

Bespoke Survey Research

January 2025

Autos and Electric Vehicles

Volume 17 | Quarterly Survey

1,100 US Consumers Balanced To Census

Tickers Covered: TSLA, RIVN.

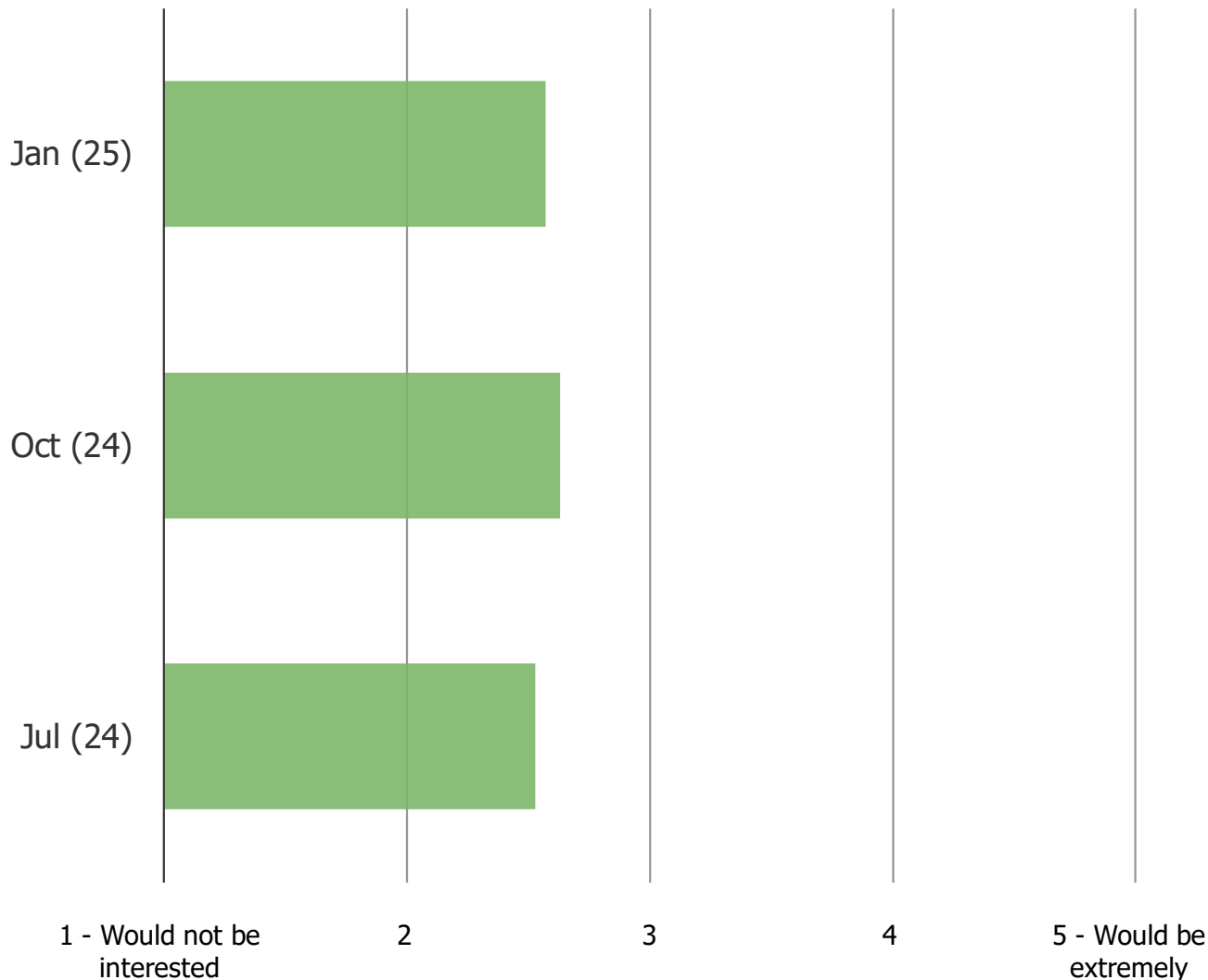
Key Takeaways:

- ❑ Consumer intentions to purchase an EV for one's next vehicle are holding steady q/q, but ~80% of those with plans to purchase/lease a vehicle intend to go with a gas vehicle.
- ❑ Over the history of our survey, sentiment around EVs and purchase intentions vis a vis electric vs. gas shifted away from EVs. In more recent waves, however, the trend has stabilized and these KPIs have either flattened or slightly ticked up for EVs.
- ❑ On autonomous/self-driving vehicles, consumers overall remain likely to rate human drivers as safer relative to self-driving cars. Consumers are still broadly lukewarm toward fully autonomous vehicles. The interest levels are also very sensitive to the price level it would be offered at.
- ❑ The share of consumers interested in Tesla because it is a cool car or because of the technology has increased over time. The share of consumers interested in Tesla purely because it is an EV has decreased over time.
- ❑ Intentions to purchase a Tesla Cybertruck are holding consistent check to check.
- ❑ Among those who aren't likely to purchase an EV over ICE, the top reason is increasingly the fear of running out of battery / the range being short.

NEW QUESTIONS

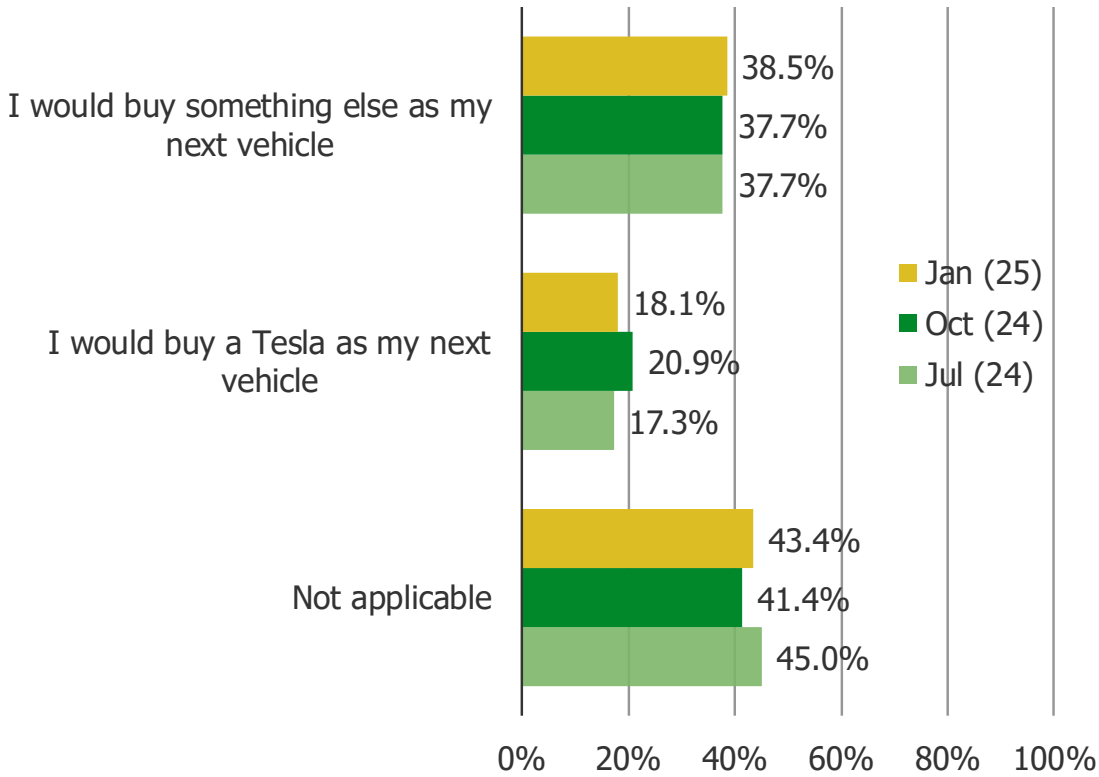
IF AUTONOMOUS DRIVING COULD BE PERFECTED TO THE POINT WHERE IT WAS SAFER THAN HUMANS DRIVING, HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VEHICLE THAT COULD FULLY DRIVE ITSELF?

Posed to all respondents.



IF YOU LEARNED TESLA PERFECTED AUTONOMOUS DRIVING TO THE POINT WHERE IT WAS SAFER THAN HUMANS DRIVING AND THEY WERE THE ONLY COMPANY WHO COULD OFFER SUCH A CAPABILITY... WHICH OF THE FOLLOWING WOULD BEST DESCRIBE YOU...

Posed to all respondents.

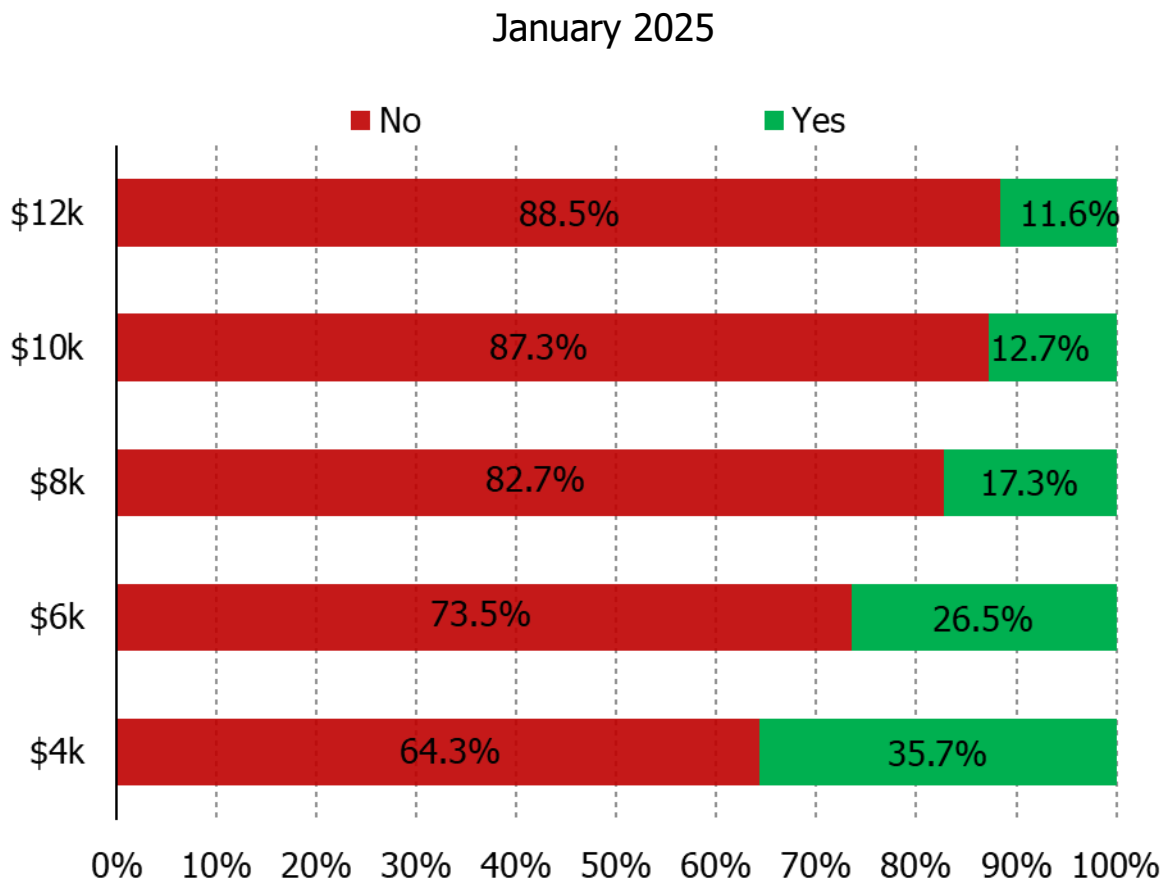


Why?



