

Bespoke Survey Research

April 2024

Autos and Electric Vehicles

Volume 14 | Quarterly Survey
1,100 US Consumers Balanced To Census
Tickers Covered: TSLA, RIVN.

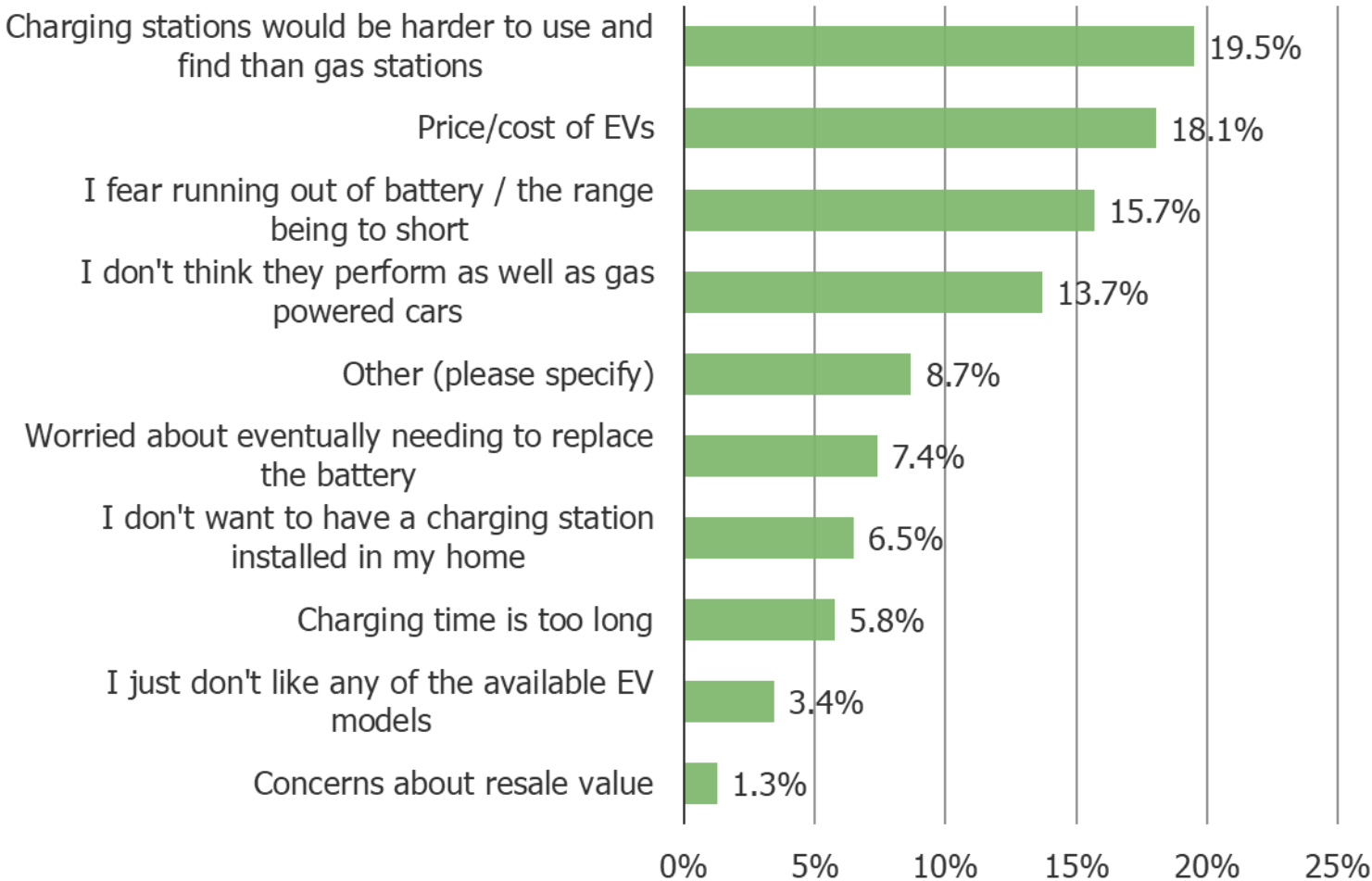
Key Takeaways:

- ❑ Auto purchase recency and future purchase expectations have been softening sequentially in our survey.
- ❑ Among those who plan to get a gas powered vehicle for their next car, we see that concerns around EV charging infrastructure and the cost of EV's are the two main headwinds to them getting an EV instead.
- ❑ Consumers who plan to purchase an ICE vehicle do not seem as concerned with EV resale values.
- ❑ Likelihood of purchasing a Tesla Cybertruck is tracking relatively consistent check to check with the vast majority of consumers unlikely to purchase one.
- ❑ Likelihood of purchasing an EV for one's next vehicle continues to drop in our trackers.
- ❑ Consumer preferences continue to shift in the direction of gas vehicles, continuing the trend of the last few quarters.
- ❑ Among those who are interested in getting a Tesla, an increasing share say it is more because of the brand and or look/status of the car. The share of those who say it is mostly because it is an electric vehicle has been declining.

NEW QUESTIONS

WHAT IS THE PRIMARY REASON FOR WHY YOU ARE NOT MORE LIKELY TO CHOOSE AN ELECTRIC VEHICLE?

Posed to all respondents who are likely to purchase a gas vehicle for their next vehicle (N = 553)

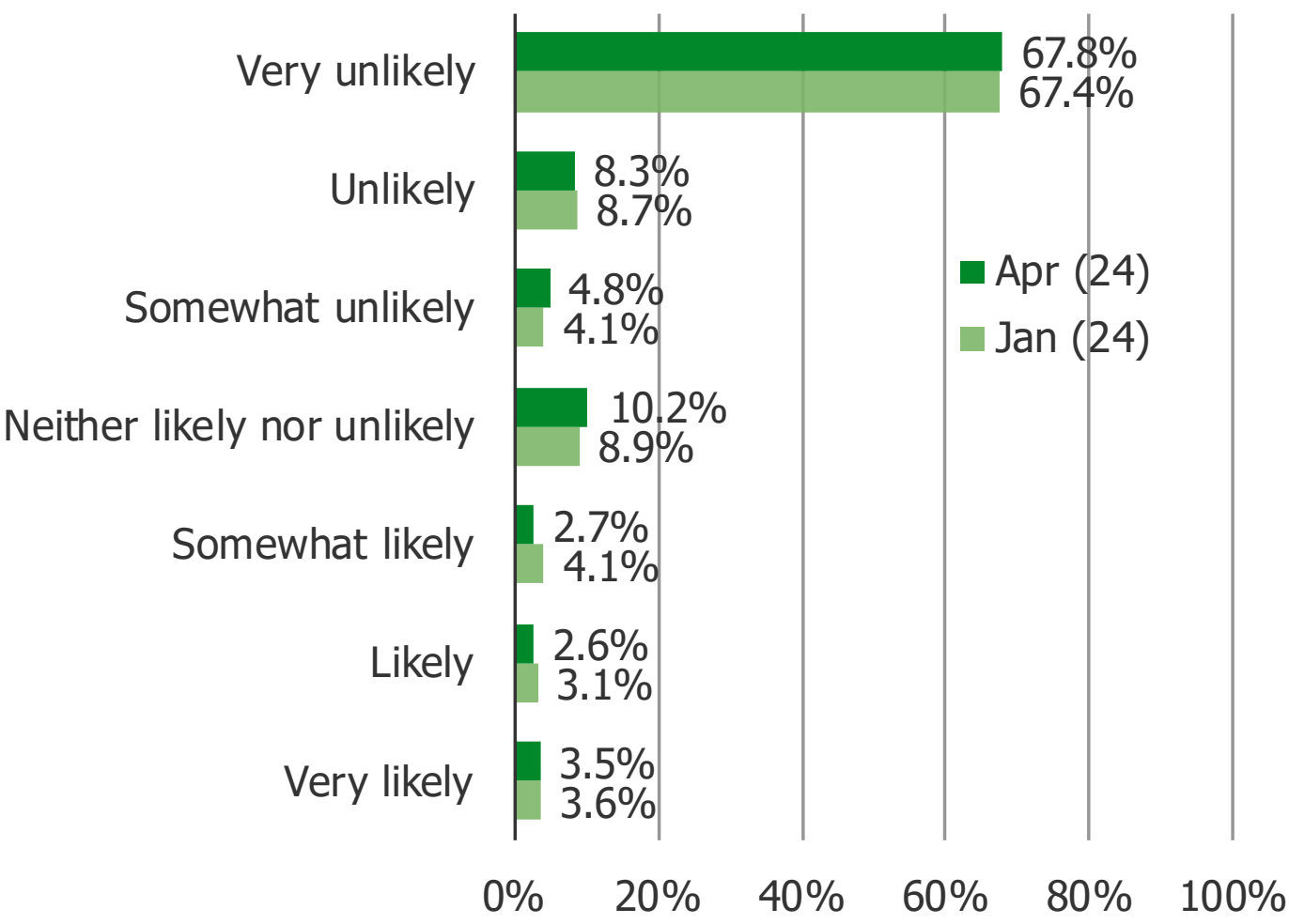


RESPONDENTS WHO REPLIED "OTHER" ON THE PRIOR PAGE...

- Aesthetics, they are beyond ugly.
- All of the above
- all of the above
- All of the above
- All of the above. I wouldn't choose an electric vehicle if you paid me to take it.
- All or most of the above
- almost all the above
- Climate change. Electric cars are saving the car industry, not the planet.
- don't like the f ing government forcing these pieces of chit on us
- Don't see the point in switching to an electric vehicle
- Electric grid is strained already
- Electric is not safe or realistic
- Electric vehicles are bad
- Erosion of individual control
- EVs are a scam
- EVs are bad for the environment
- Have an EV - 2nd car needs to be a Hybrid I can tow behind my Motorcoach
- I am not for green deals..it is all bogus
- I am not ready for this new technology.
- I believe in choices
- i do not ;like or trust them
- I don't like being told what I can and can't do
- I don't trust the safety features of electric vehicle batteries.
- I get headaches in electric vehicles
- I never experienced driving a electric car before!
- I think hybrid is a better option
- I won't support lithium mining.
- Just don't want rlectric
- Live in a colder climate
- Manufacturing of Electric Battery's more than offsets and value
- Many reasons but could only check off 1
- My road is a dirt road and I know that when it gets muddy it's gonna mess up the vehicle. Disadvantage of living on a farm in wyoming.
- No interest right now
- Not interested
- not practable
- not safe
- price, charging station (live in an apartment so no charging, work from home), replacement battery or any other repairs seem to be more costly
- Safety
- tech not updated enough
- There aren't any used electric cars I'd be interested in
- There democrat vehicles
- these questions are getting ridiculous
- They are going to be human and environmental catastrophes!!!!!!!!!!!!!!!!!!!!!!
- To cold where I live
- Towing capacity
- Worried about fire.
- Would Need a big electric suv
- You forgot HYBRID - that's what I will purchase

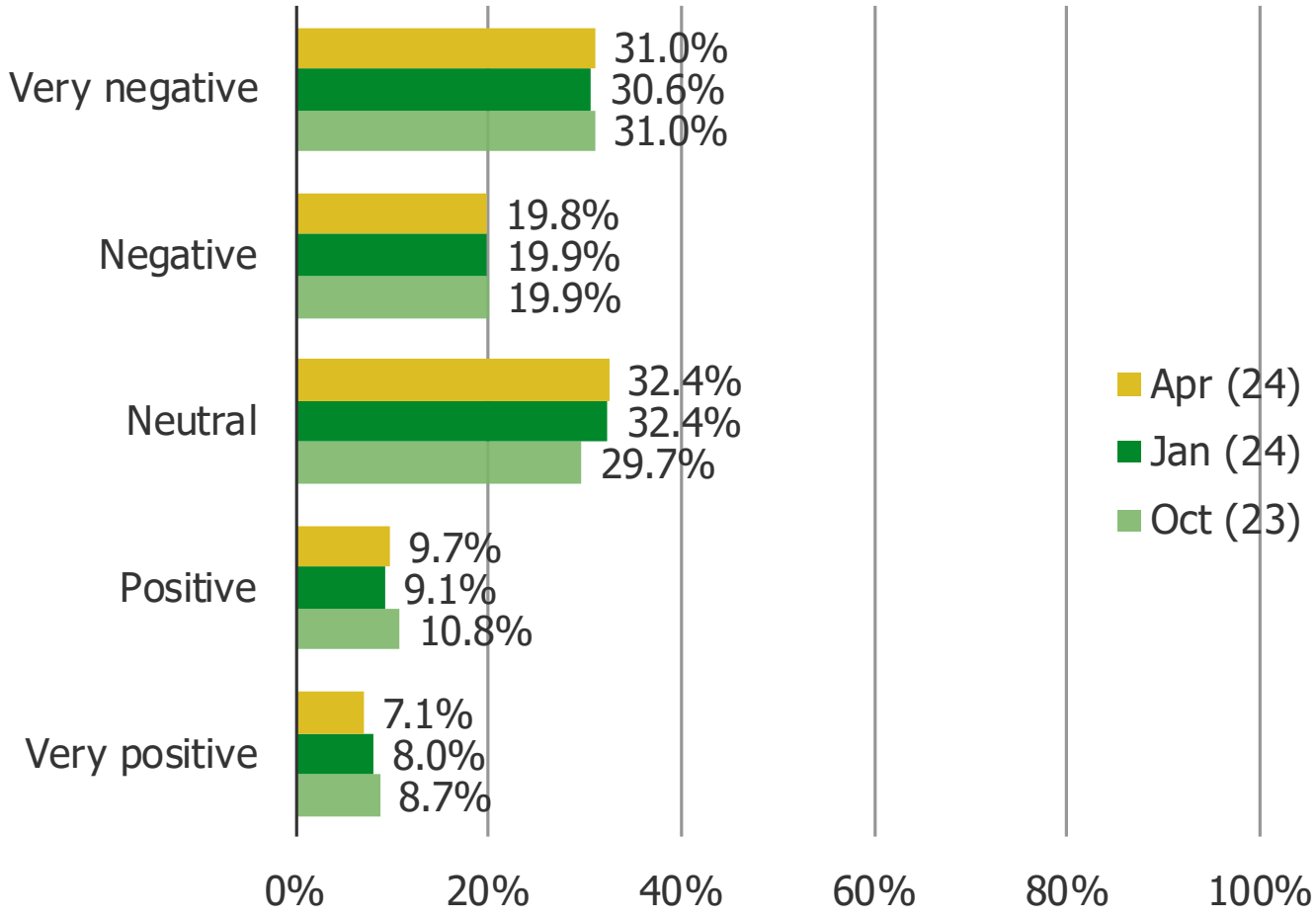
HOW LIKELY IS IT THAT YOU WILL PICK THE TESLA CYBERTRUCK AS YOUR NEXT VEHICLE?

Posed to all respondents (N = 997)



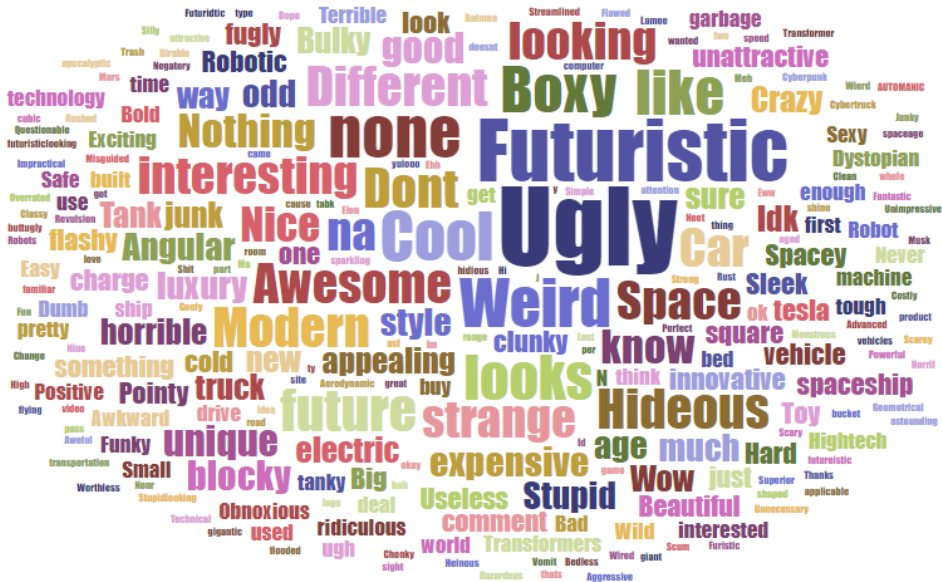
THE VEHICLE PICTURED ABOVE IS THE TESLA CYBERTRUCK (ELECTRIC VEHICLE), WHAT IS YOUR OPINION OF THIS VEHICLE?

