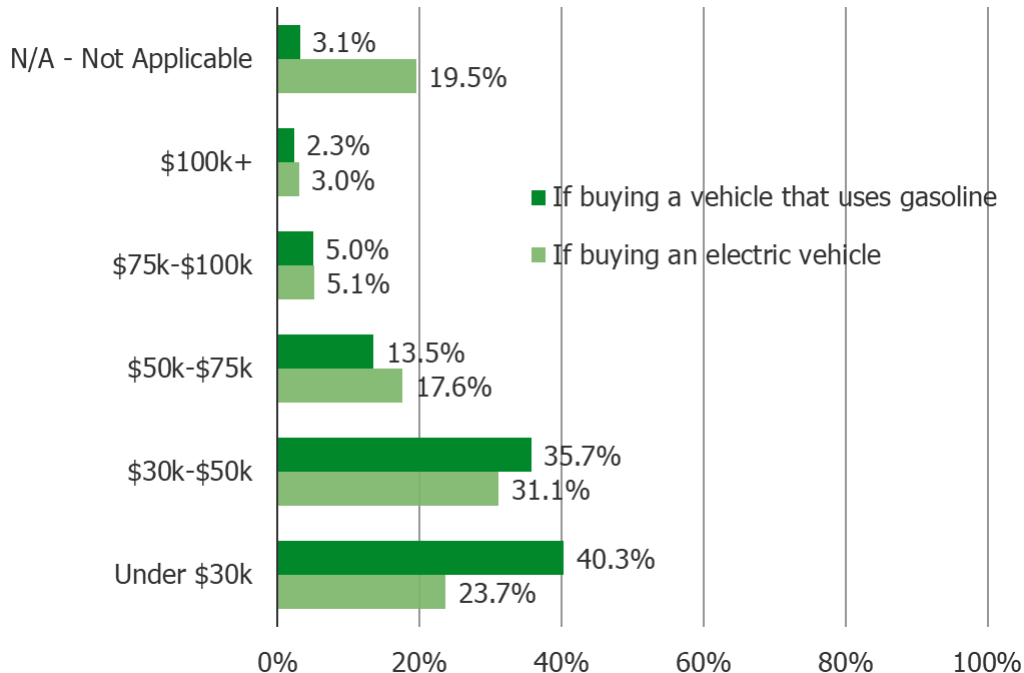
HOW MUCH WOULD YOU BE WILLING TO SPEND ON A NEW CAR?

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

April 2023

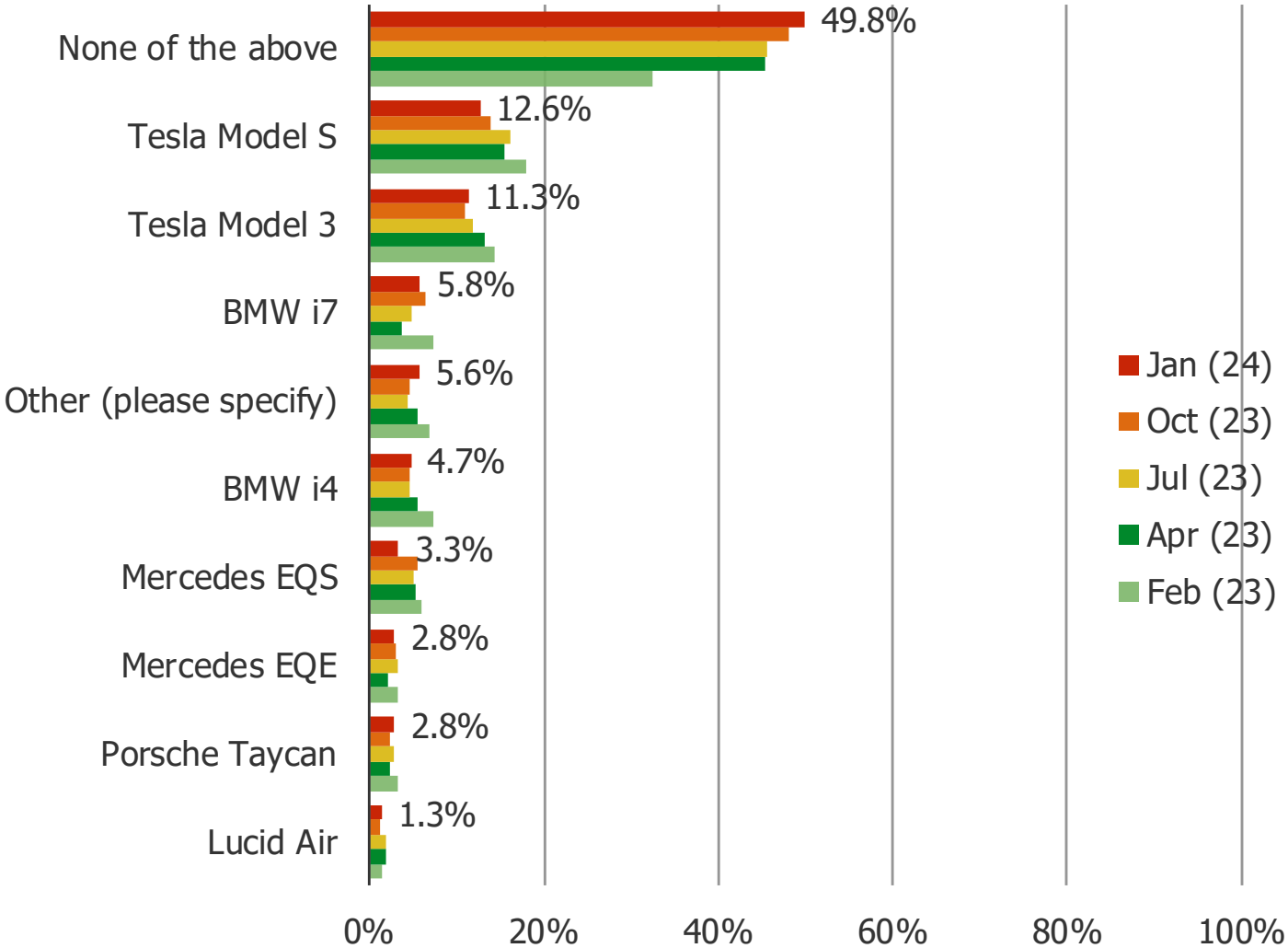


January 2023



IF YOU WERE BUYING AN ELECTRIC VEHICLE SEDAN, WHICH WOULD YOU BE MOST LIKELY TO BUY?

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



IF YOU WERE BUYING AN ELECTRIC VEHICLE SUV OR CROSSOVER, WHICH WOULD YOU BE MOST LIKELY TO BUY?

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