IF YOU COULD PURCHASE FULL SELF DRIVING CAPABILITIES UPFRONT FOR THE LIFE OF THE VEHICLE, WOULD YOU BUY IT AT THE FOLLOWING AMOUNTS:

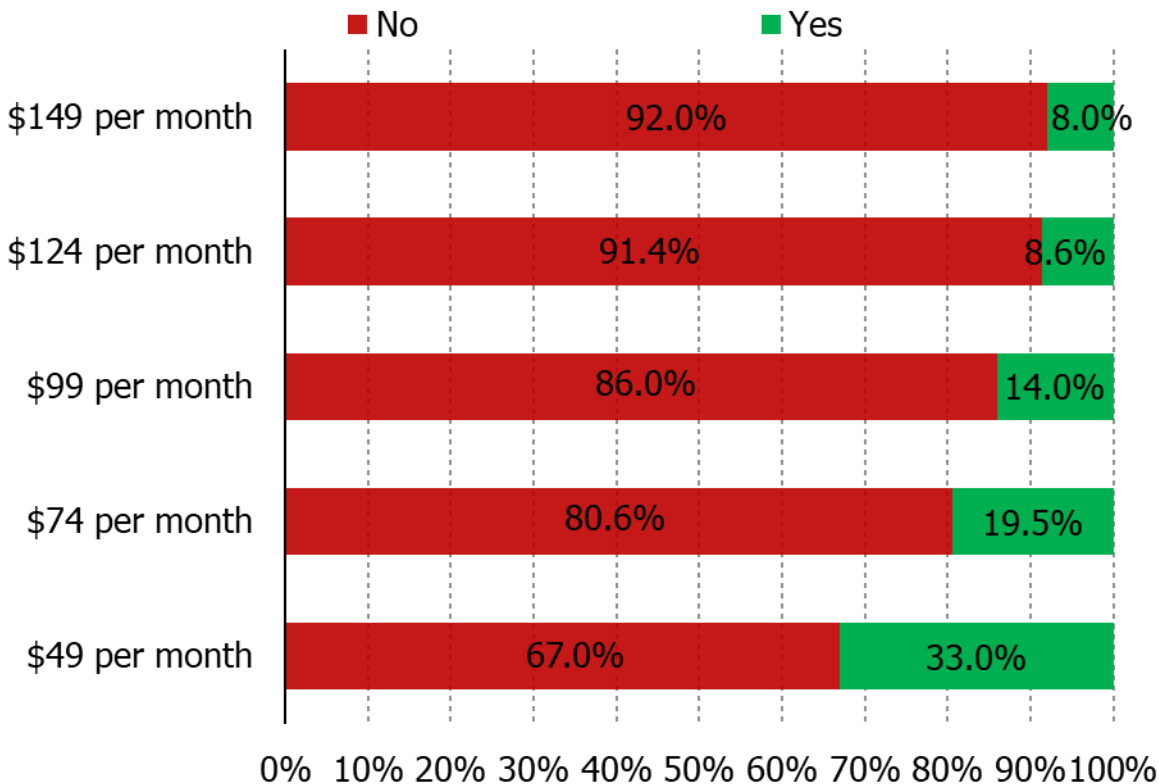
Posed to all respondents.



IF YOU COULD CHOOSE TO PAY A MONTHLY SUBSCRIPTION TO HAVE ACCESS TO FULL SELF DRIVING CAPABILITIES, WHICH YOU COULD CANCEL ANYTIME, WOULD YOU SUBSCRIBE AT THE FOLLOWING MONTHLY PRICE POINTS?

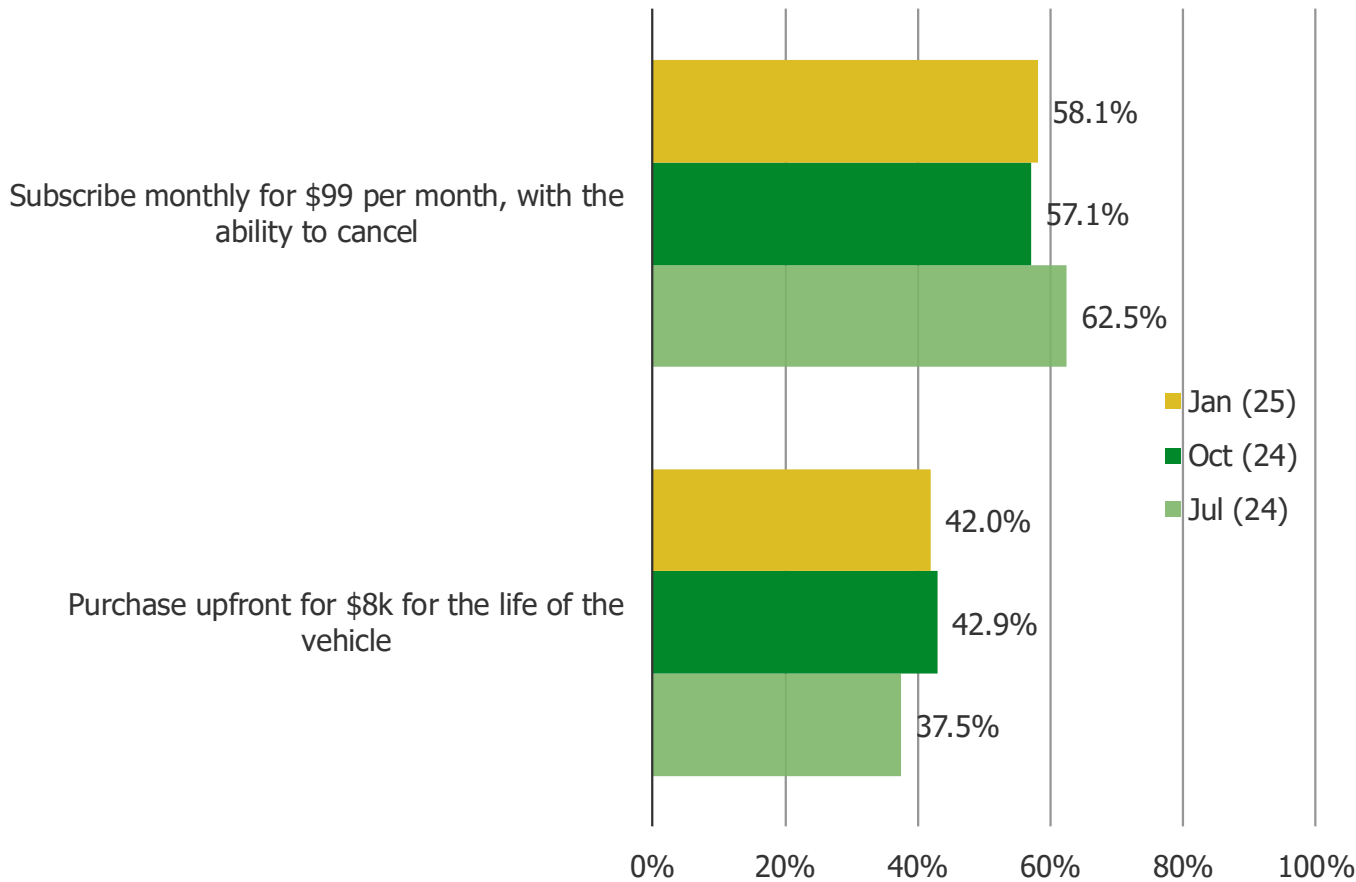
Posed to all respondents.

January 2025



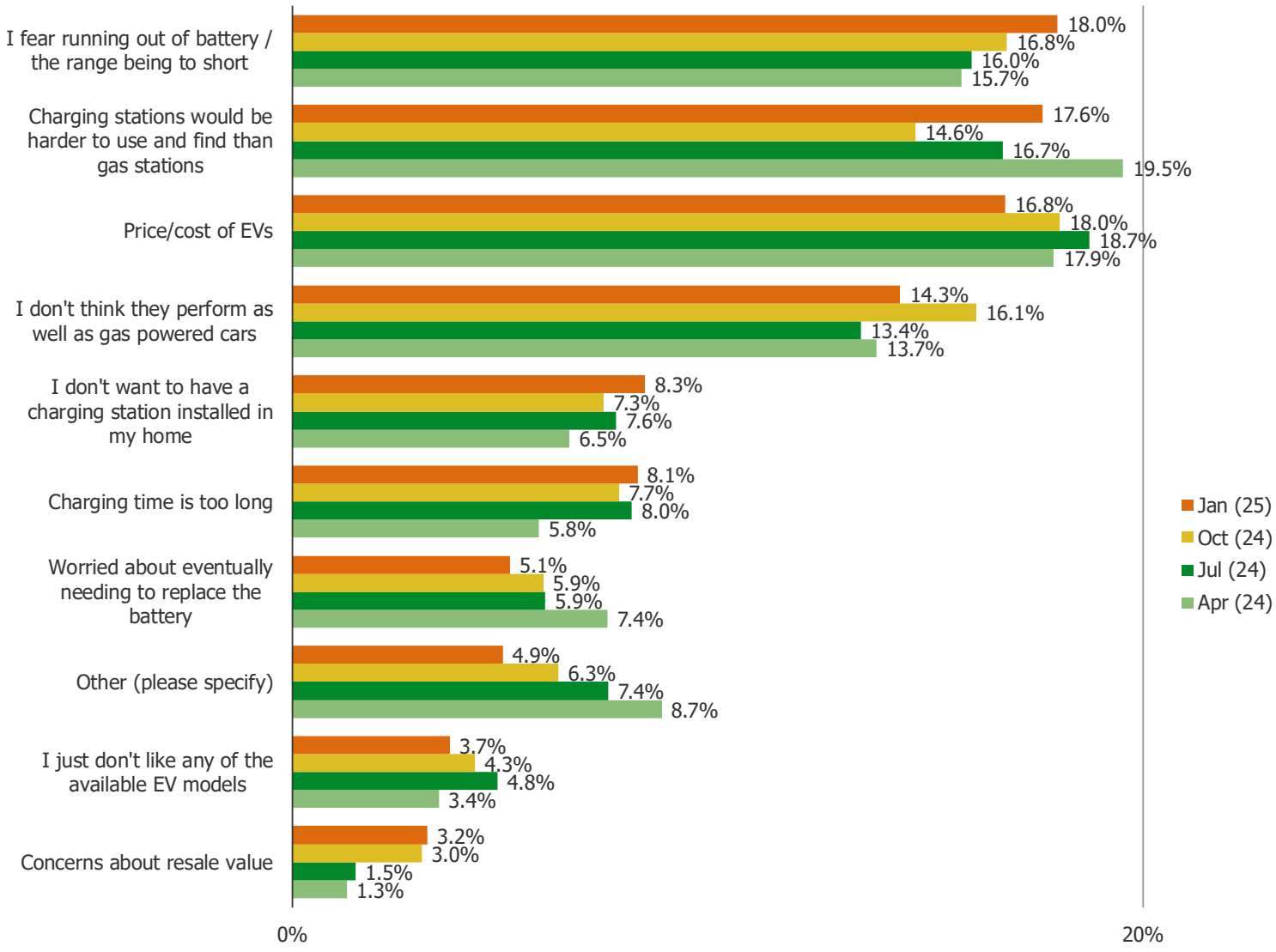
IF YOU HAD THE OPTION TO ADD FULL SELF DRIVING CAPABILITIES TO YOUR VEHICLE, WHICH WOULD YOU FIND MORE ATTRACTIVE?

Posed to all respondents.