Posed to all respondents (N = 997)



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

Posed to all respondents (N = 997)

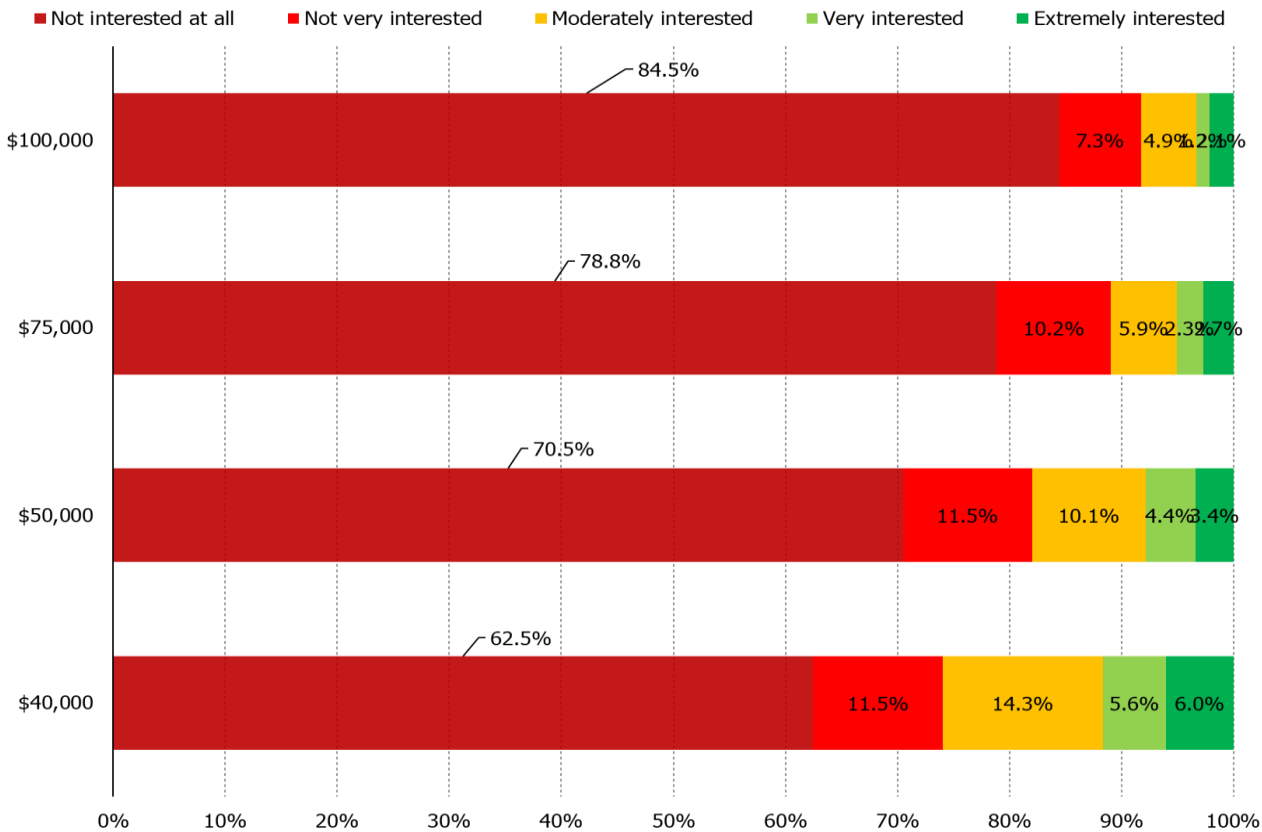


HOW MUCH INTEREST WOULD YOU HAVE IN GETTING THE VEHICLE ABOVE AS YOUR NEXT CAR AT THE FOLLOWING MSRP'S?

Posed to all respondents (N = 997)

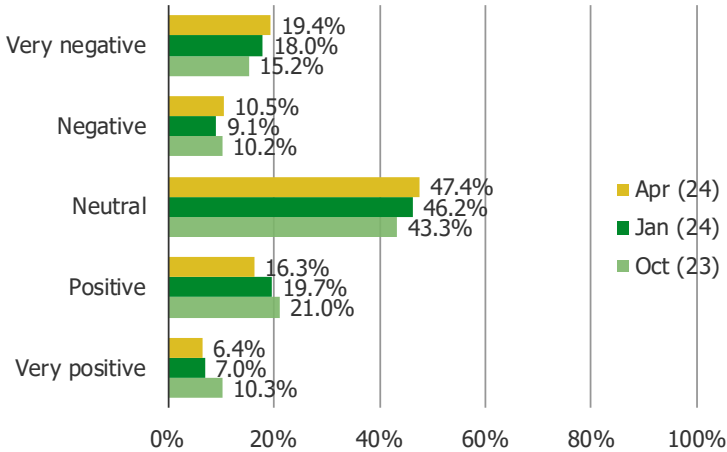


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THE VEHICLE PICTURED ABOVE IS THE RIVIAN ALL ELECTRIC PICKUP TRUCK, WHAT IS YOUR OPINION OF THIS VEHICLE?

Posed to all respondents (N = 997)

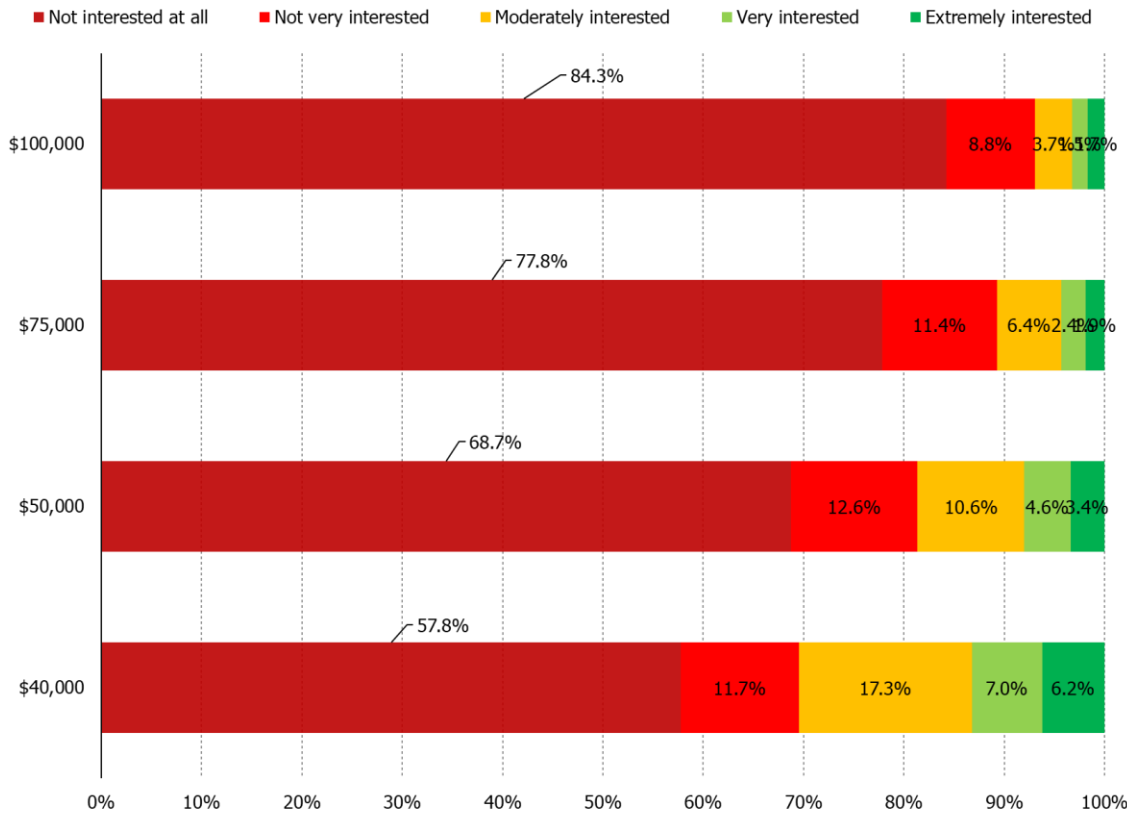


HOW MUCH INTEREST WOULD YOU HAVE IN GETTING THE VEHICLE ABOVE AS YOUR NEXT CAR AT THE FOLLOWING MSRP'S?

Posed to all respondents (N = 997)



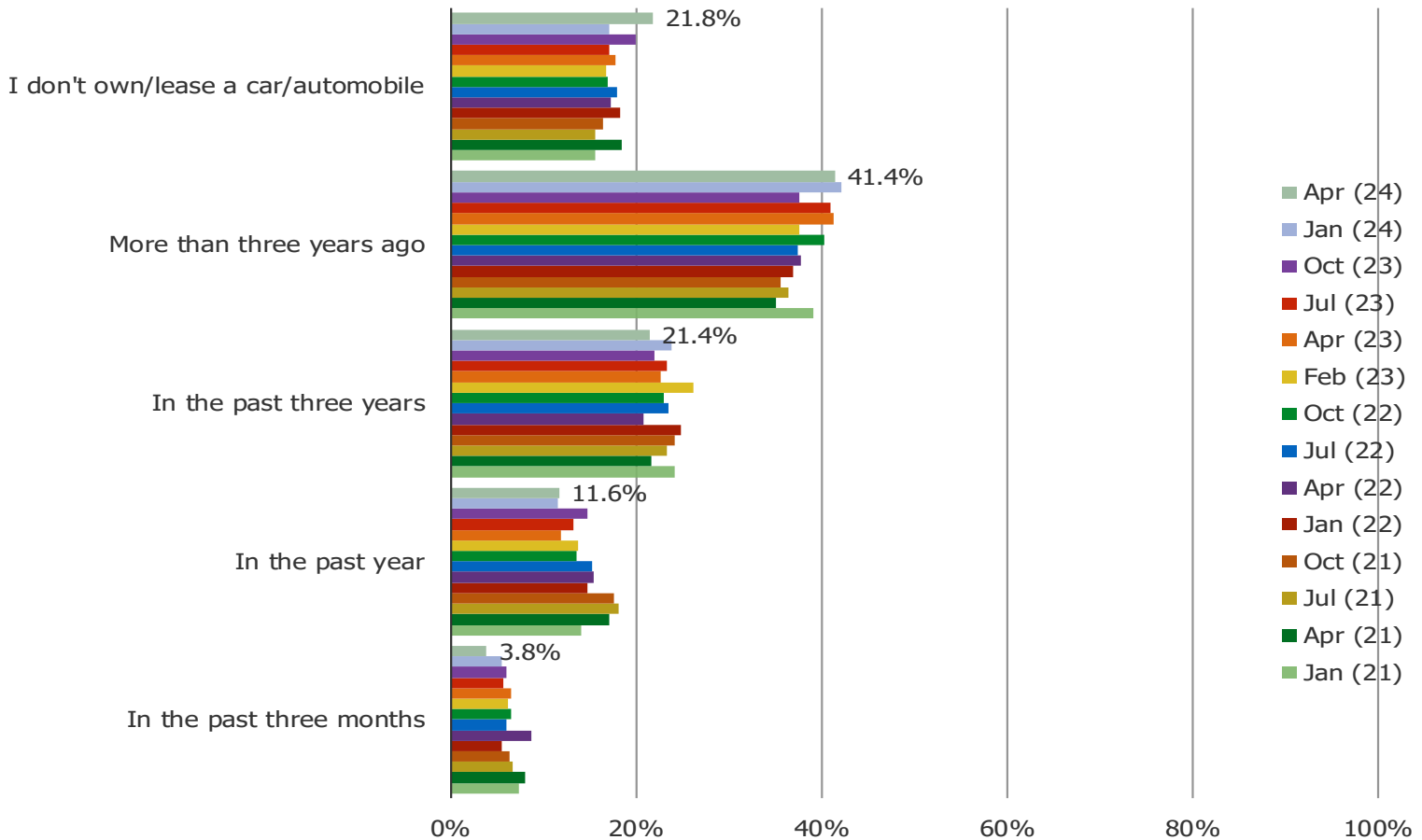
April 2024



AUTOS AND EVS

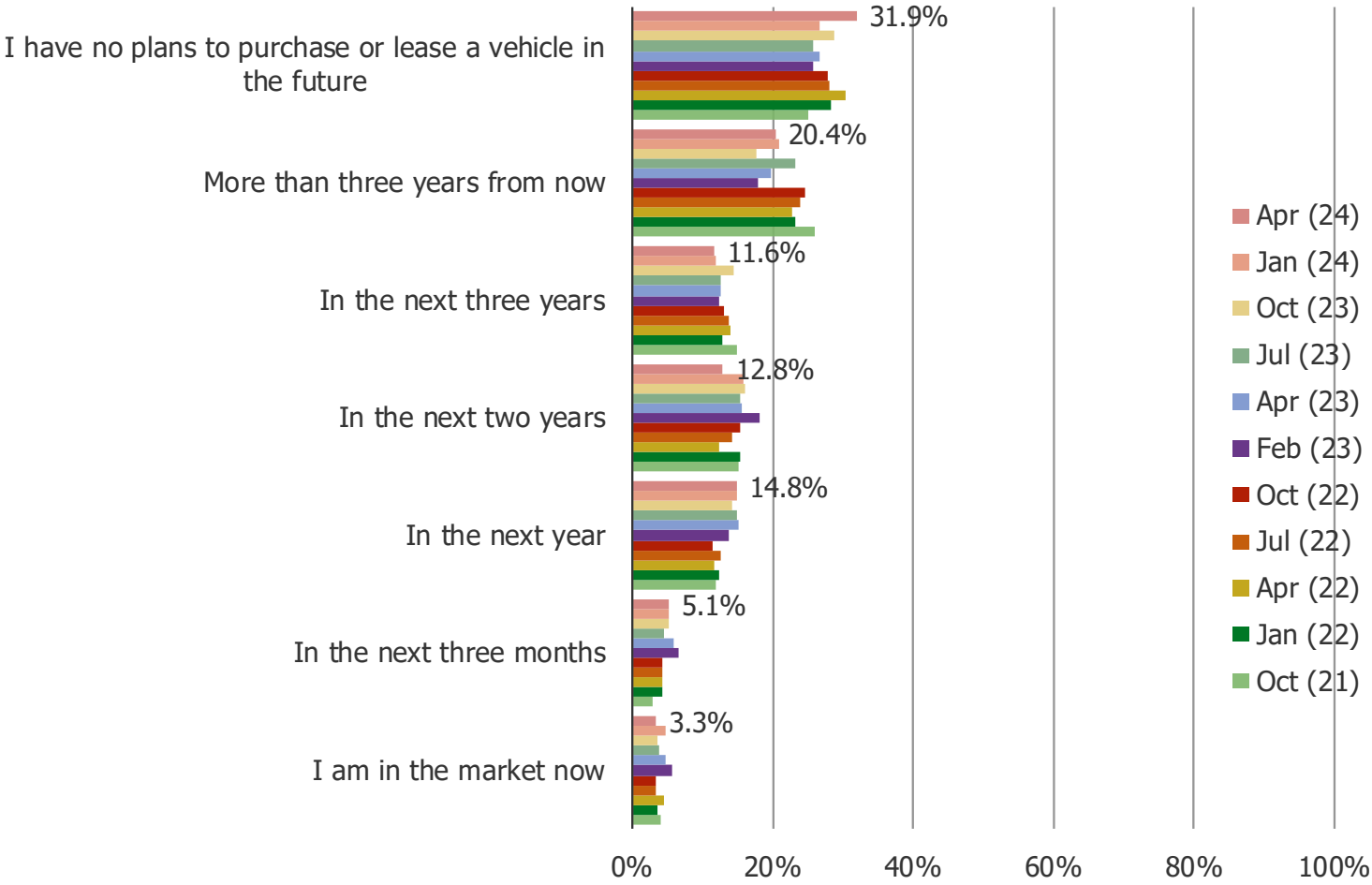
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR/AUTOMOBILE?

Posed to all respondents.



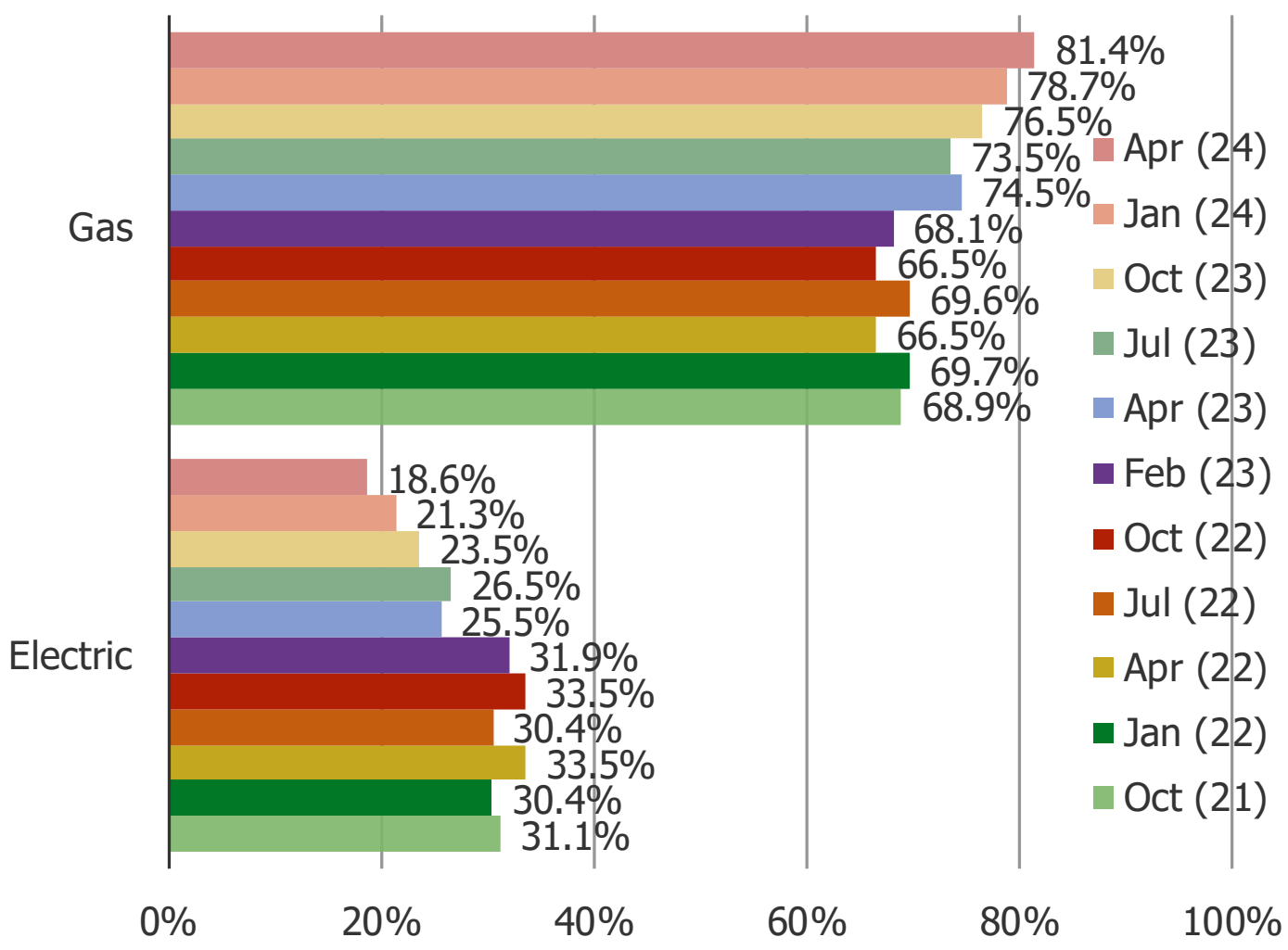
WHEN ARE YOU MOST LIKELY TO PURCHASE OR LEASE A VEHICLE NEXT?