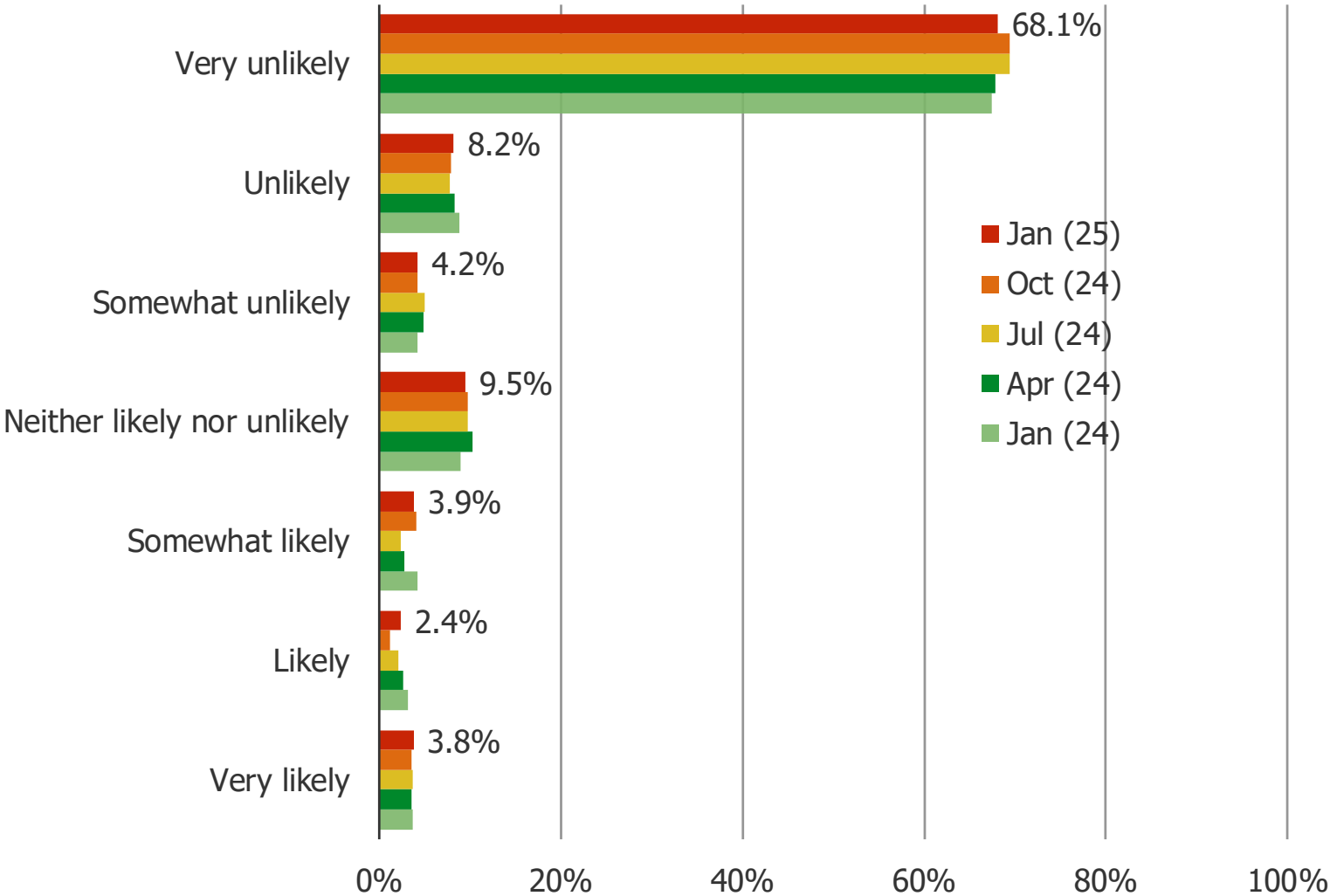
WHAT IS THE PRIMARY REASON FOR WHY YOU ARE NOT MORE LIKELY TO CHOOSE AN ELECTRIC VEHICLE?

Posed to all respondents who are likely to purchase a gas vehicle for their next vehicle (N = 567)



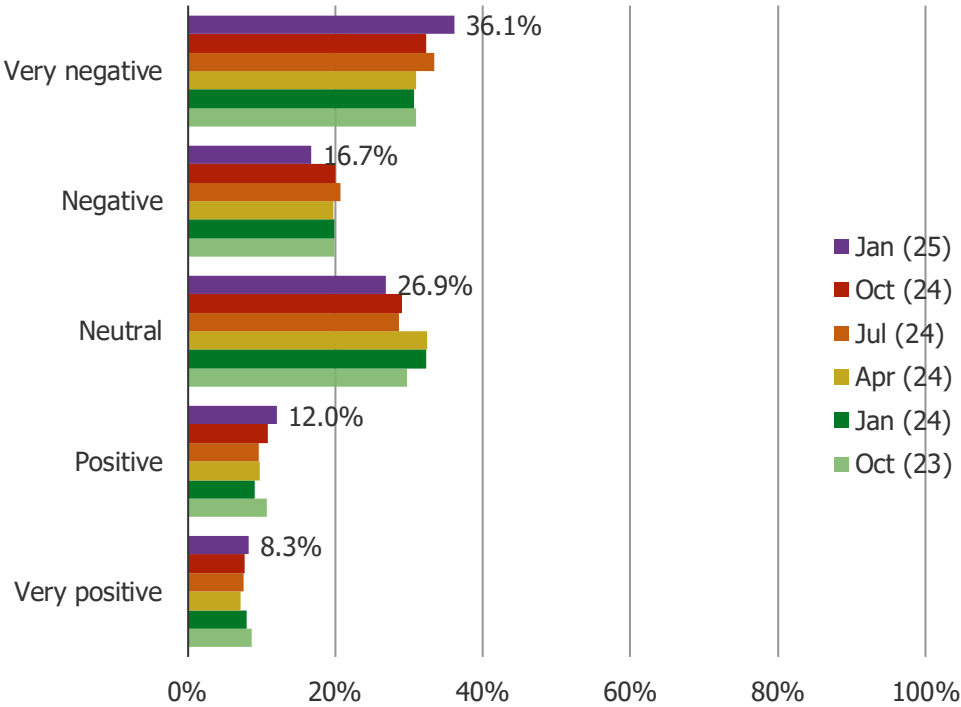
HOW LIKELY IS IT THAT YOU WILL PICK THE TESLA CYBERTRUCK AS YOUR NEXT VEHICLE?

Posed to all respondents.



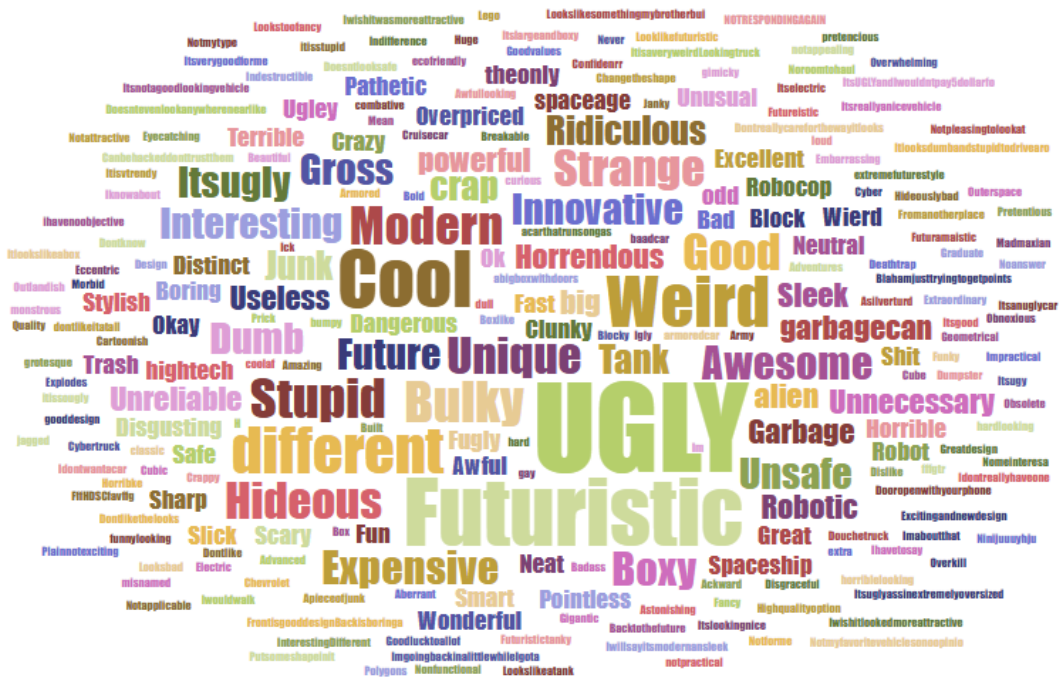
THE VEHICLE PICTURED ABOVE IS THE TESLA CYBERTRUCK (ELECTRIC VEHICLE), WHAT IS YOUR OPINION OF THIS VEHICLE?

Posed to all respondents.



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

Posed to all respondents.

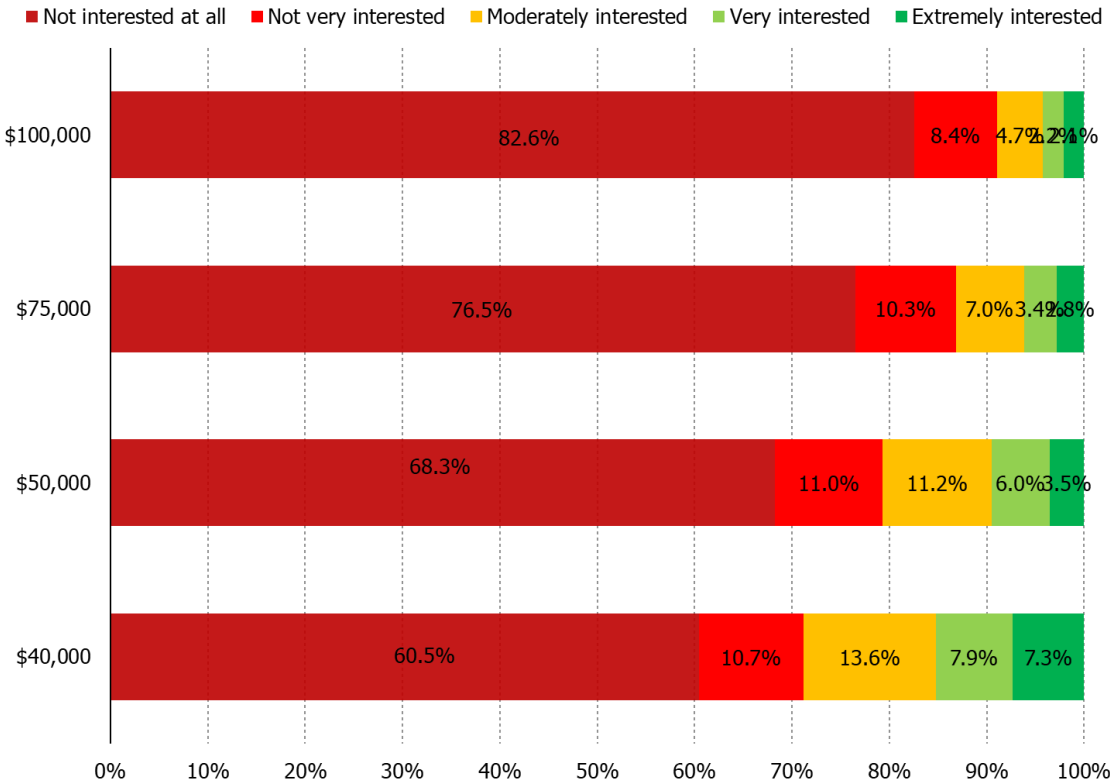


HOW MUCH INTEREST WOULD YOU HAVE IN GETTING THE VEHICLE ABOVE AS YOUR NEXT CAR AT THE FOLLOWING MSRP'S?