Posed to all respondents.



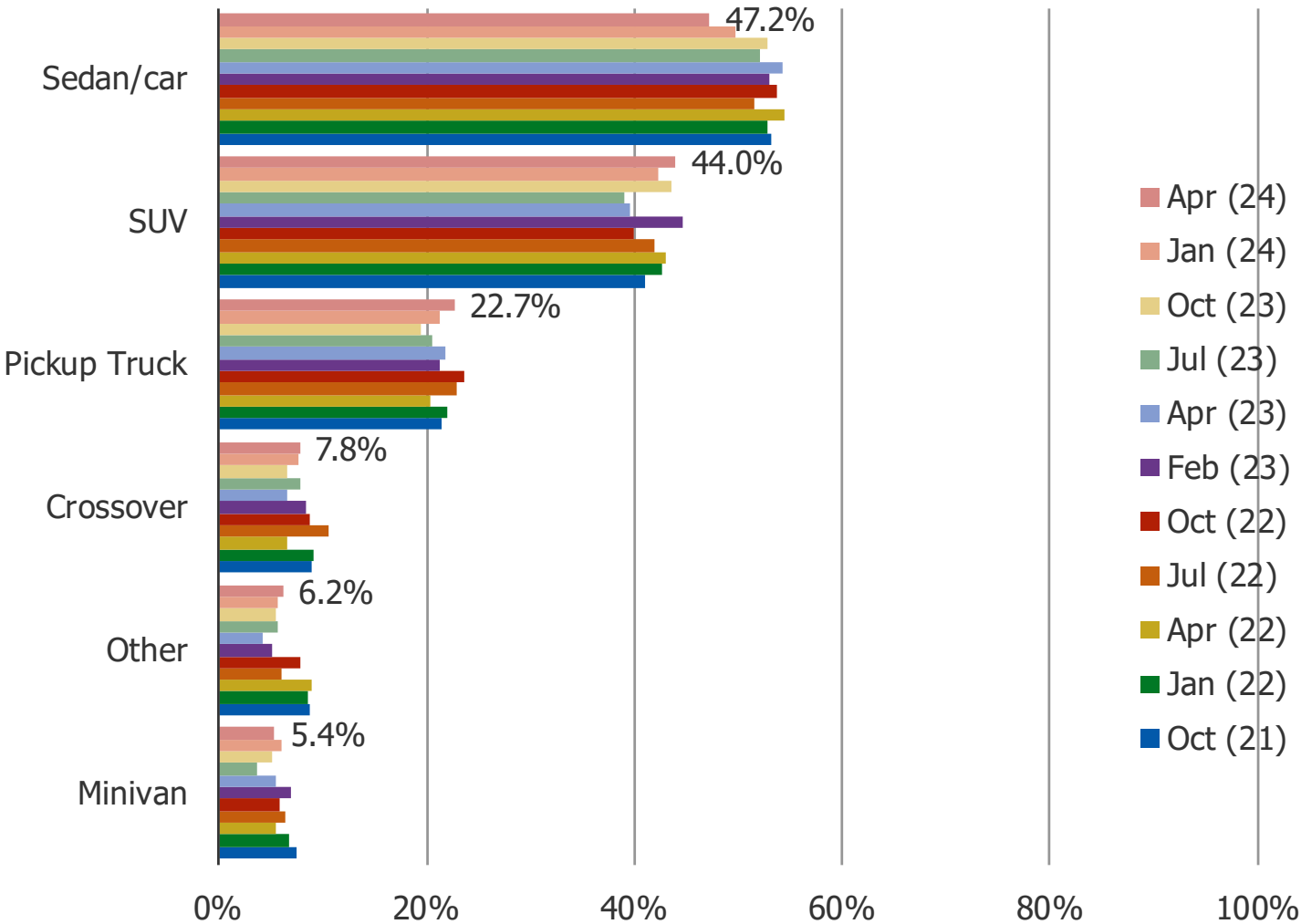
THINKING ABOUT THE NEXT VEHICLE YOU WILL PURCHASE OR LEASE, IS IT MORE LIKELY TO BE:

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



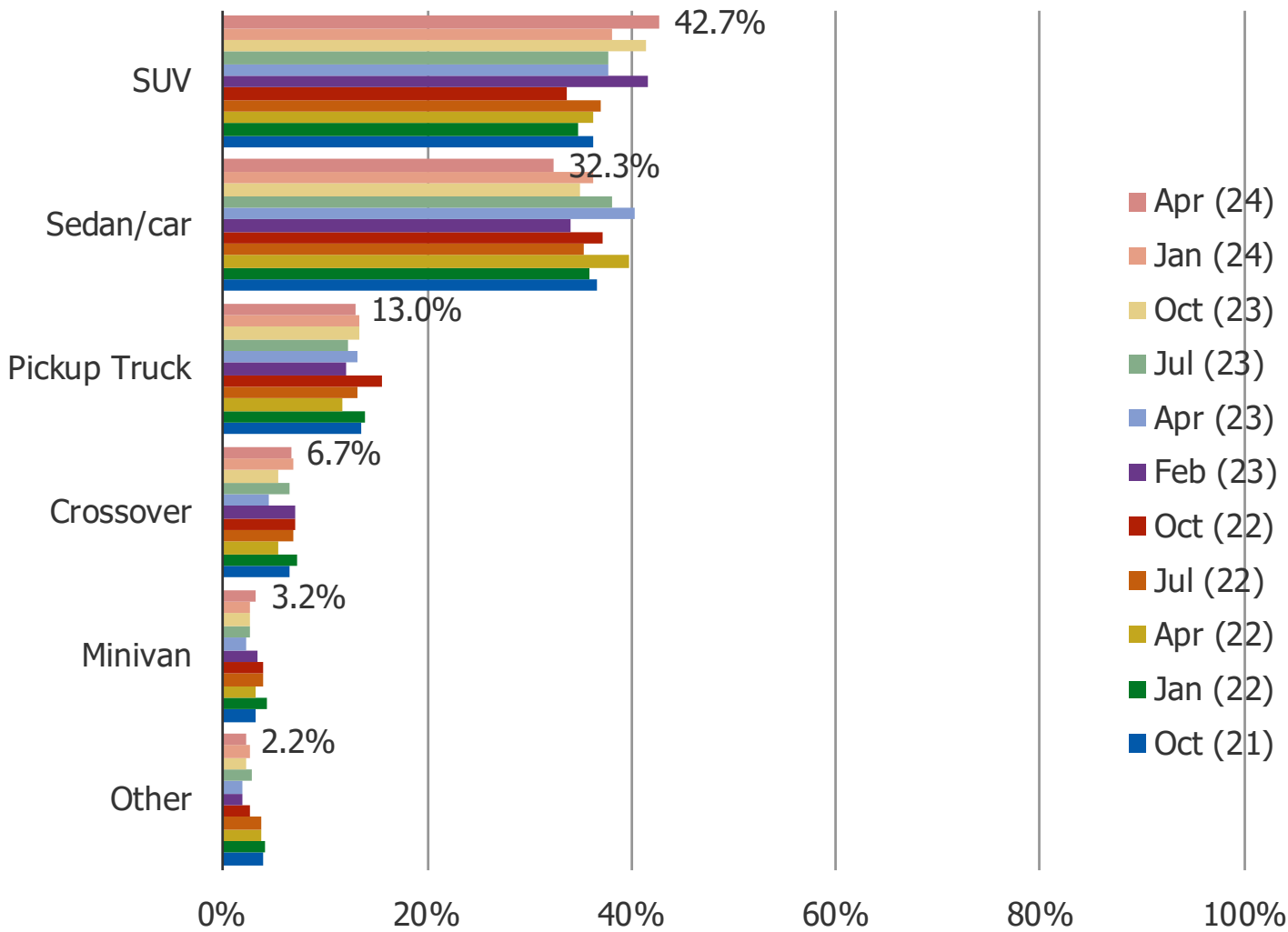
WHICH OF THE FOLLOWING DO YOU CURRENTLY OWN IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

Posed to all respondents



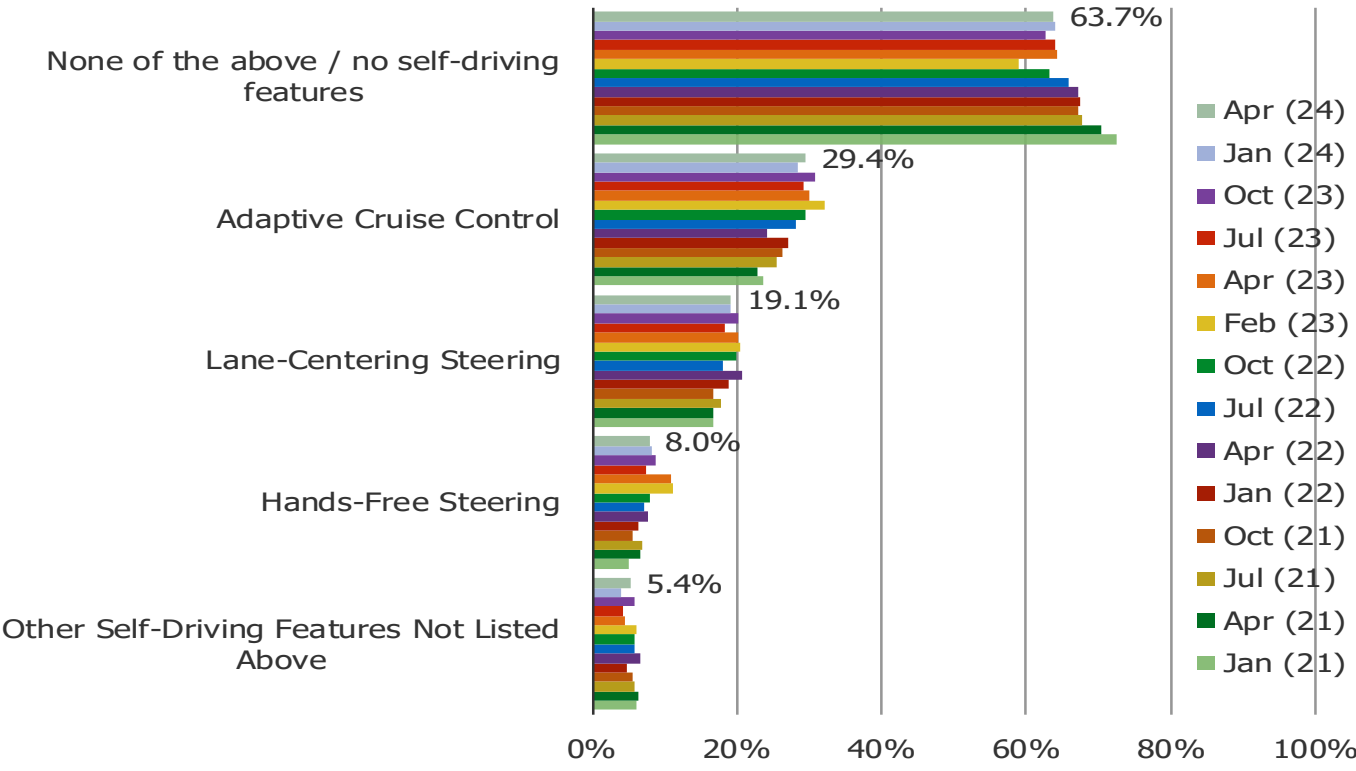
WHICH IS YOUR MOST PREFERRED TYPE OF VEHICLE TO OWN/LEASE?

Posed to all respondents



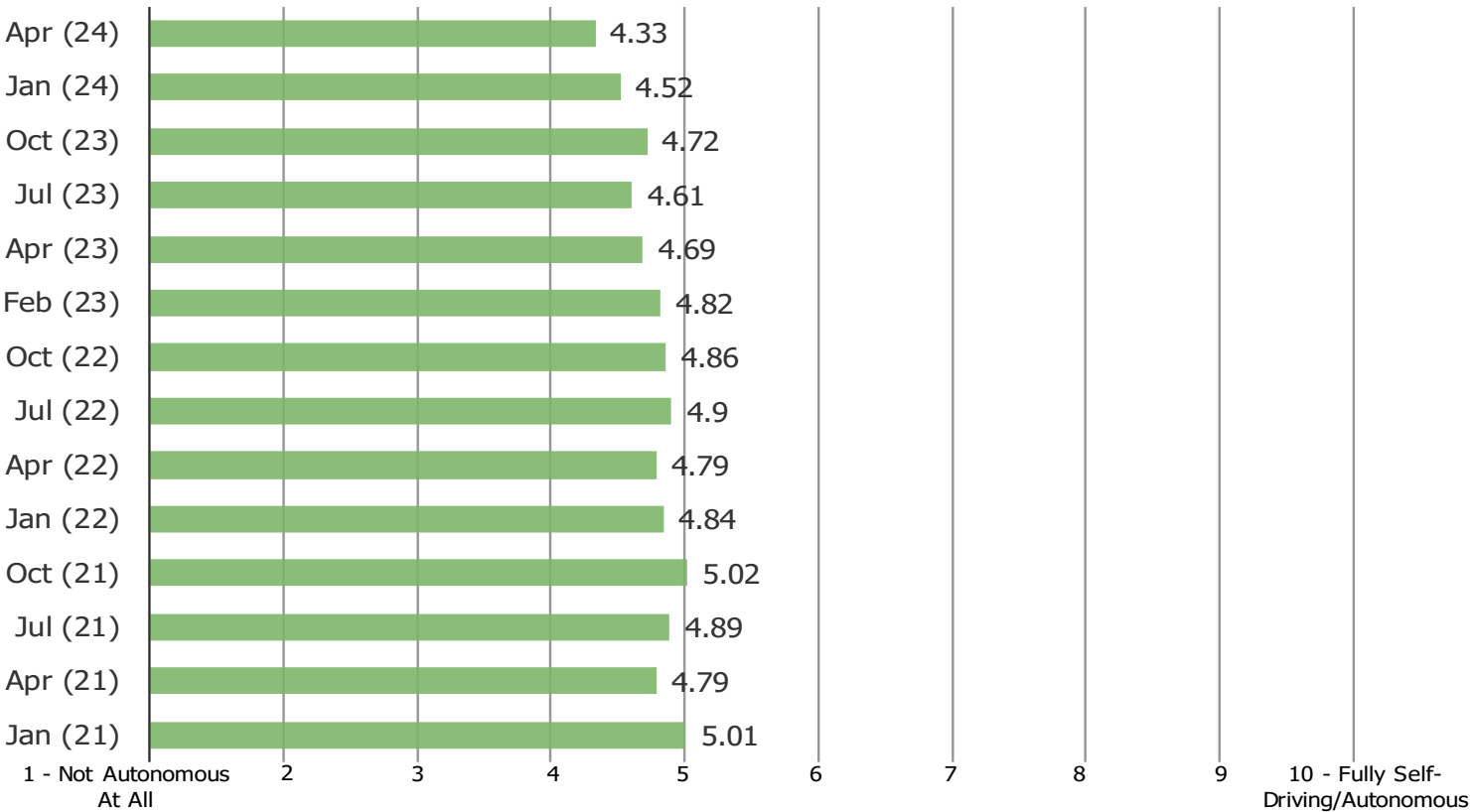
DO YOU CURRENTLY OWN/LEASE ONE OR MORE AUTOS THAT HAVE THE FOLLOWING FEATURES?

Posed to respondents who own/lease a car.



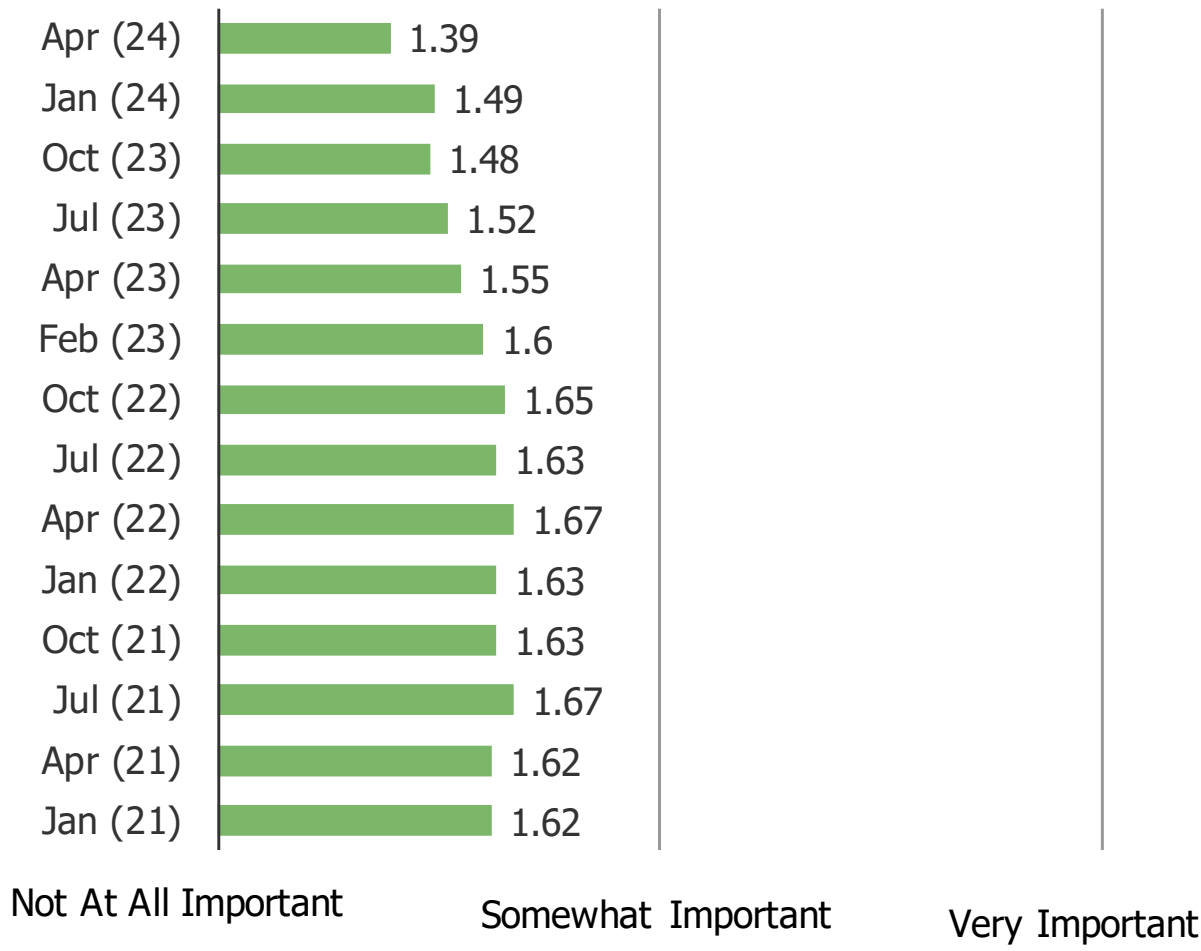
IN YOUR OPINION, HOW AUTONOMOUS WOULD THE IDEAL CAR/AUTOMOBILE BE?

Posed to respondents who own/lease a car.



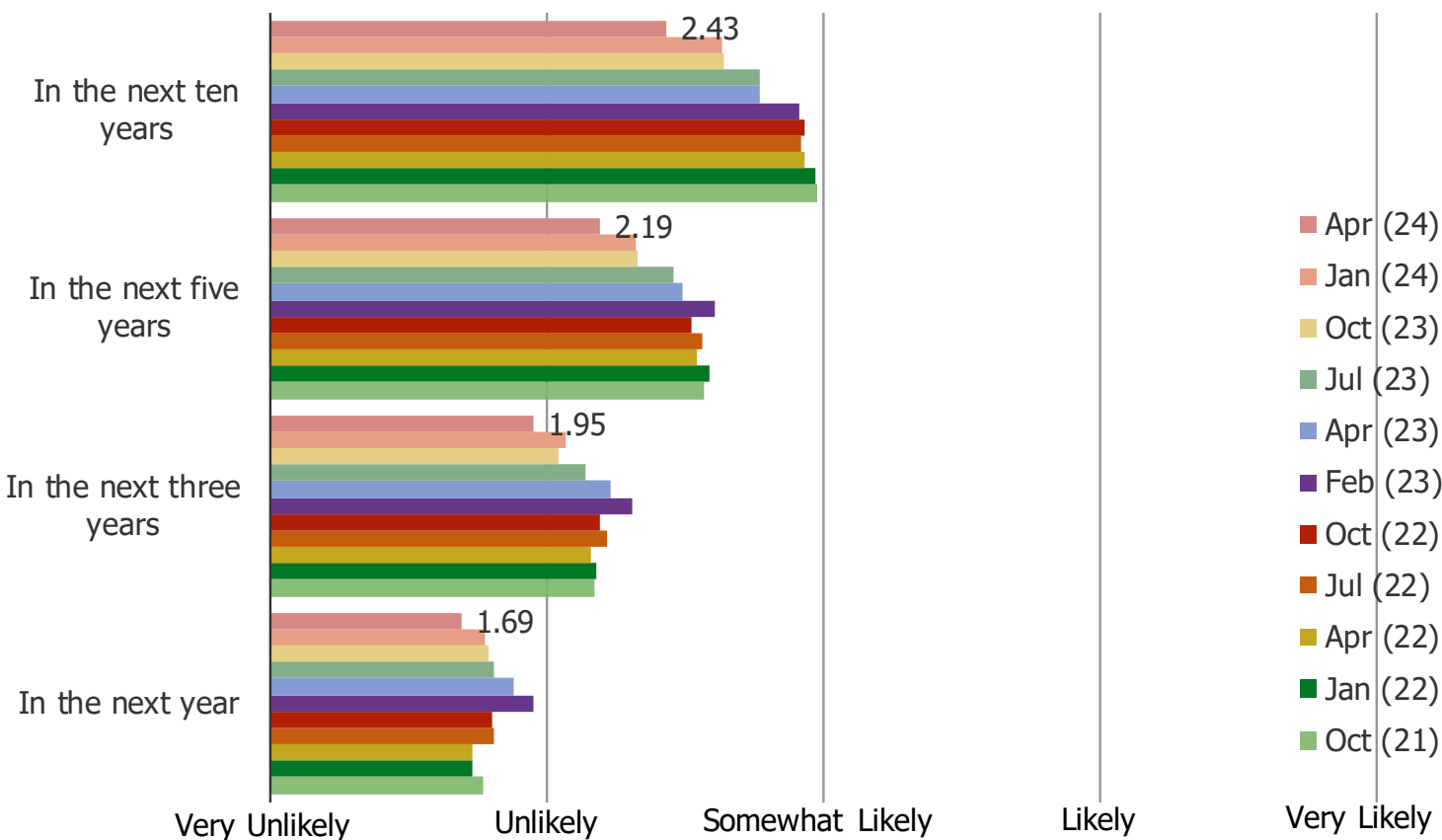
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO BE AVAILABLE IN ELECTRIC?

Posed to respondents who own/lease a car.



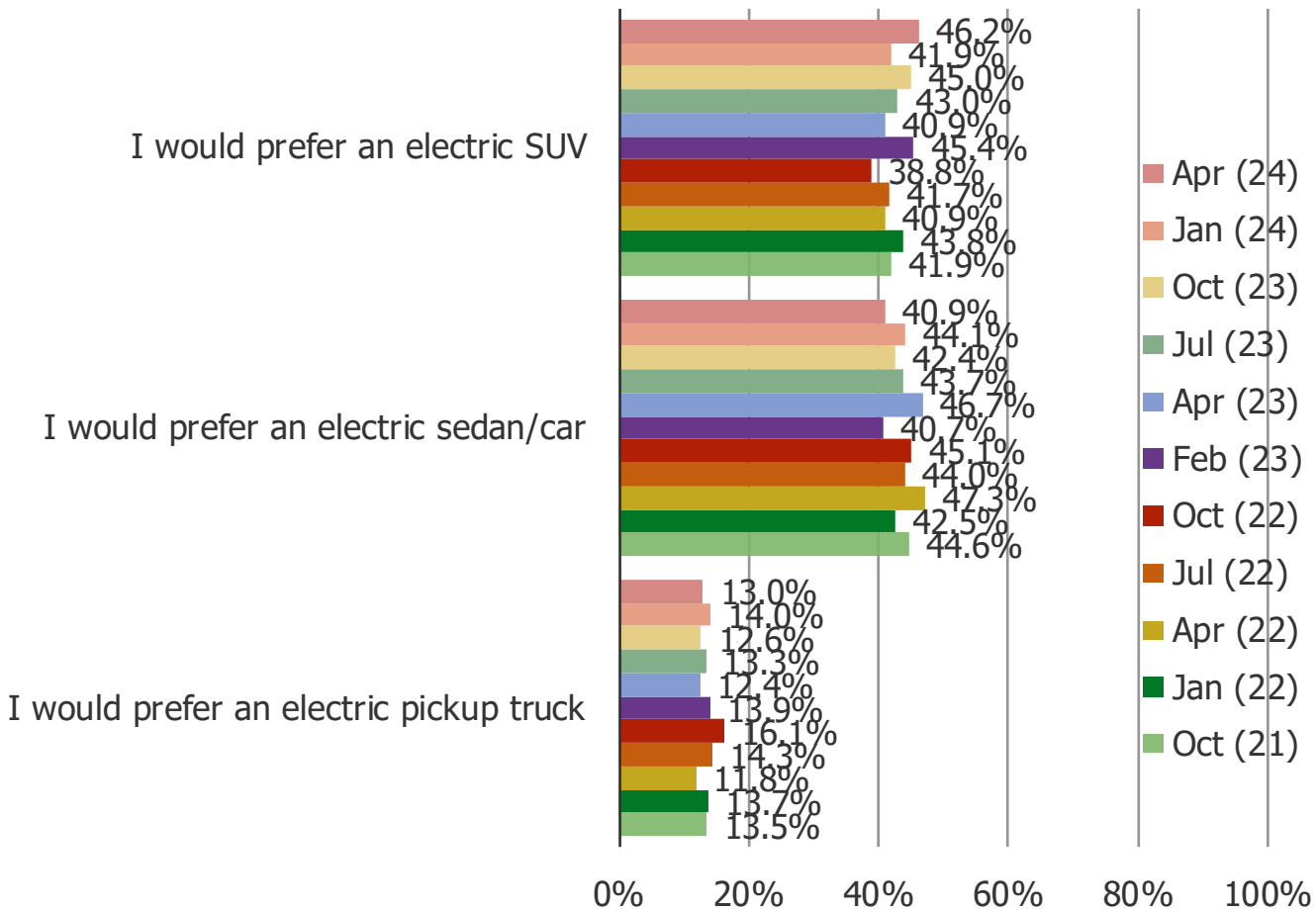
HOW LIKELY ARE YOU OWN OR LEASE AN ELECTRIC VEHICLE...

Posed to respondents who own/lease a car.



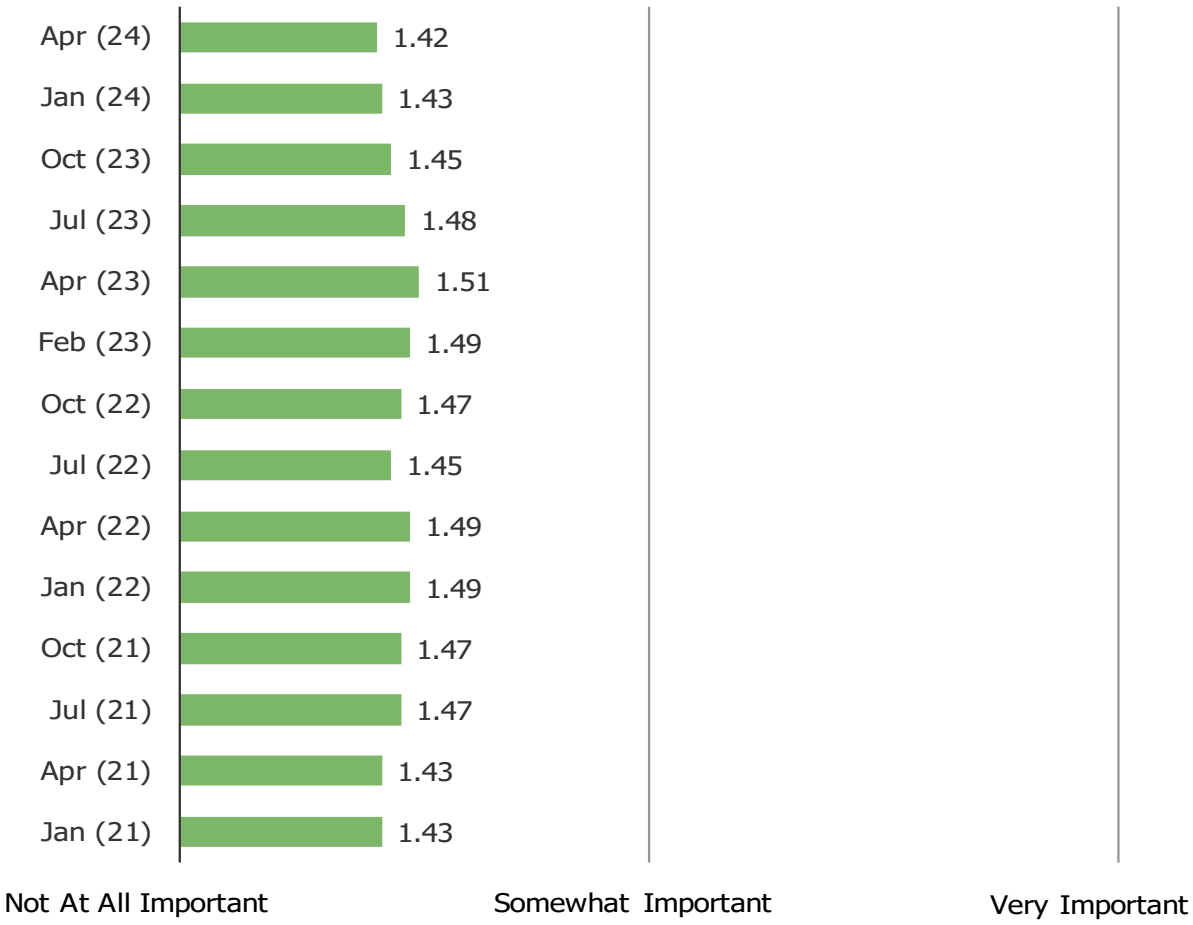
IF YOU WERE TO PURCHASE OR LEASE AN ELECTRIC VEHICLE, WOULD YOU PREFER...

Posed to respondents who own/lease a car.



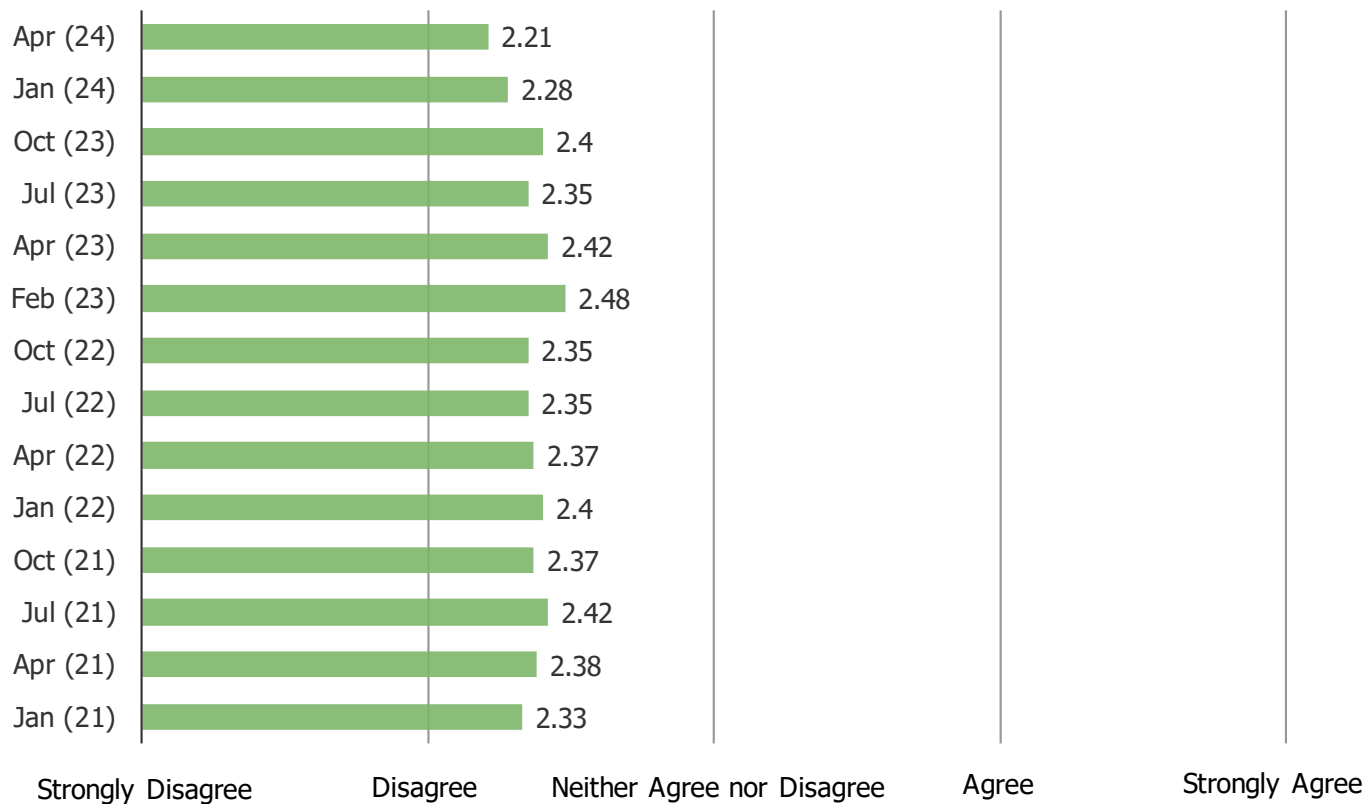
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO HAVE SELF-DRIVING OR AUTONOMOUS DRIVING FEATURES?