Posed to all respondents.



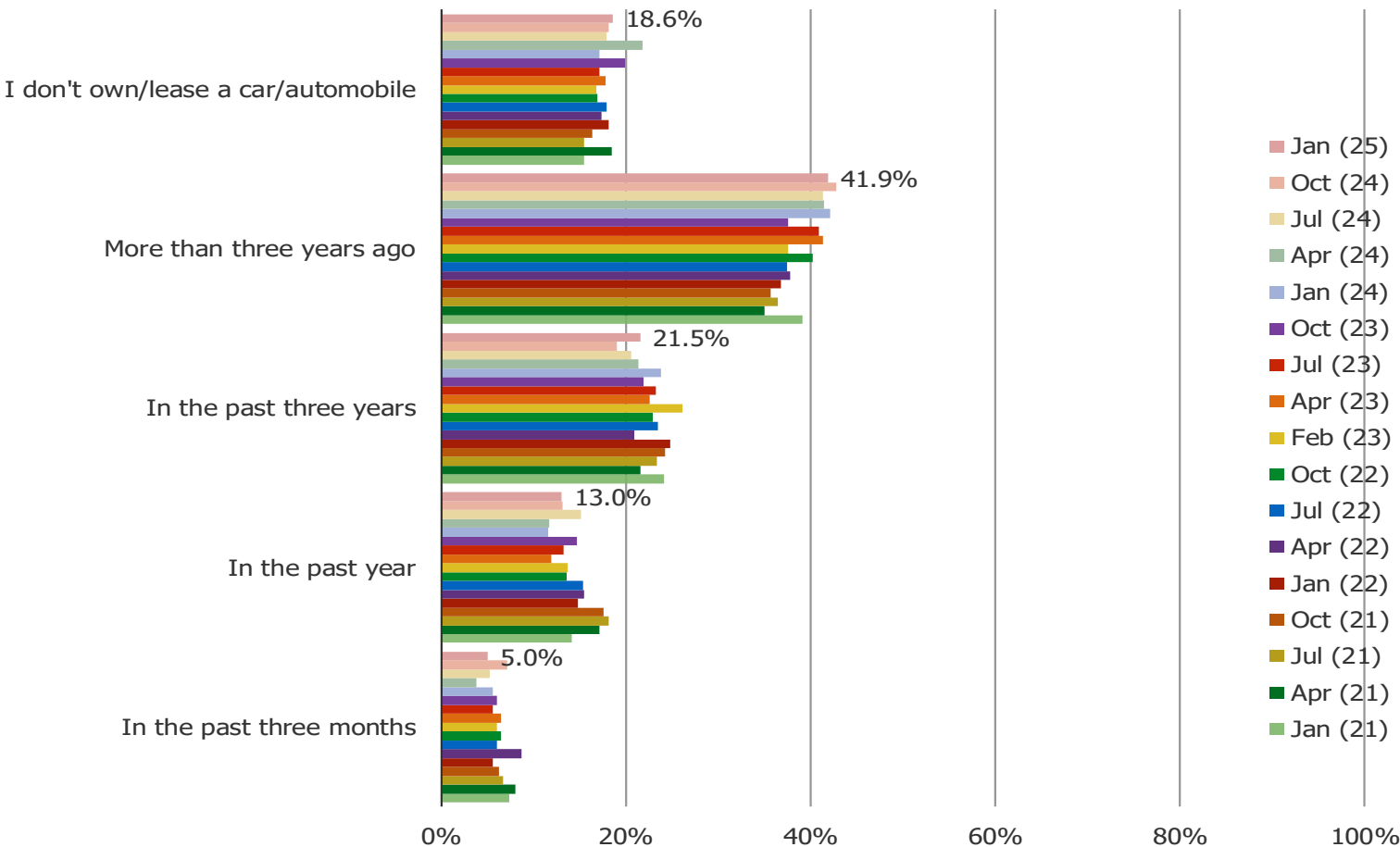
January 2025



AUTOS AND EVS

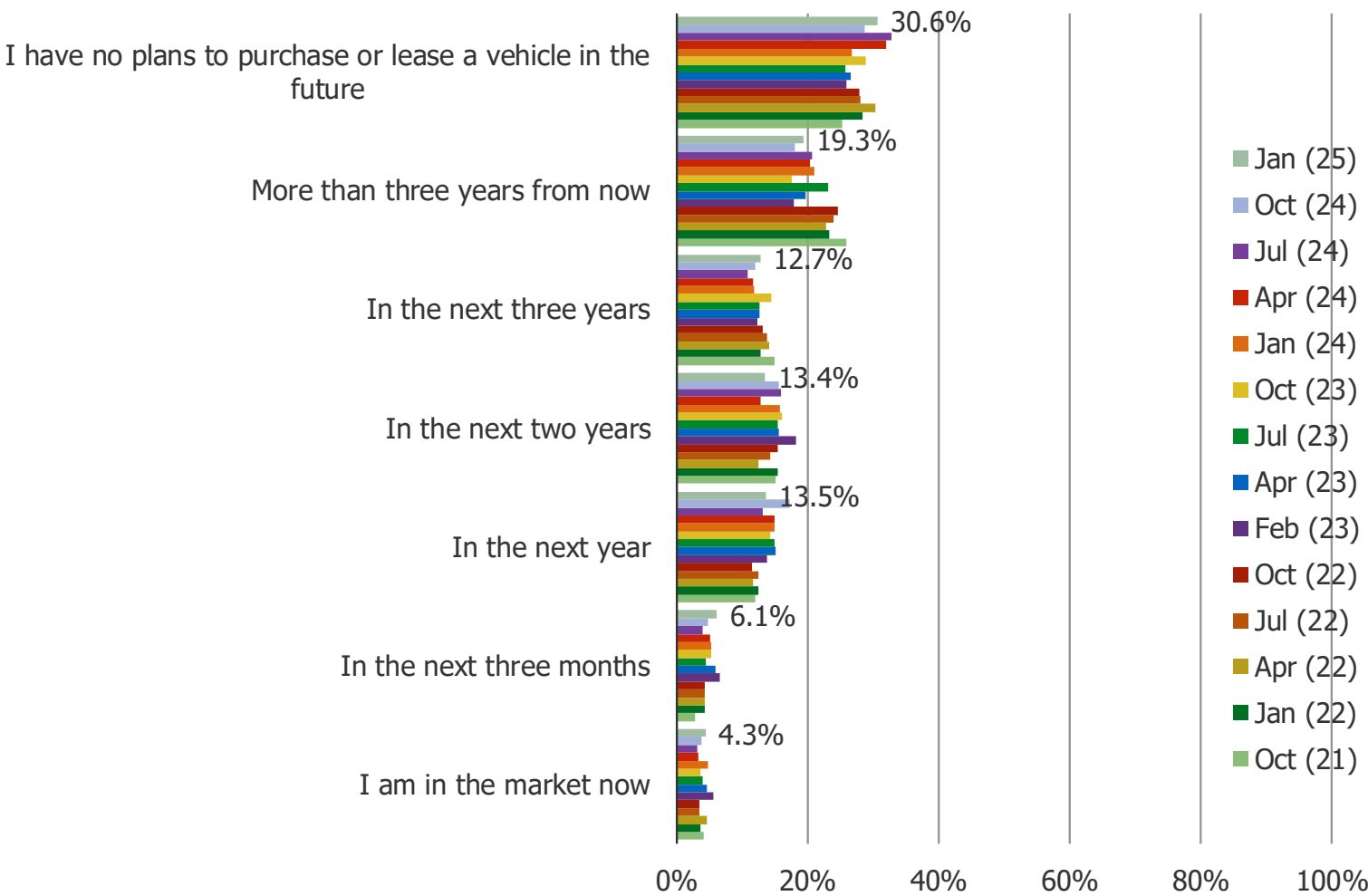
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR/AUTOMOBILE?

Posed to all respondents.



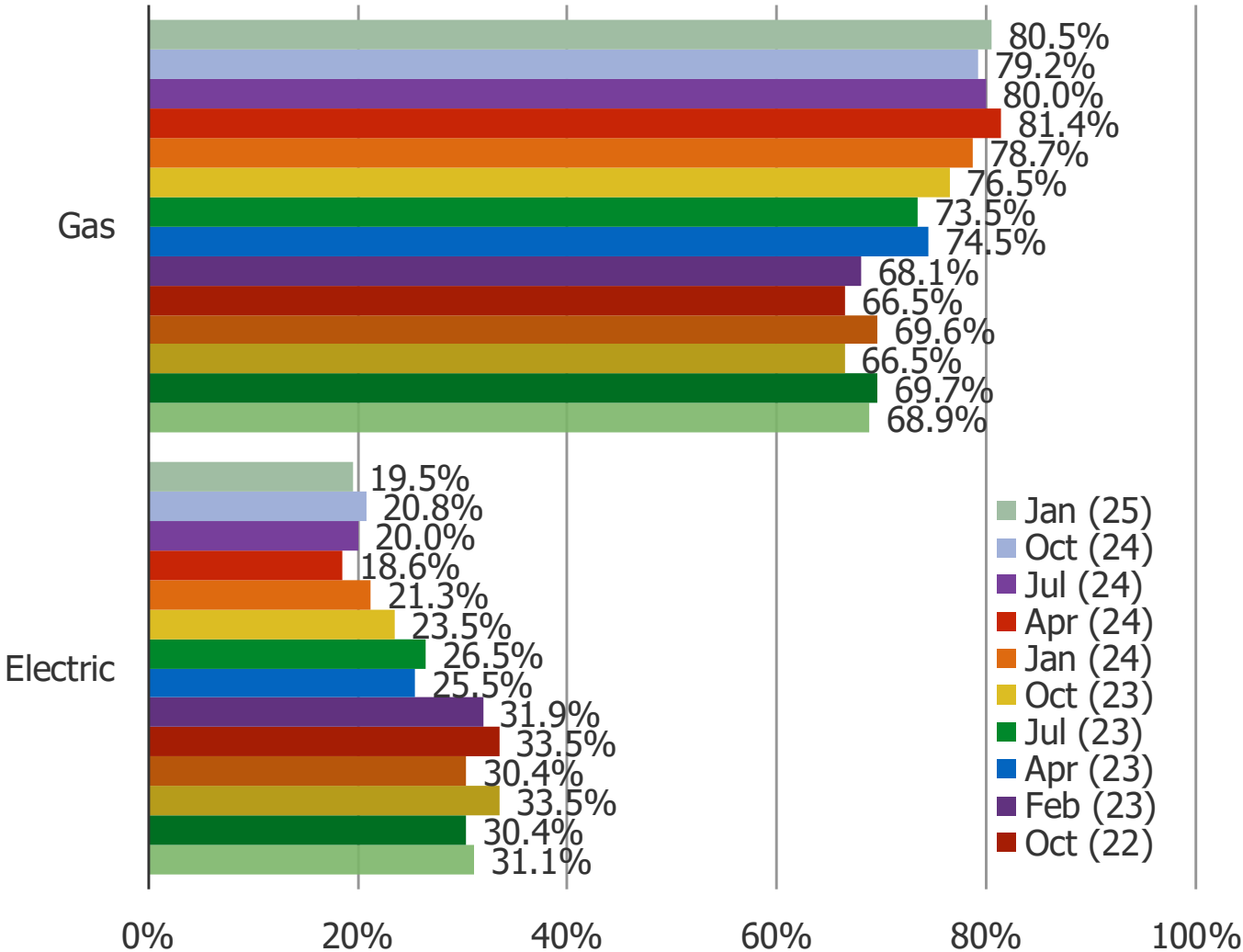
WHEN ARE YOU MOST LIKELY TO PURCHASE OR LEASE A VEHICLE NEXT?