Posed to respondents who own/lease a car.



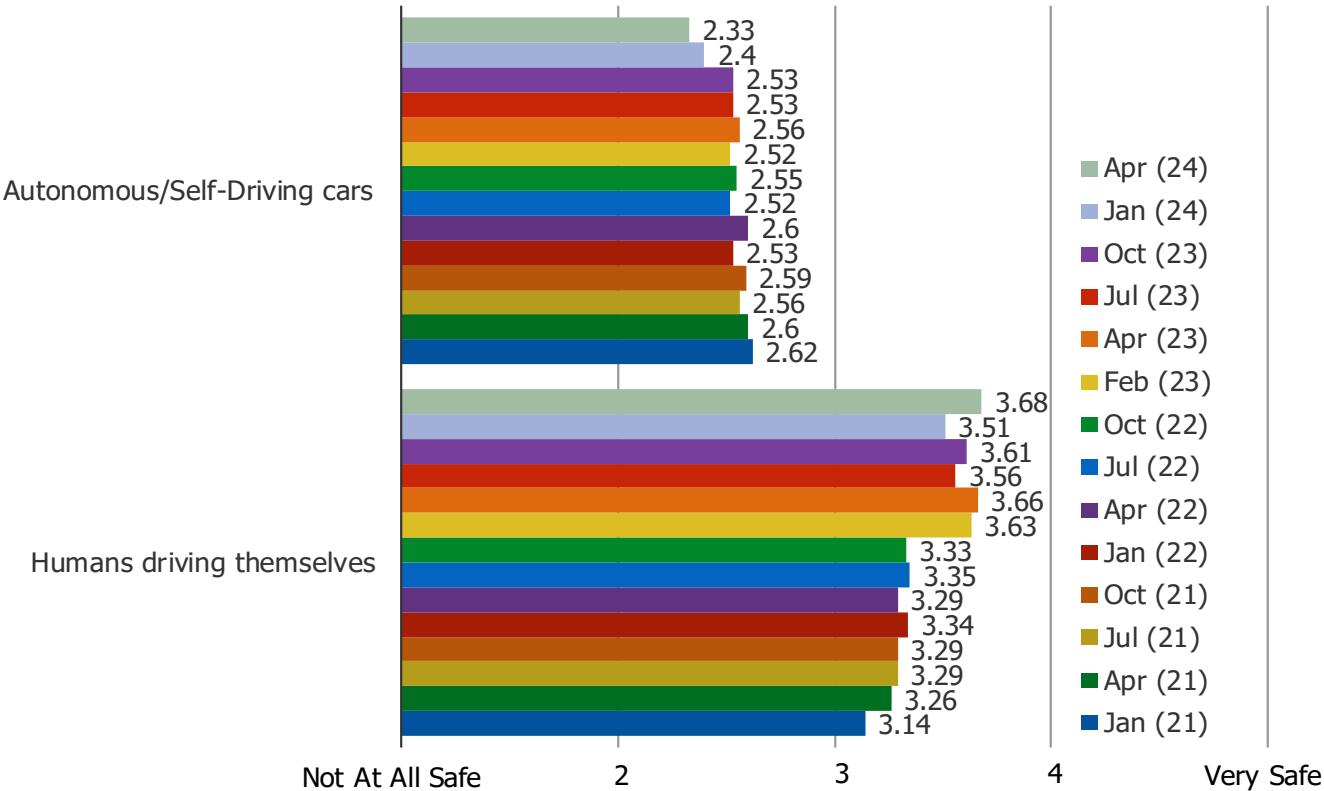
TO WHAT EXTENT DO YOU AGREE: "IT WOULD BE WORTH IT TO SPEND MORE ON A CAR/AUTO IN ORDER FOR IT TO HAVE SELF-DRIVING/AUTONOMOUS CAPABILITIES"

Posed to respondents who own/lease a car.



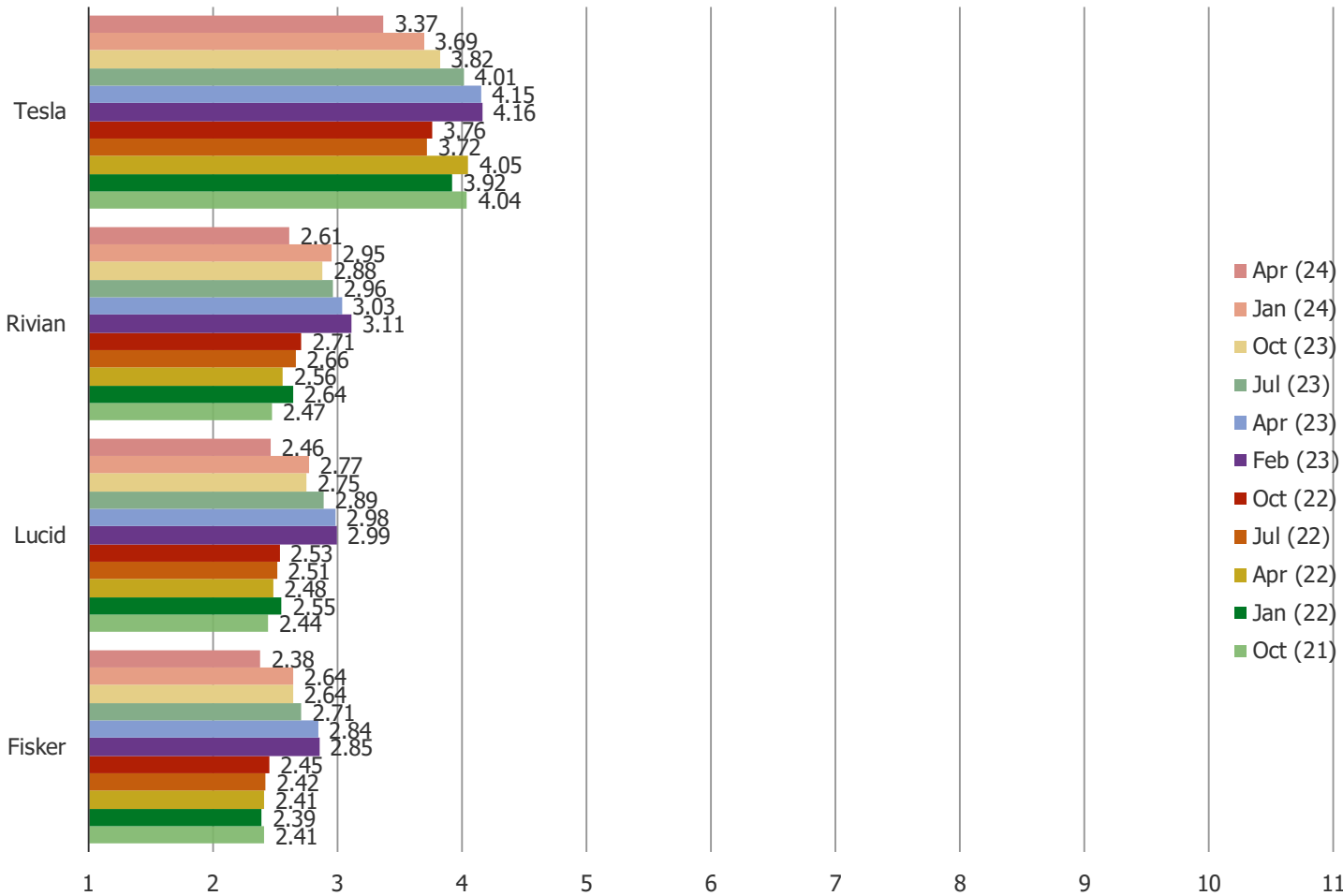
HOW WOULD YOU RATE HOW SAFE THE FOLLOWING ARE?

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?

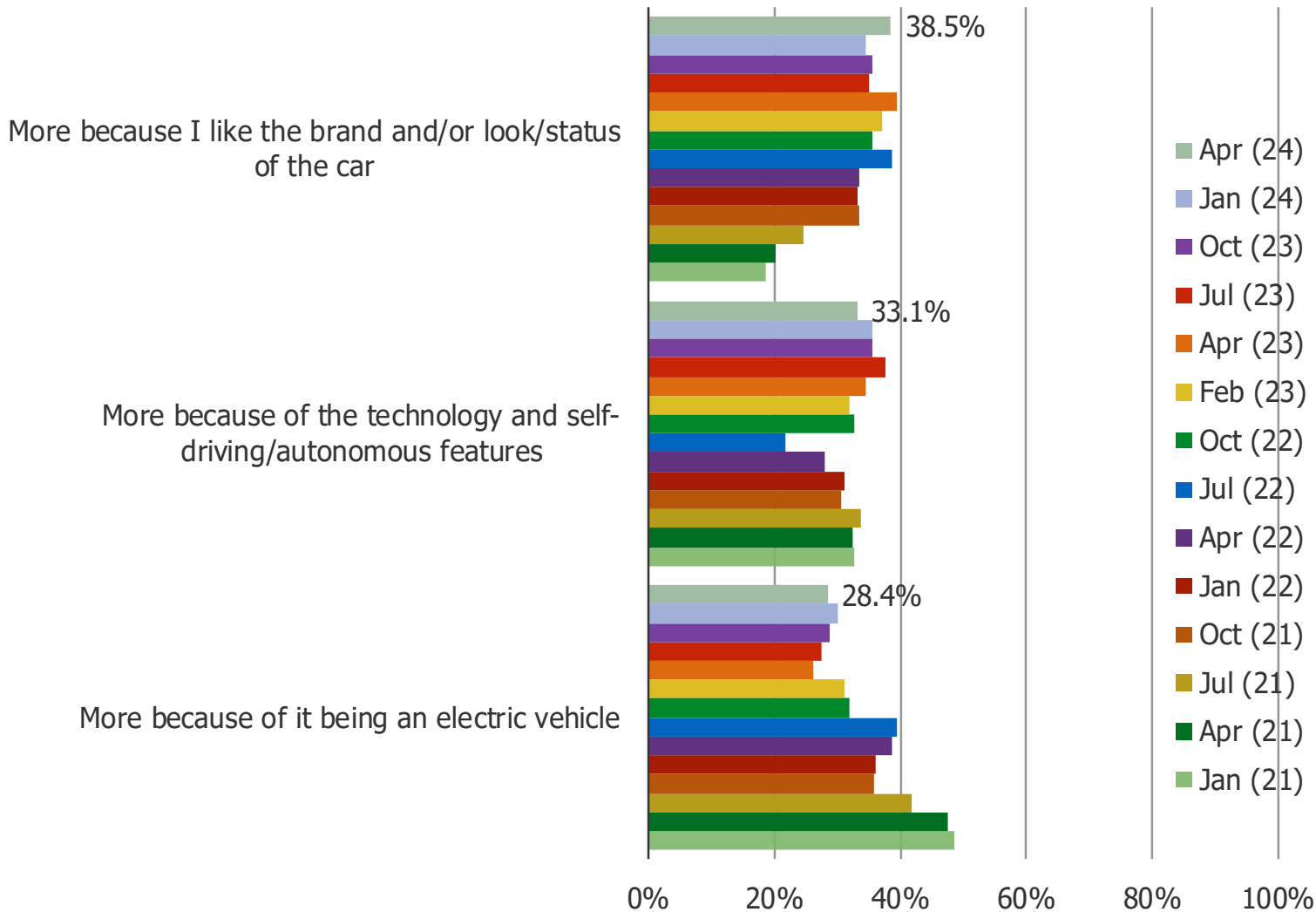
Posed to respondents who own/lease a car.



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

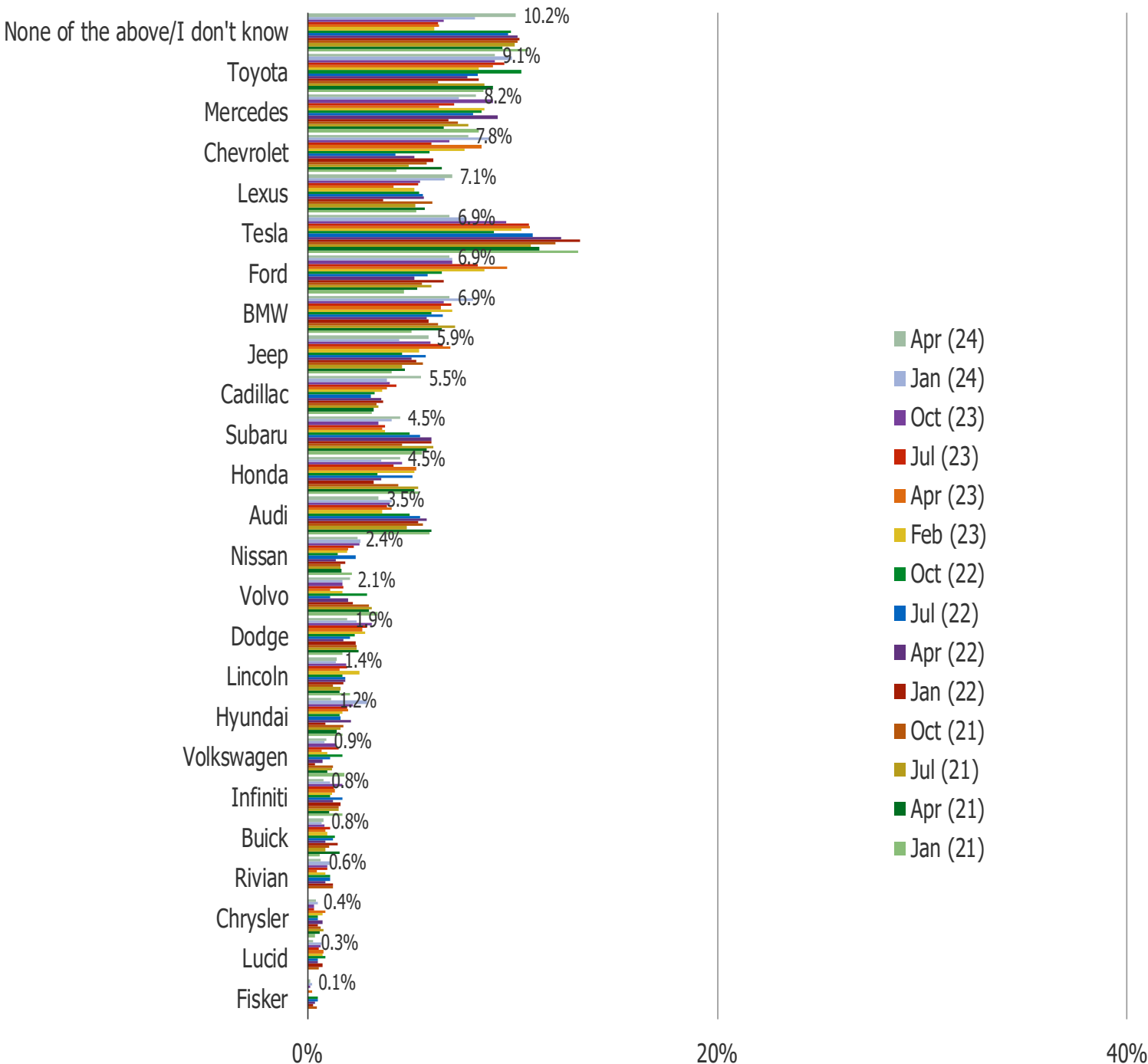
WHAT IS THE PRIMARY REASON THAT YOU WOULD BE INTERESTED IN GETTING A TESLA?

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



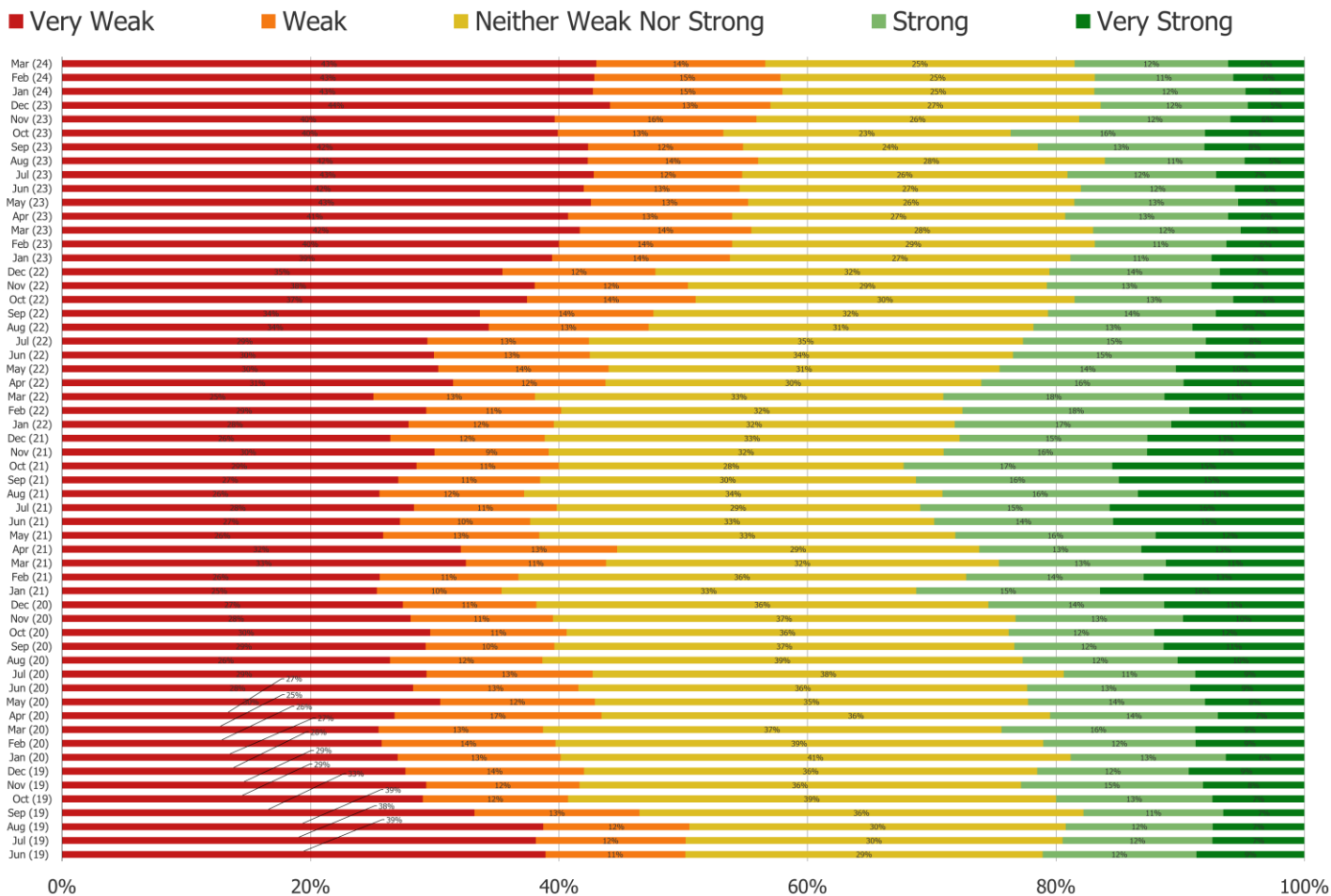
IF PRICE WAS NO OBJECT, WHICH OF THE FOLLOWING BRANDS WOULD YOU MOST DESIRE TO GET?

Posed to respondents who own/lease a car.



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

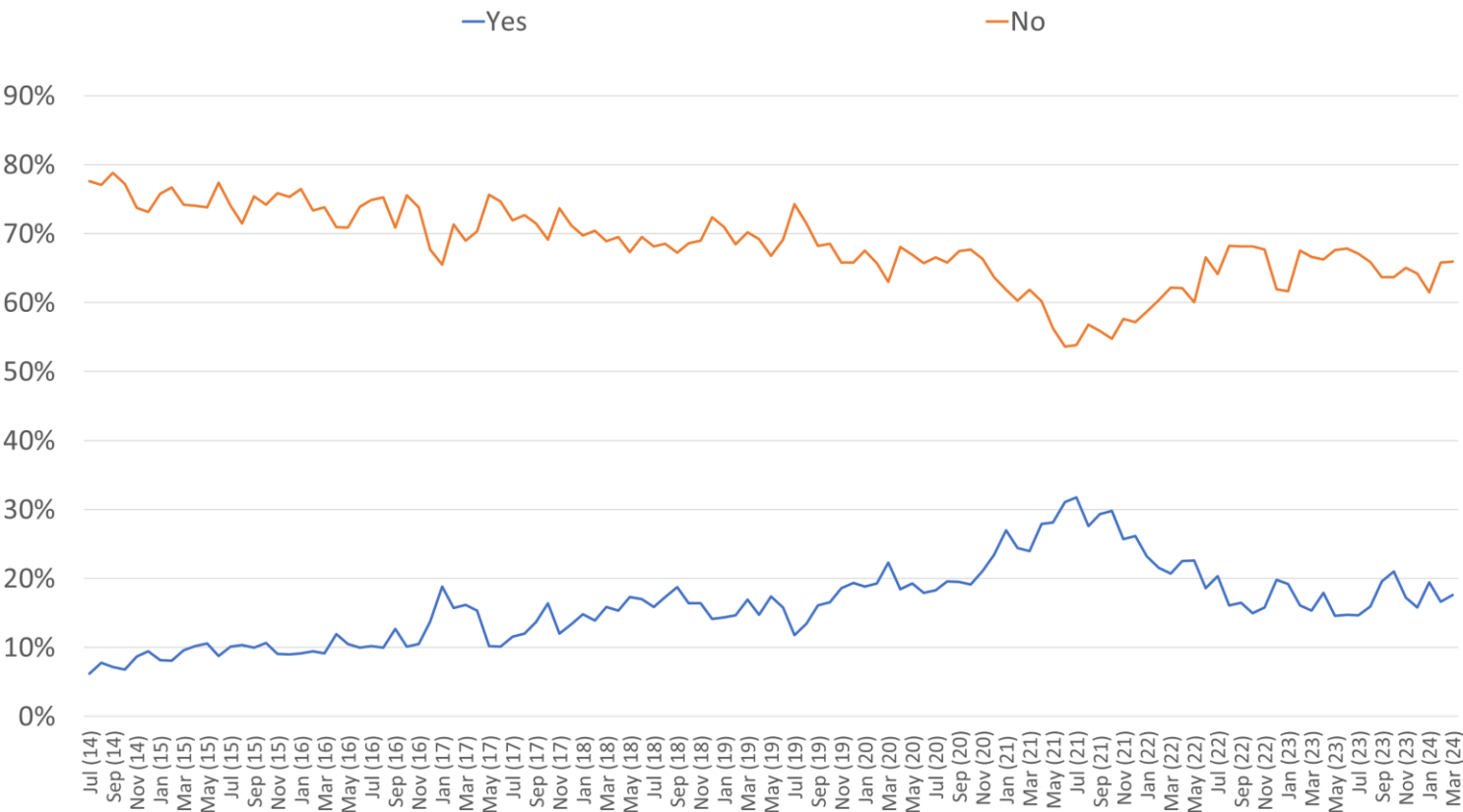
Posed to all respondents.



MONTHLY AUTO TRACKER QUESTIONS

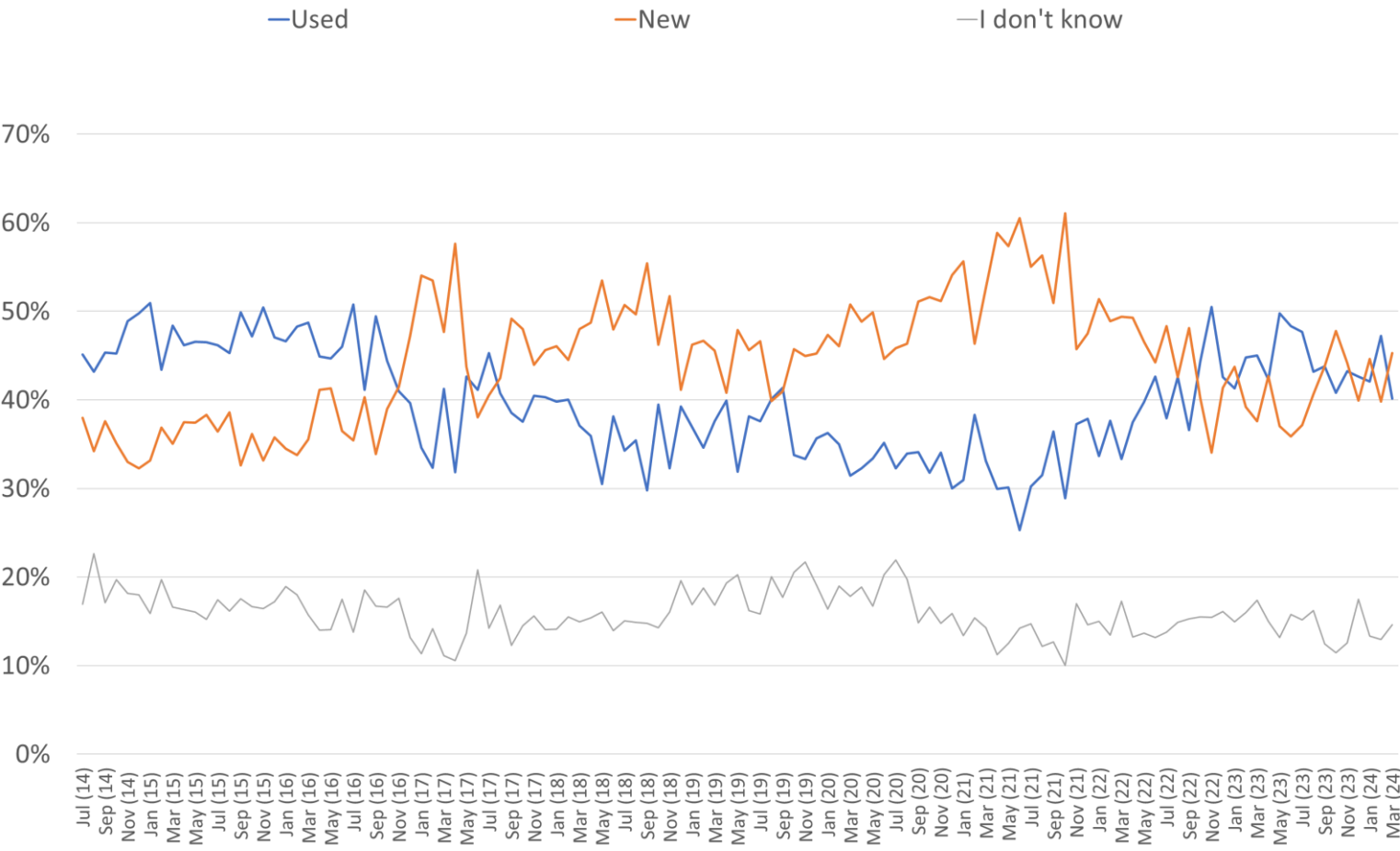
DO YOU PLAN TO PURCHASE/LEASE A VEHICLE IN THE NEXT SIX MONTHS?

Posed to all respondents.



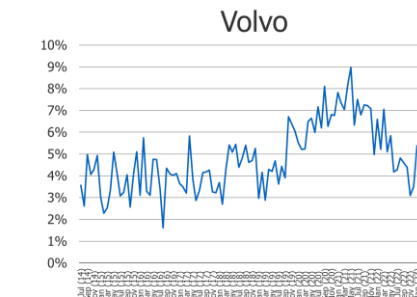
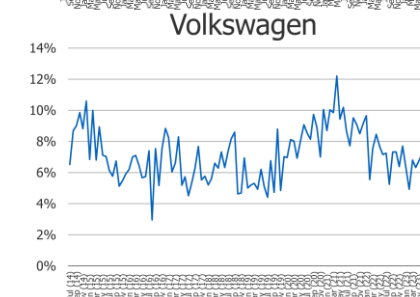
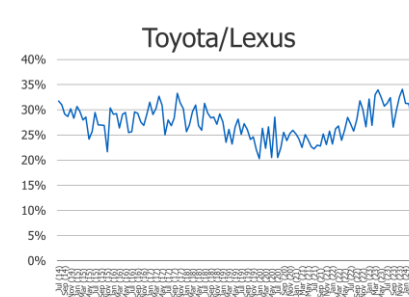
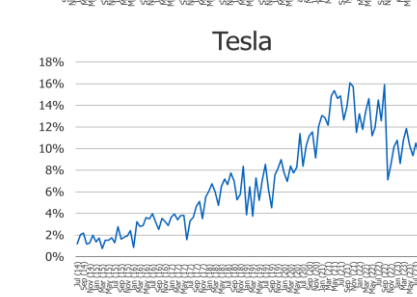
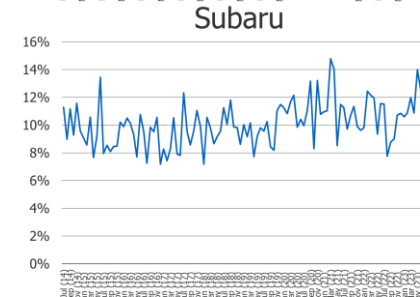
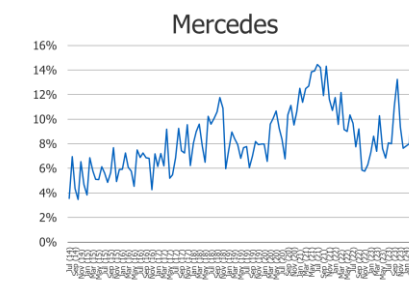
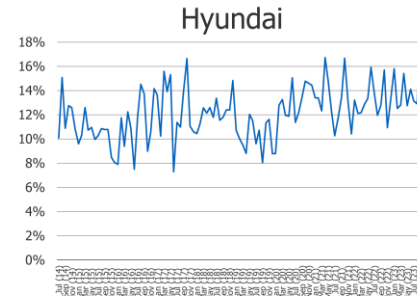
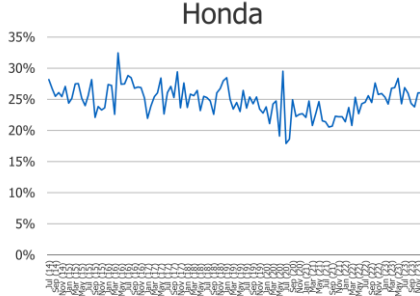
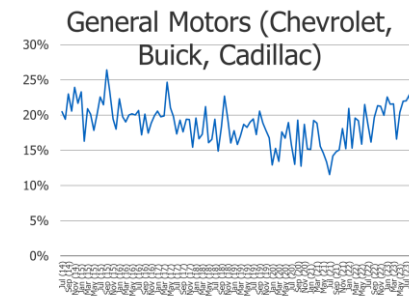
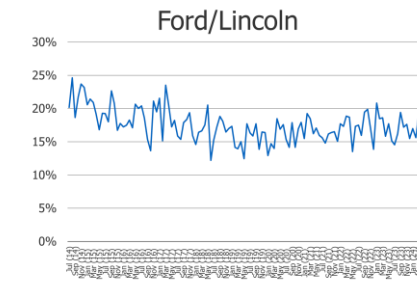
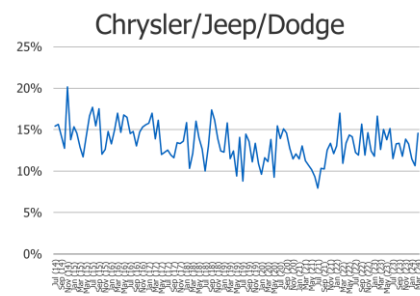
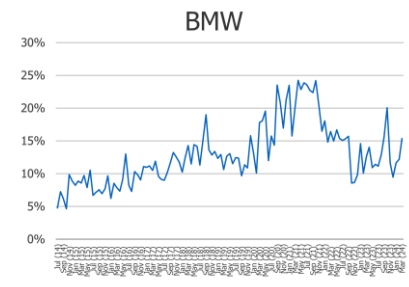
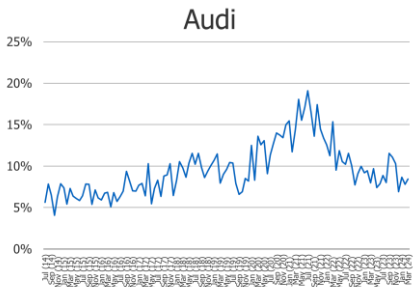
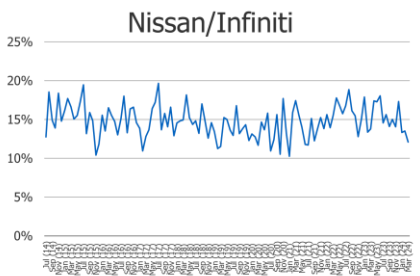
WOULD YOU BE MORE LIKELY TO PURCHASE A NEW OR USED VEHICLE?