Posed to all respondents.



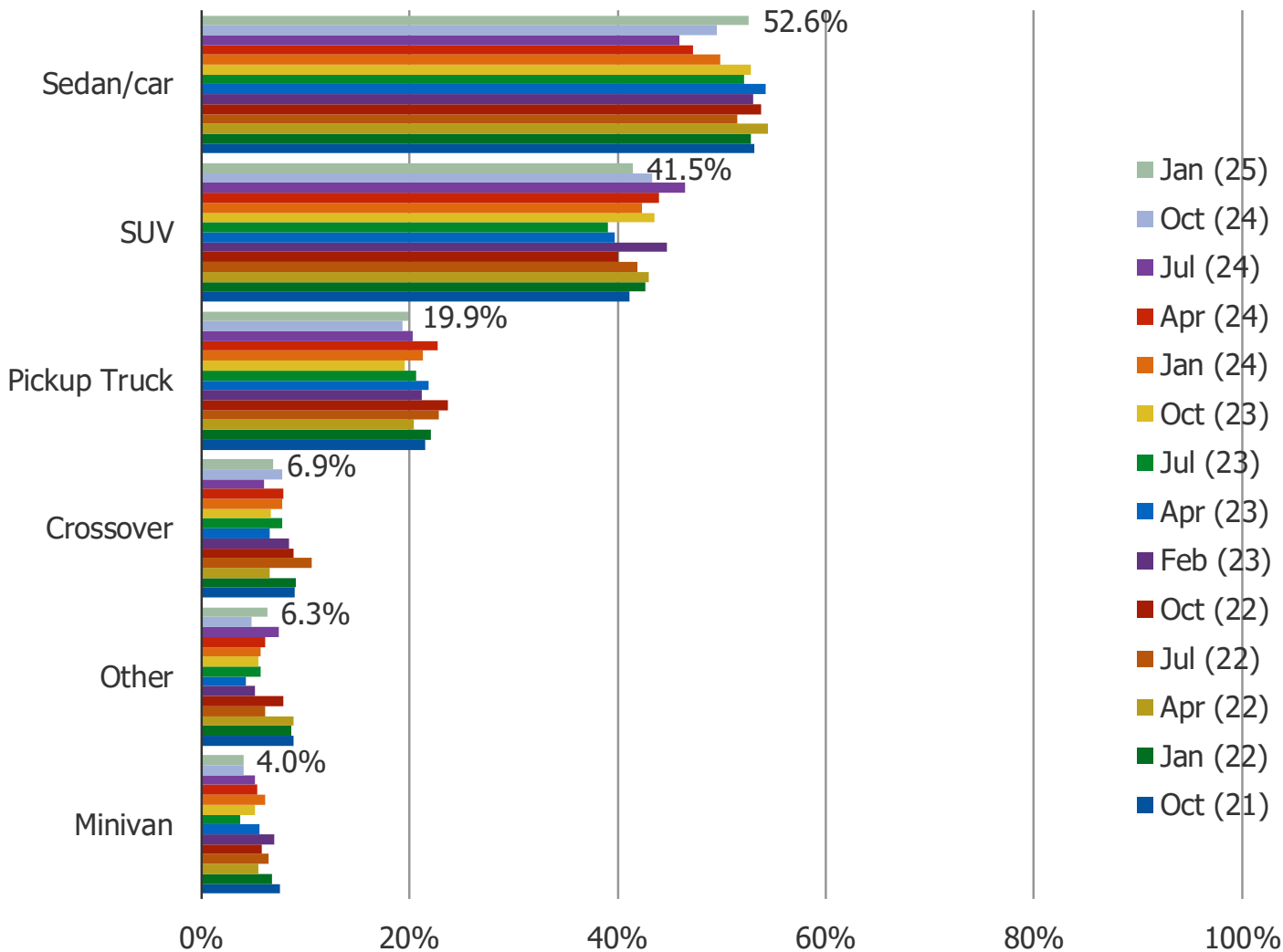
THINKING ABOUT THE NEXT VEHICLE YOU WILL PURCHASE OR LEASE, IS IT MORE LIKELY TO BE:

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



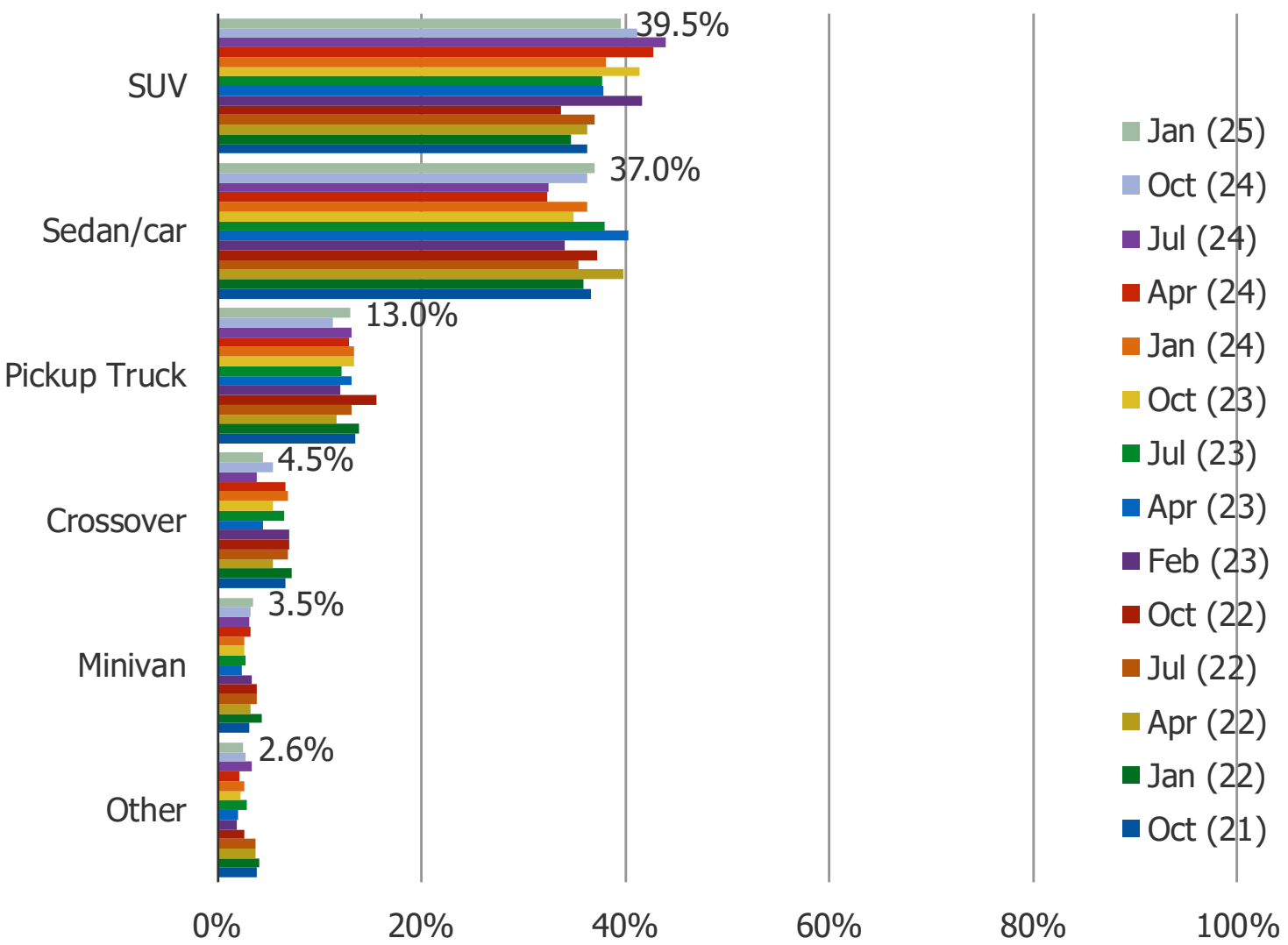
WHICH OF THE FOLLOWING DO YOU CURRENTLY OWN IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY)

Posed to all respondents



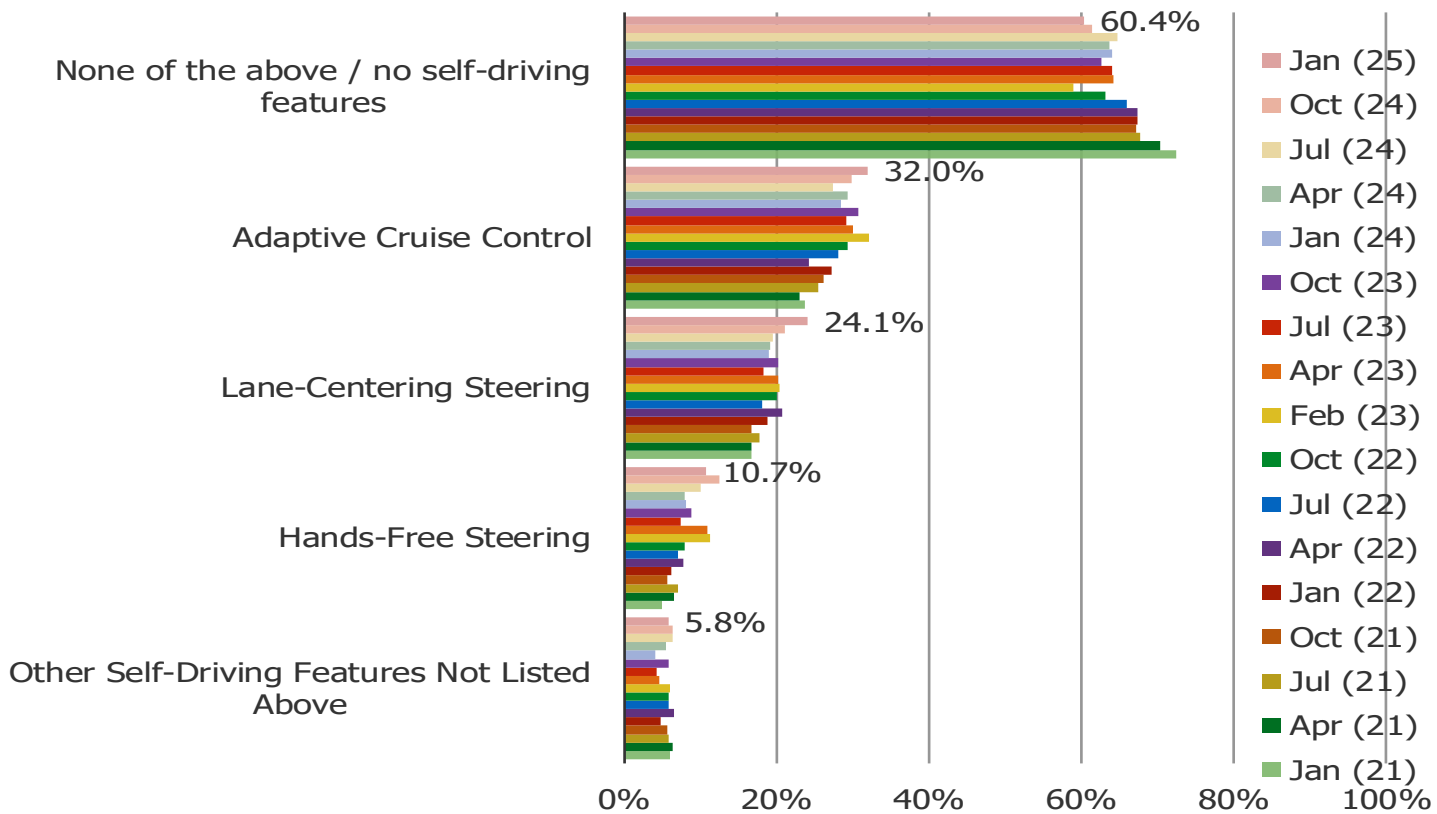
WHICH IS YOUR MOST PREFERRED TYPE OF VEHICLE TO OWN/LEASE?