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



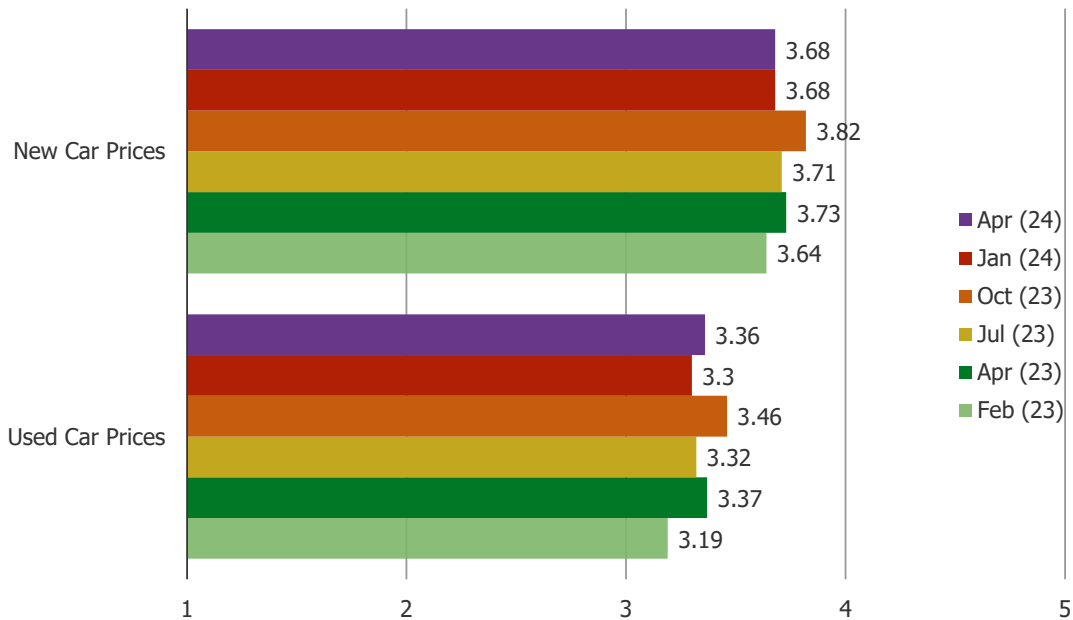
WHICH TYPES OF AUTOMOBILE WOULD YOU BE MOST LIKELY TO PURCHASE/LEASE IN THE NEXT SIX MONTHS?

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



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

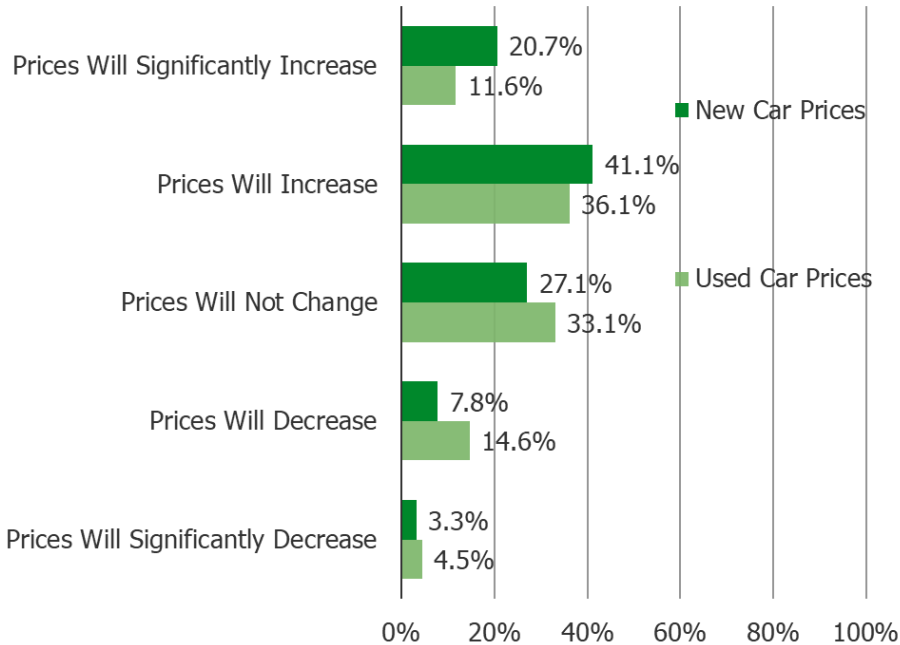
Posed to all respondents who have plans to purchase or lease a vehicle in the future.



Prices Will Significantly Decrease

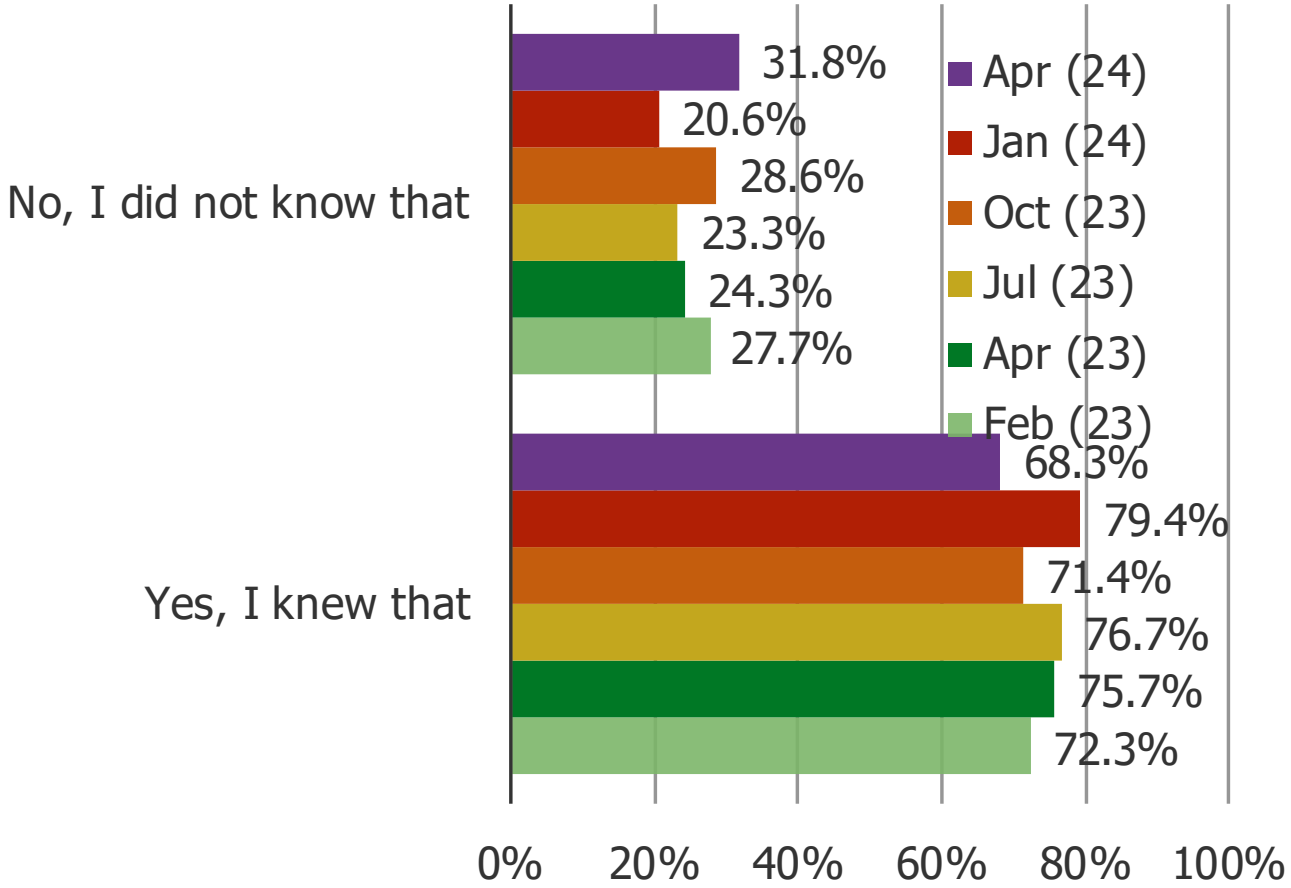
Prices Will Significantly Increase

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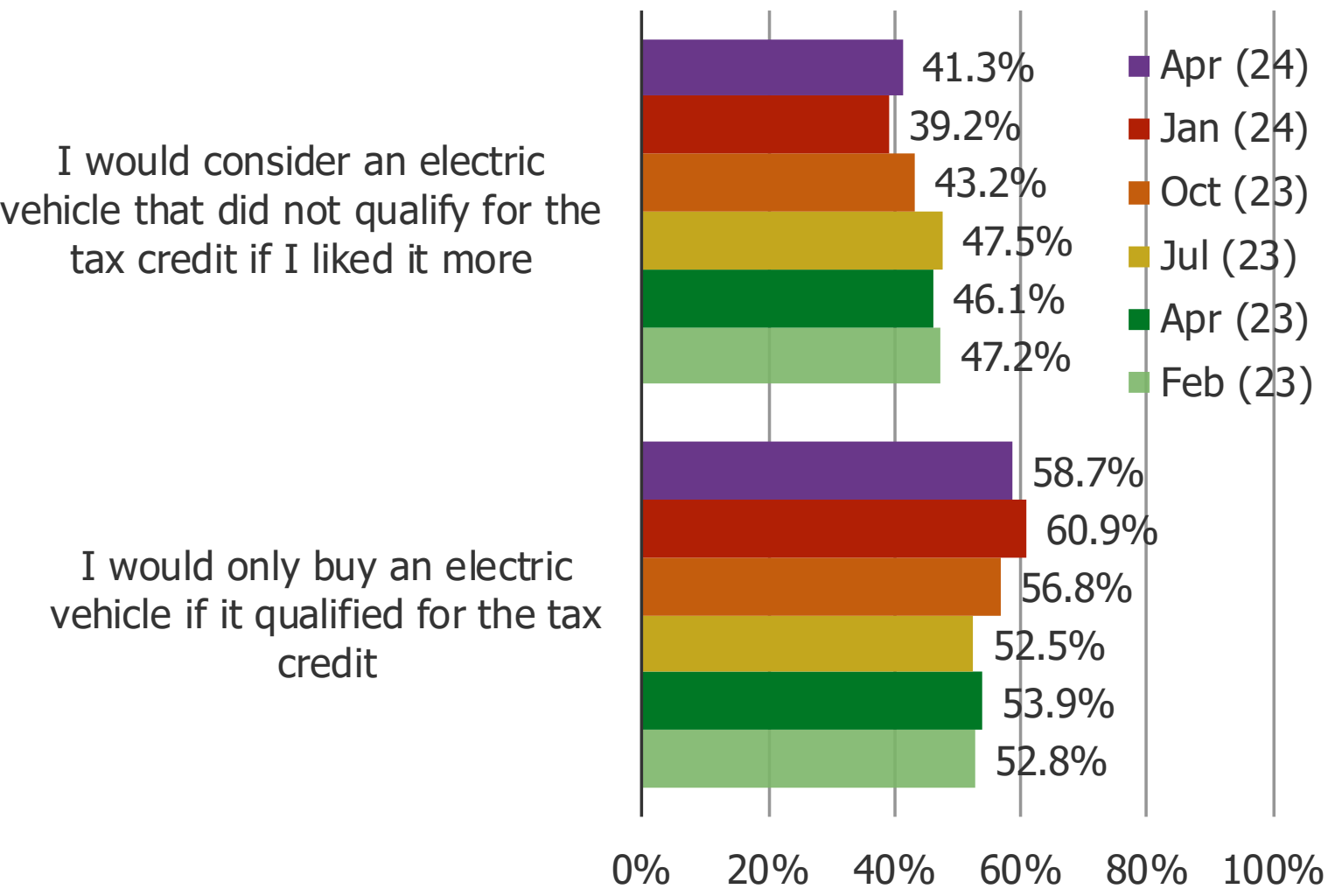
DID YOU KNOW THAT YOU CAN GET A TAX CREDIT WHEN PURCHASING SOME ELECTRIC VEHICLES THAT QUALIFY FOR THE CREDIT?

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



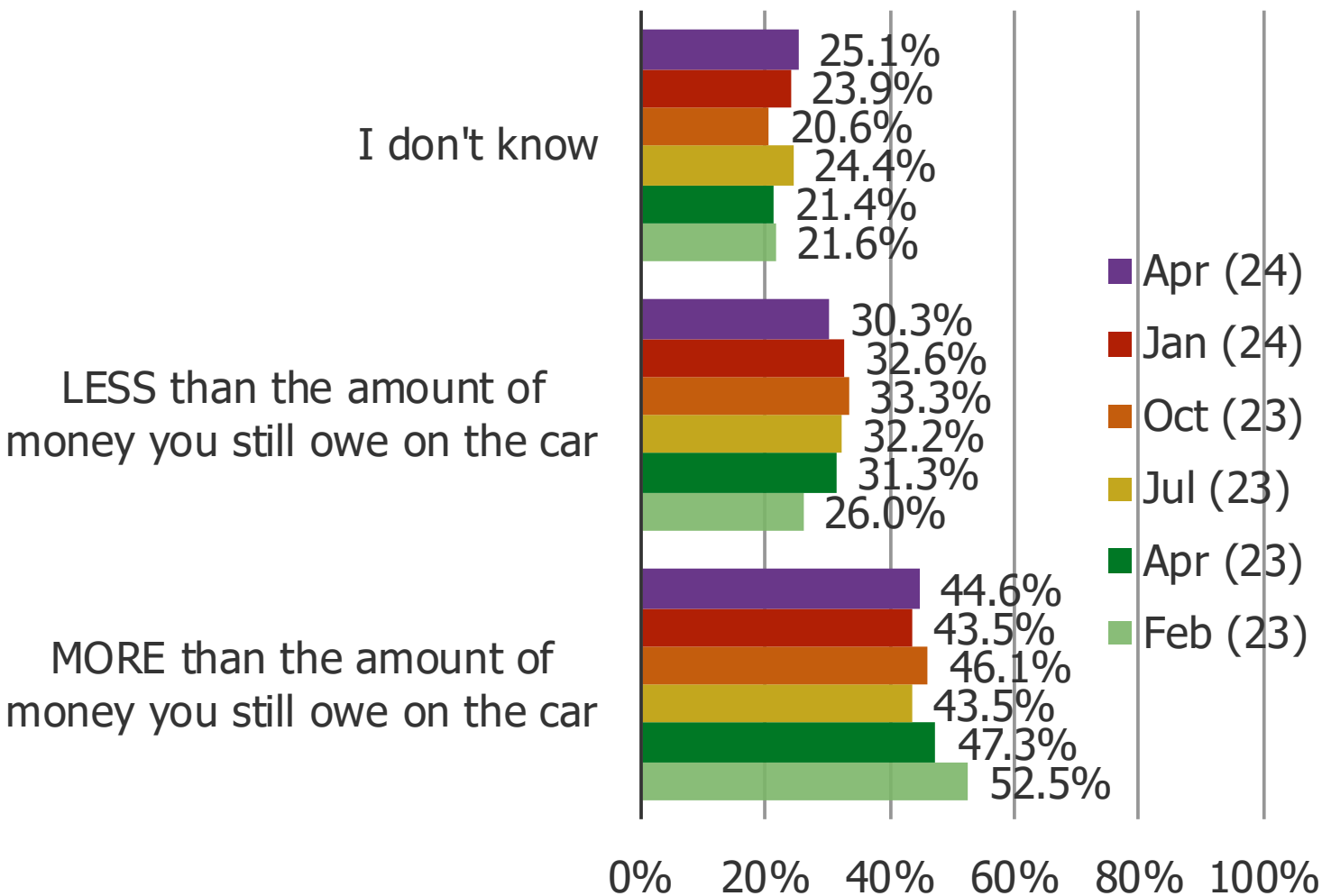
IF YOU WERE BUYING AN ELECTRIC VEHICLE TODAY, HOW IMPORTANT IT BE FOR YOU TO CHOOSE A VEHICLE THAT QUALIFIES FOR THE TAX CREDIT?