Posed to all respondents



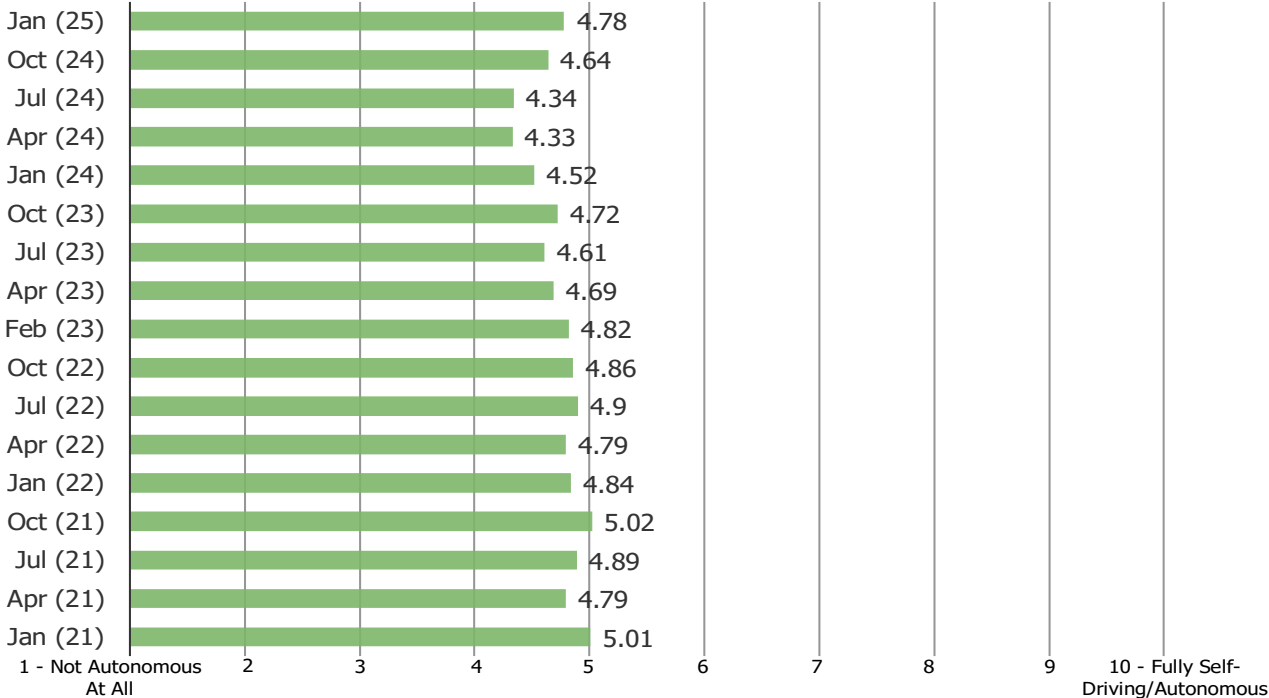
DO YOU CURRENTLY OWN/LEASE ONE OR MORE AUTOS THAT HAVE THE FOLLOWING FEATURES?

Posed to respondents who own/lease a car.



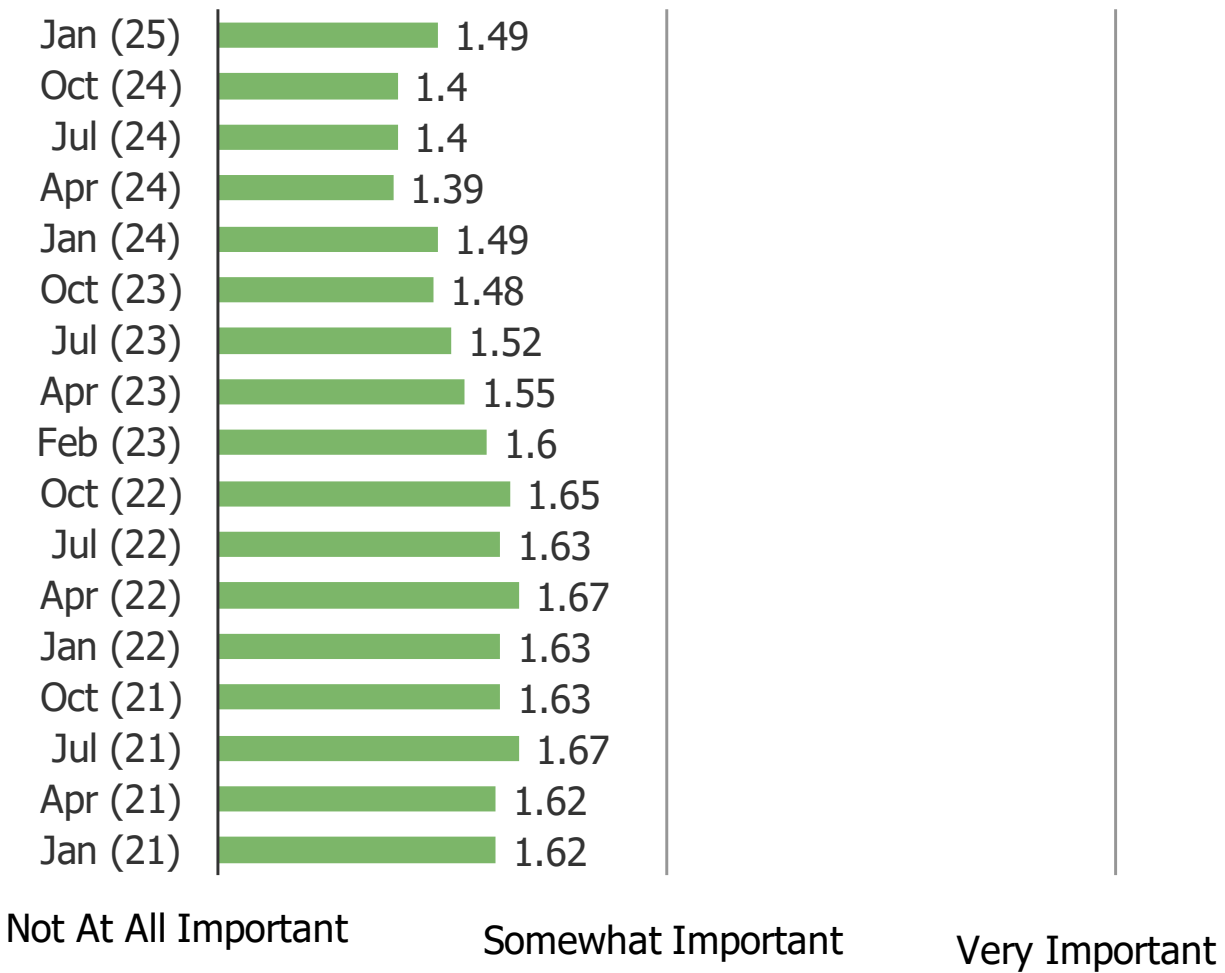
IN YOUR OPINION, HOW AUTONOMOUS WOULD THE IDEAL CAR/AUTOMOBILE BE?

Posed to respondents who own/lease a car.



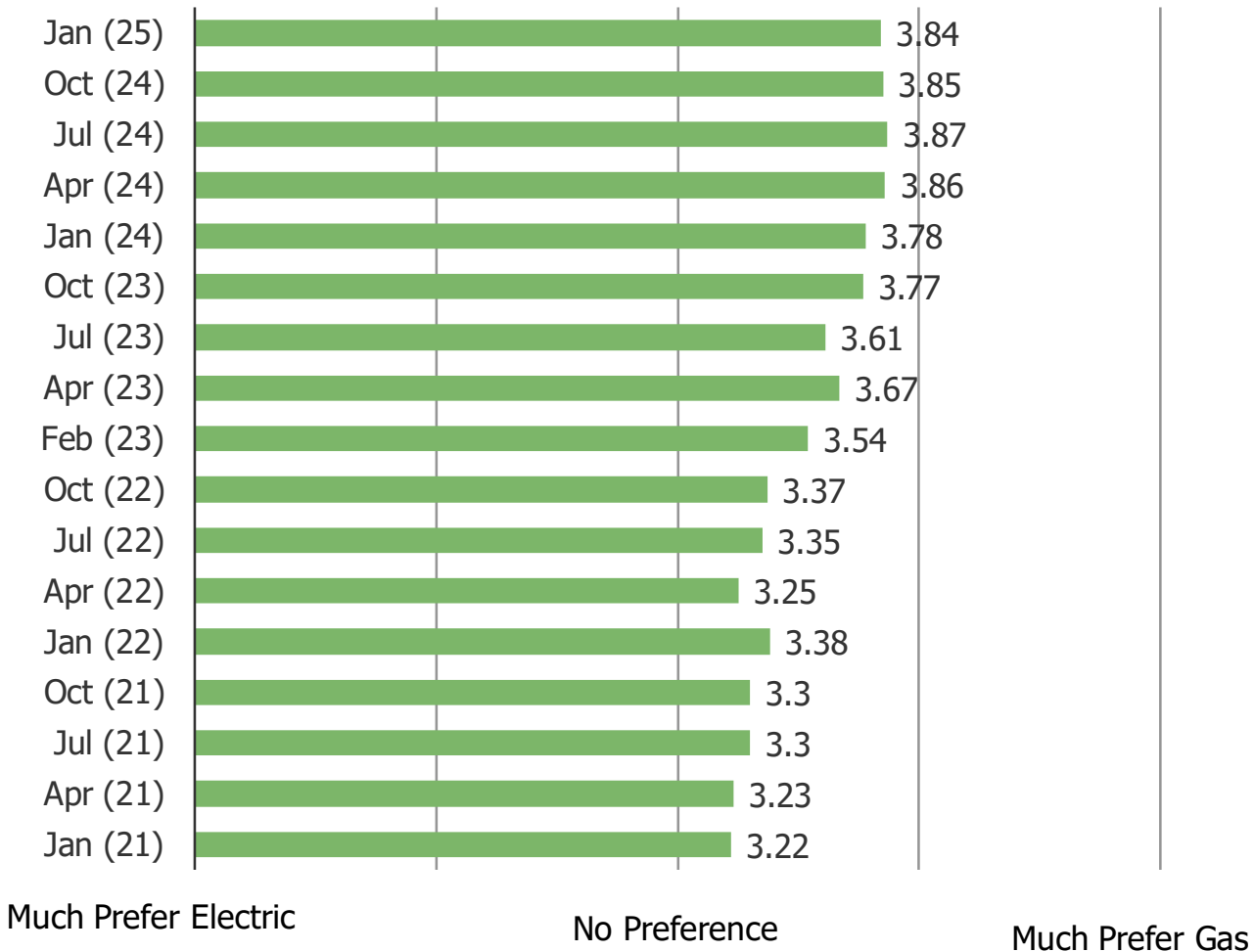
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO BE AVAILABLE IN ELECTRIC?

Posed to respondents who own/lease a car.



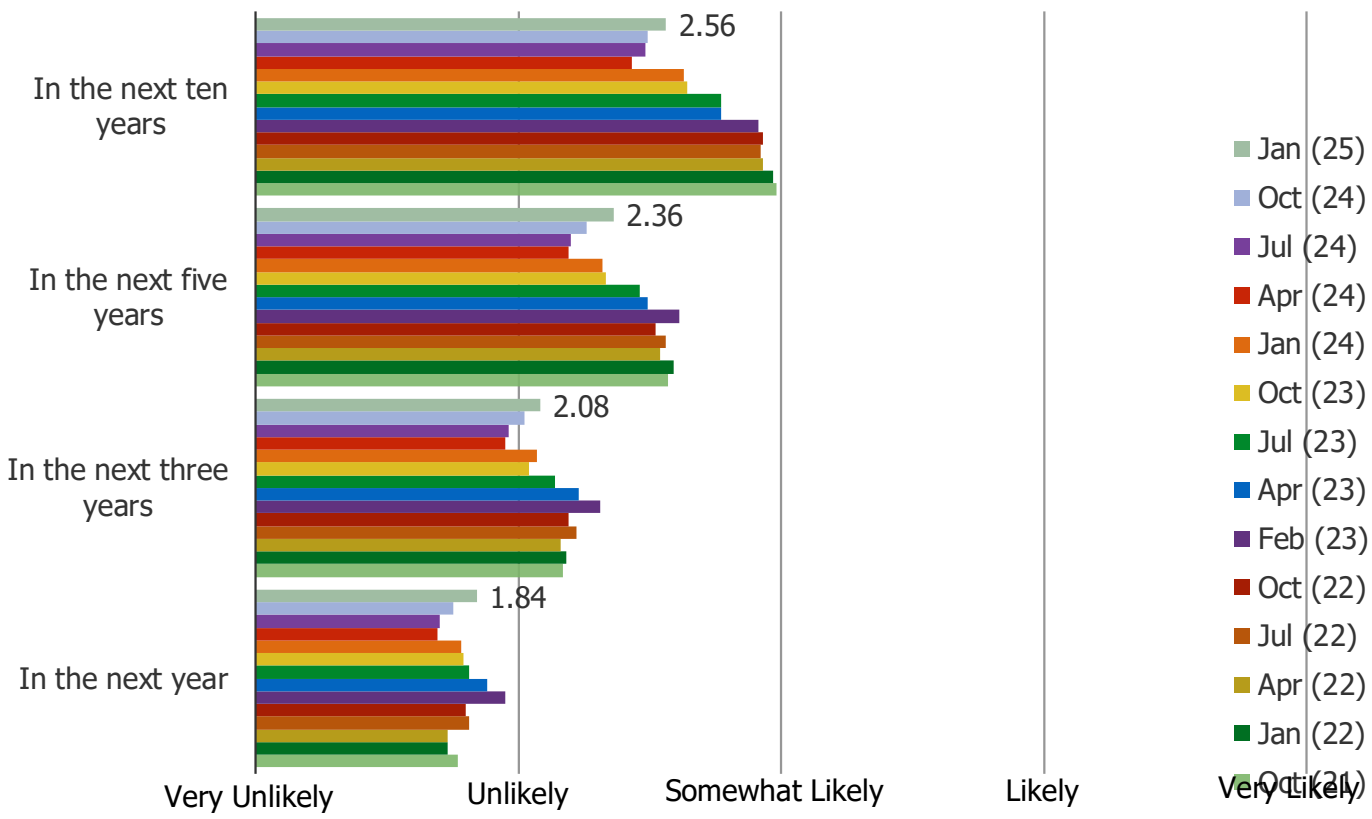
IF YOU WERE LOOKING TO GET A NEW CAR/AUTOMOBILE, WHICH WOULD YOU PREFER TO GET?

Posed to respondents who own/lease a car.



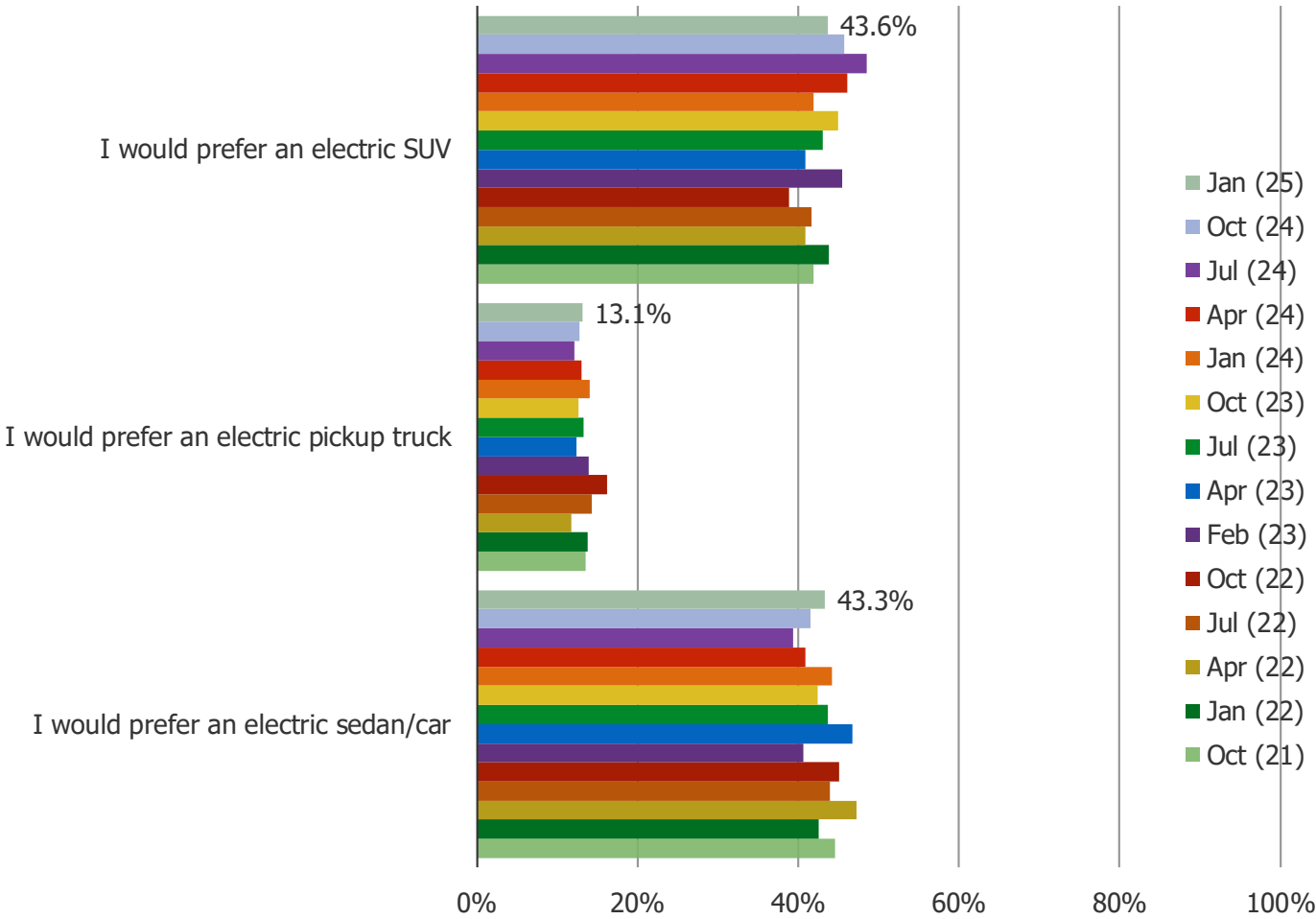
HOW LIKELY ARE YOU OWN OR LEASE AN ELECTRIC VEHICLE...

Posed to respondents who own/lease a car.



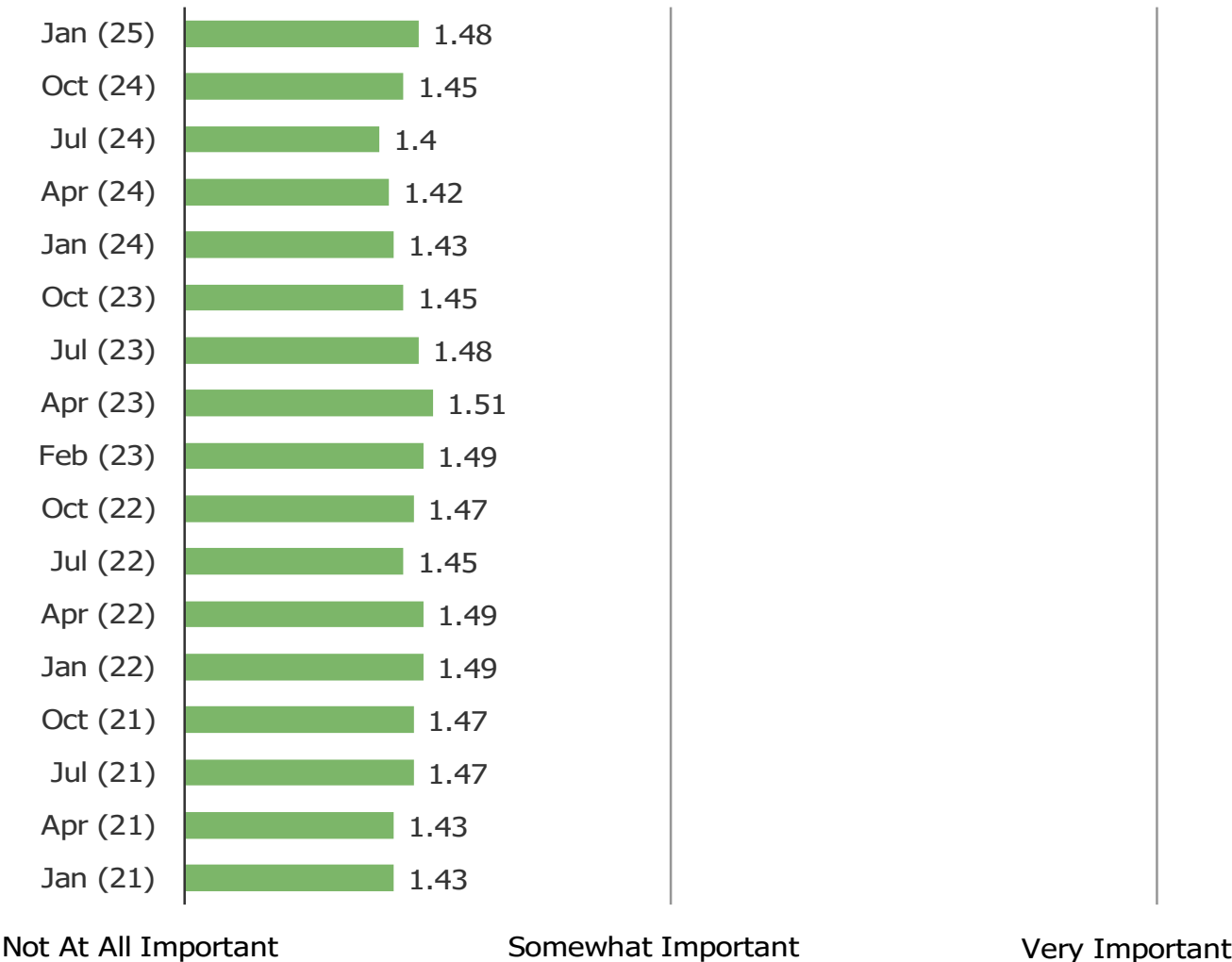
IF YOU WERE TO PURCHASE OR LEASE AN ELECTRIC VEHICLE, WOULD YOU PREFER...

Posed to respondents who own/lease a car.