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



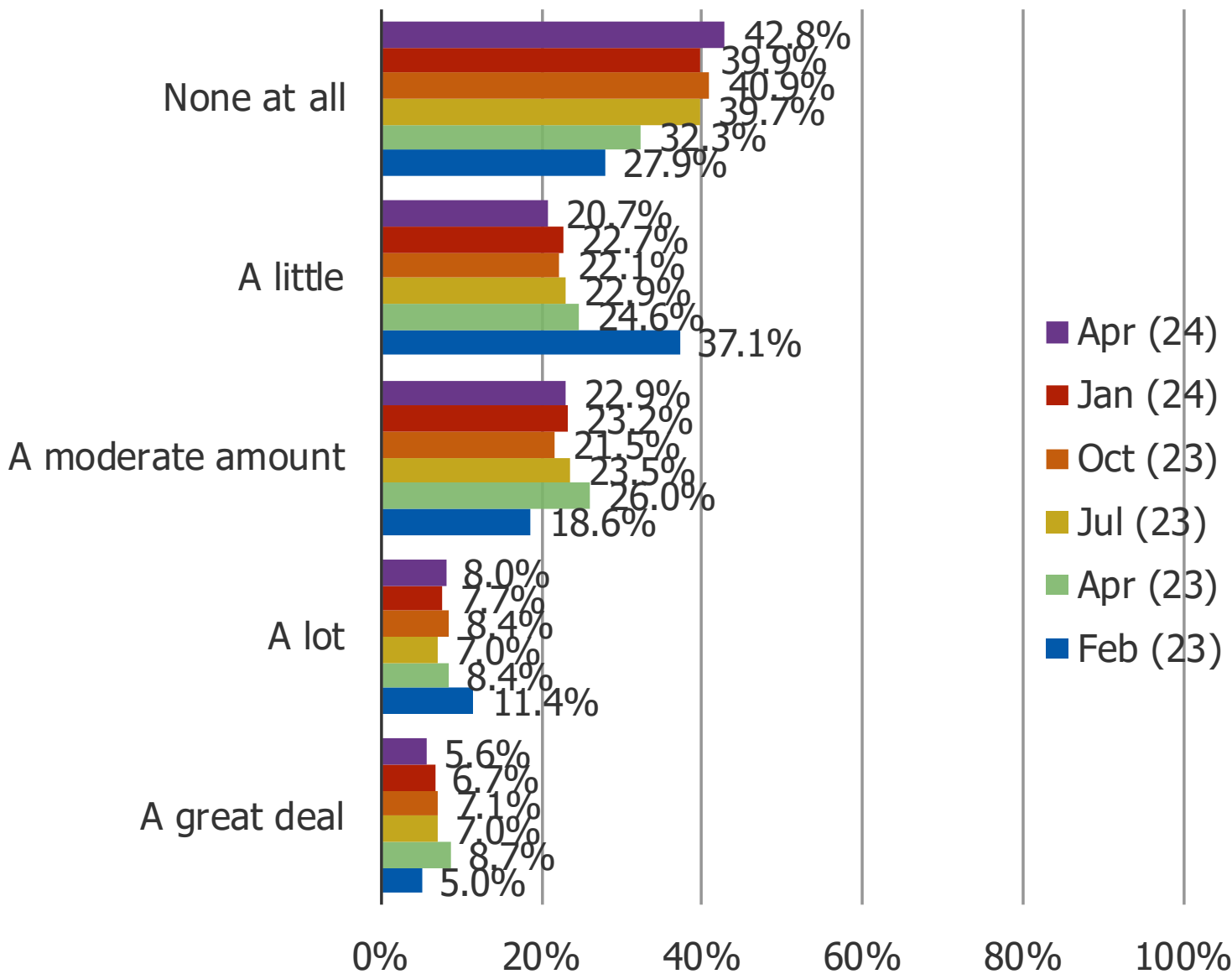
DO YOU THINK THE VEHICLE YOU MOST RECENTLY FINANCED IS WORTH...

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



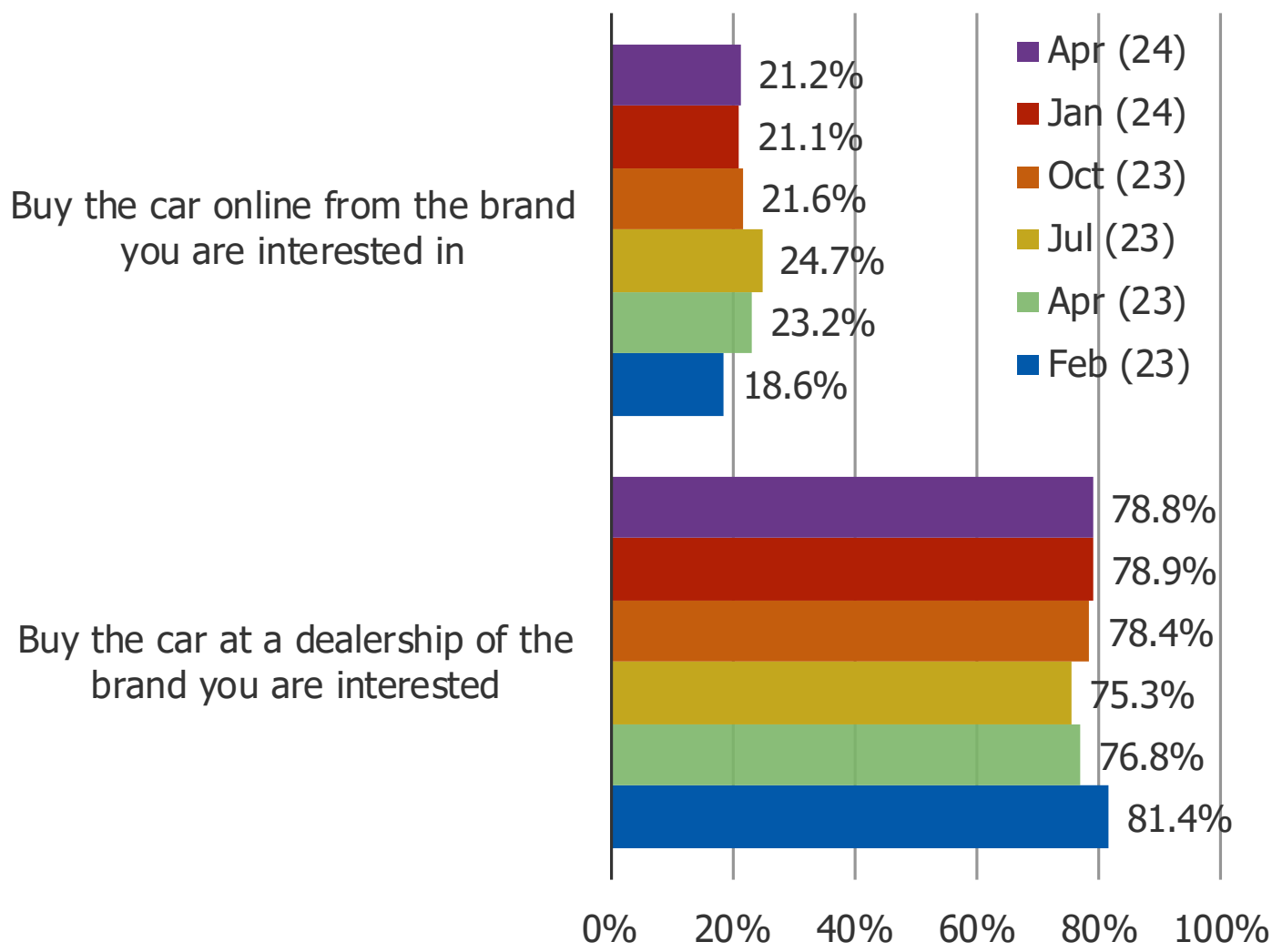
HOW MUCH DO YOU ENJOY VISITING CAR DEALERSHIPS TO SHOP FOR A CAR?

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...

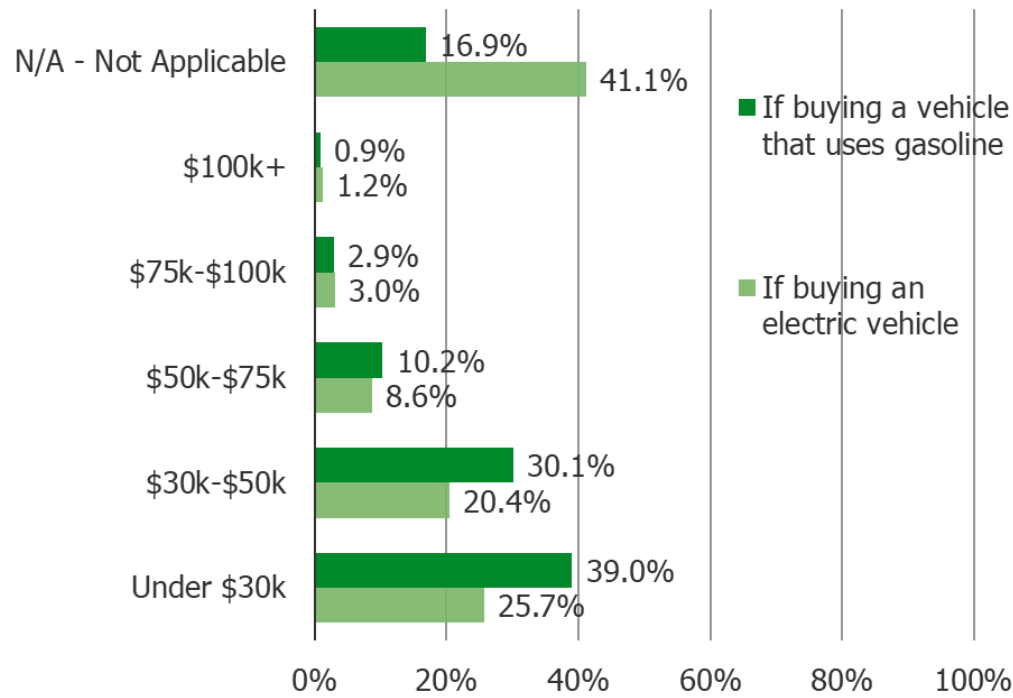
Posed to auto owners.



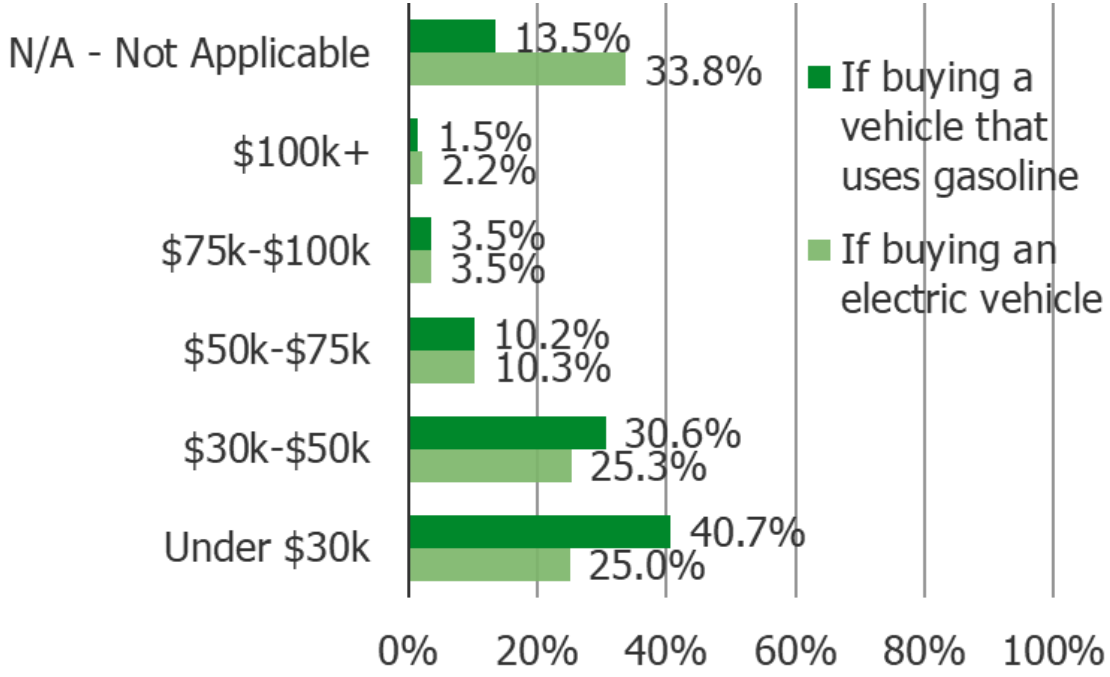
HOW MUCH WOULD YOU BE WILLING TO SPEND ON A NEW CAR?

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

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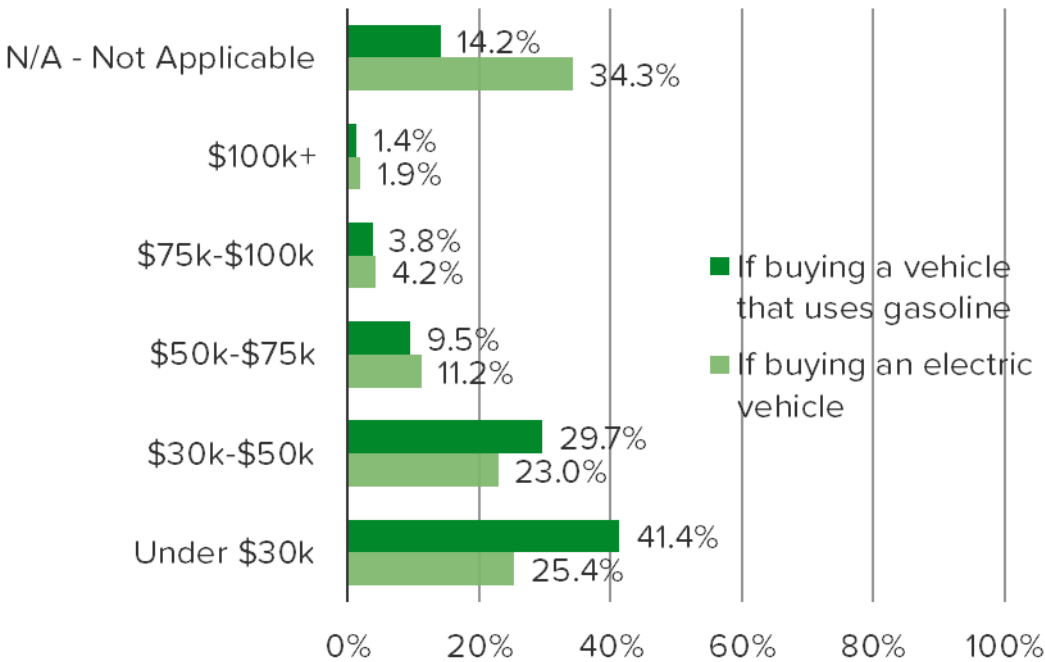
January 2024



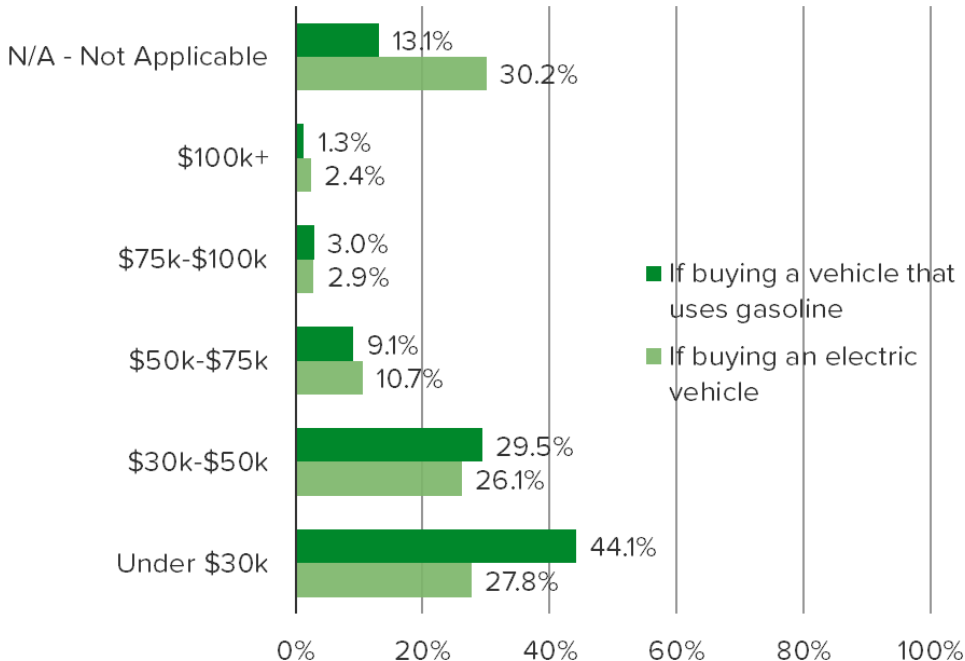
HOW MUCH WOULD YOU BE WILLING TO SPEND ON A NEW CAR?

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

October 2023



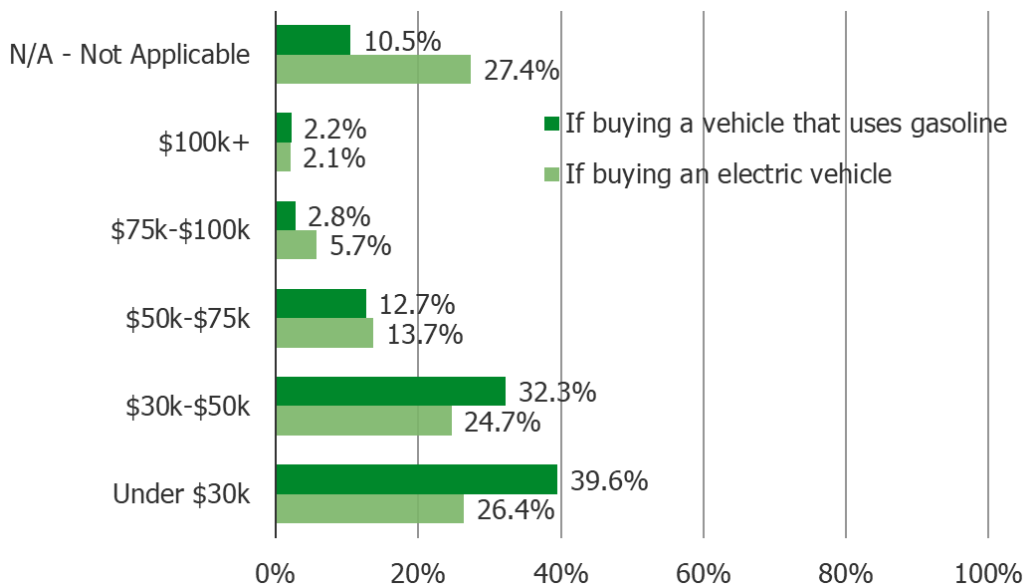
July 2023



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