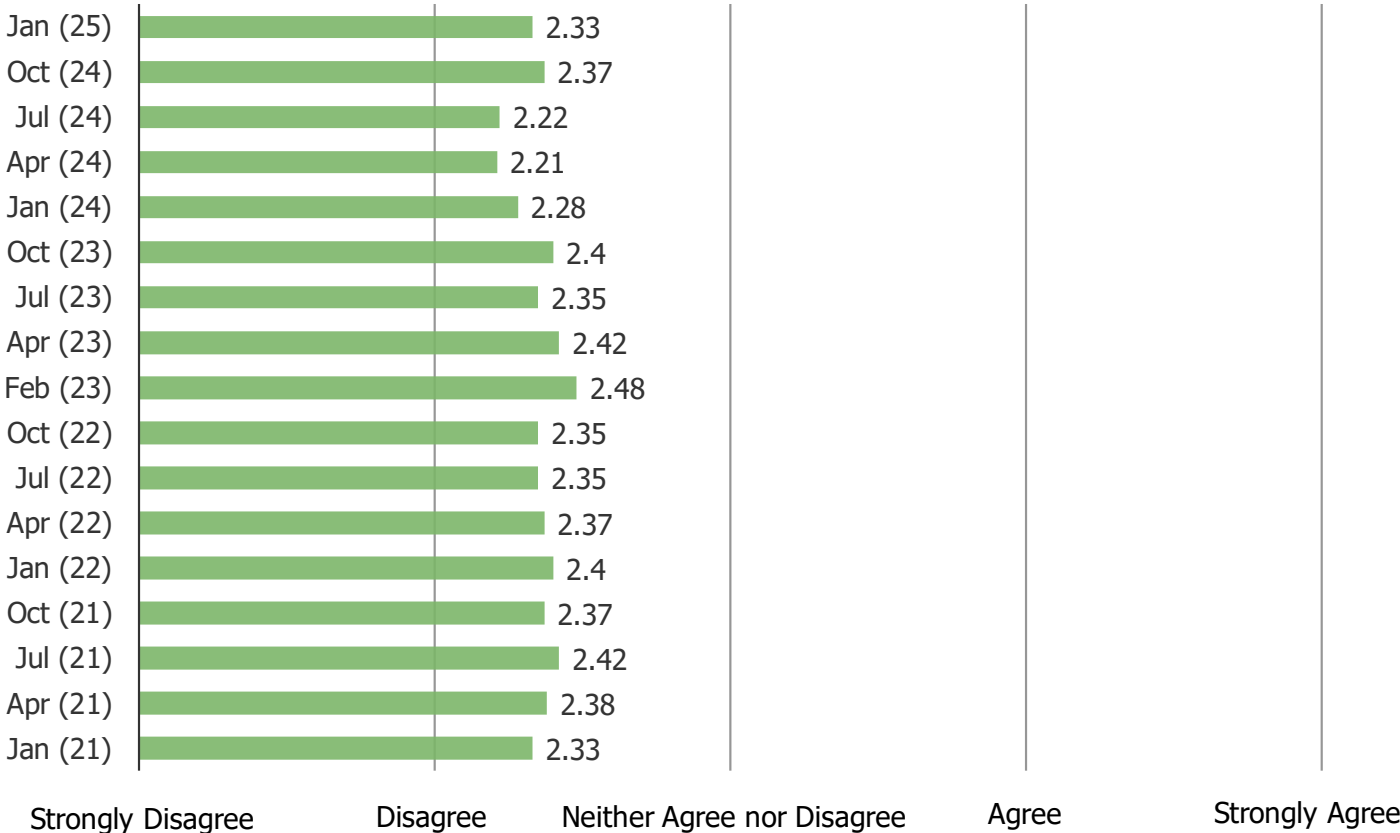
IF YOU WERE LOOKING TO GET A NEW CAR, HOW IMPORTANT WOULD IT BE FOR THE CAR TO HAVE SELF-DRIVING OR AUTONOMOUS DRIVING FEATURES?

Posed to respondents who own/lease a car.



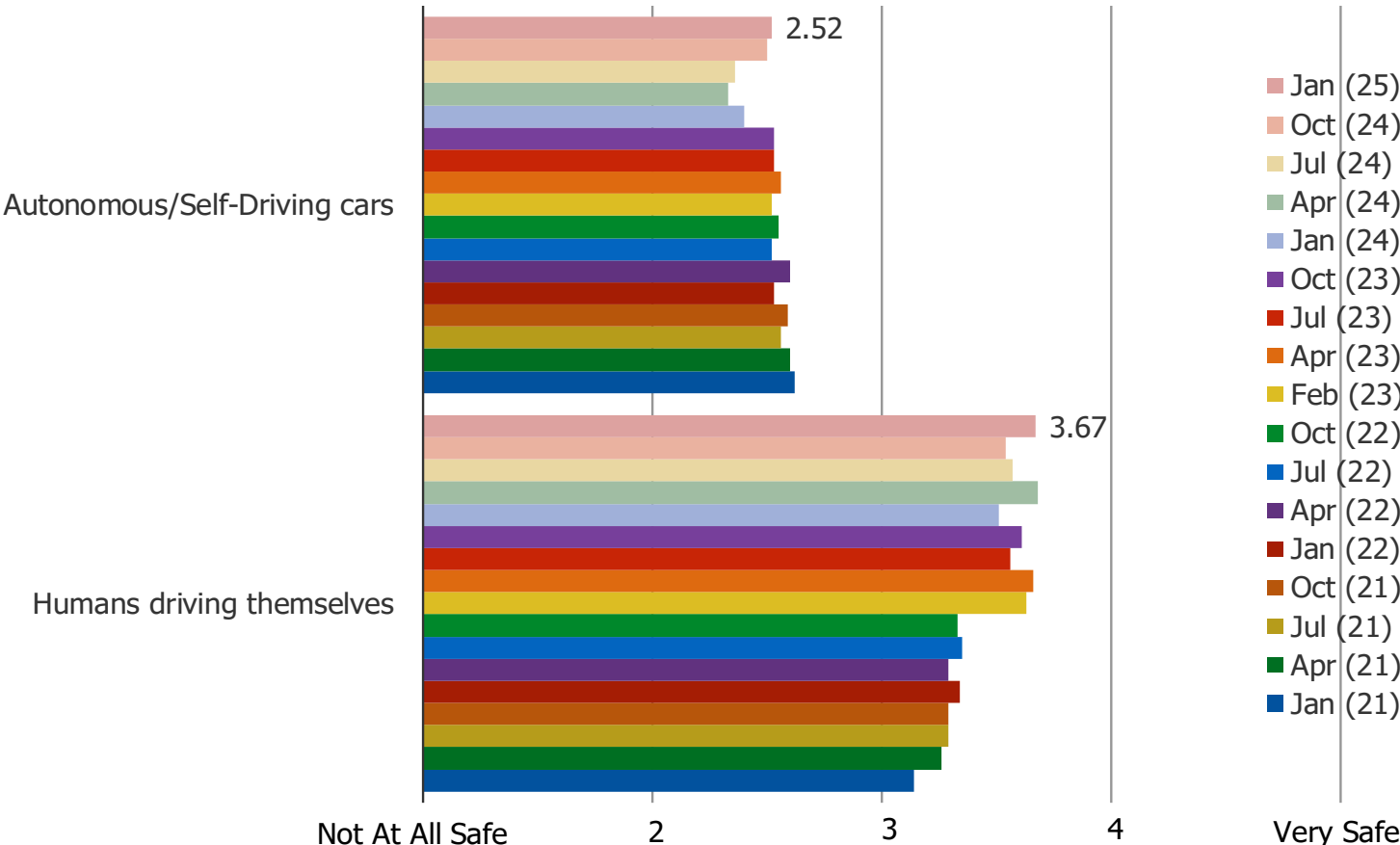
TO WHAT EXTENT DO YOU AGREE: “IT WOULD BE WORTH IT TO SPEND MORE ON A CAR/AUTO IN ORDER FOR IT TO HAVE SELF-DRIVING/AUTONOMOUS CAPABILITIES”

Posed to respondents who own/lease a car.



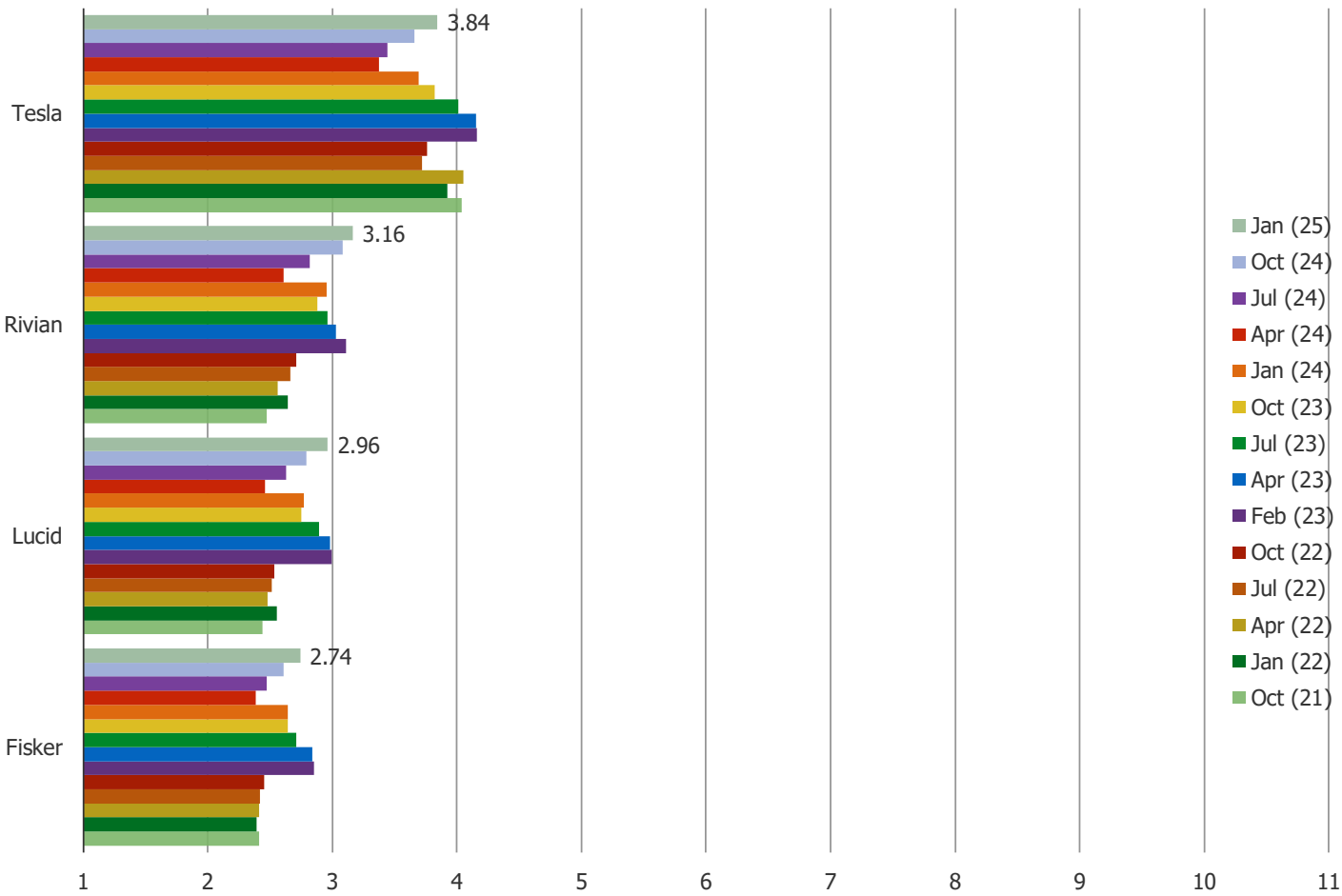
HOW WOULD YOU RATE HOW SAFE THE FOLLOWING ARE?

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?

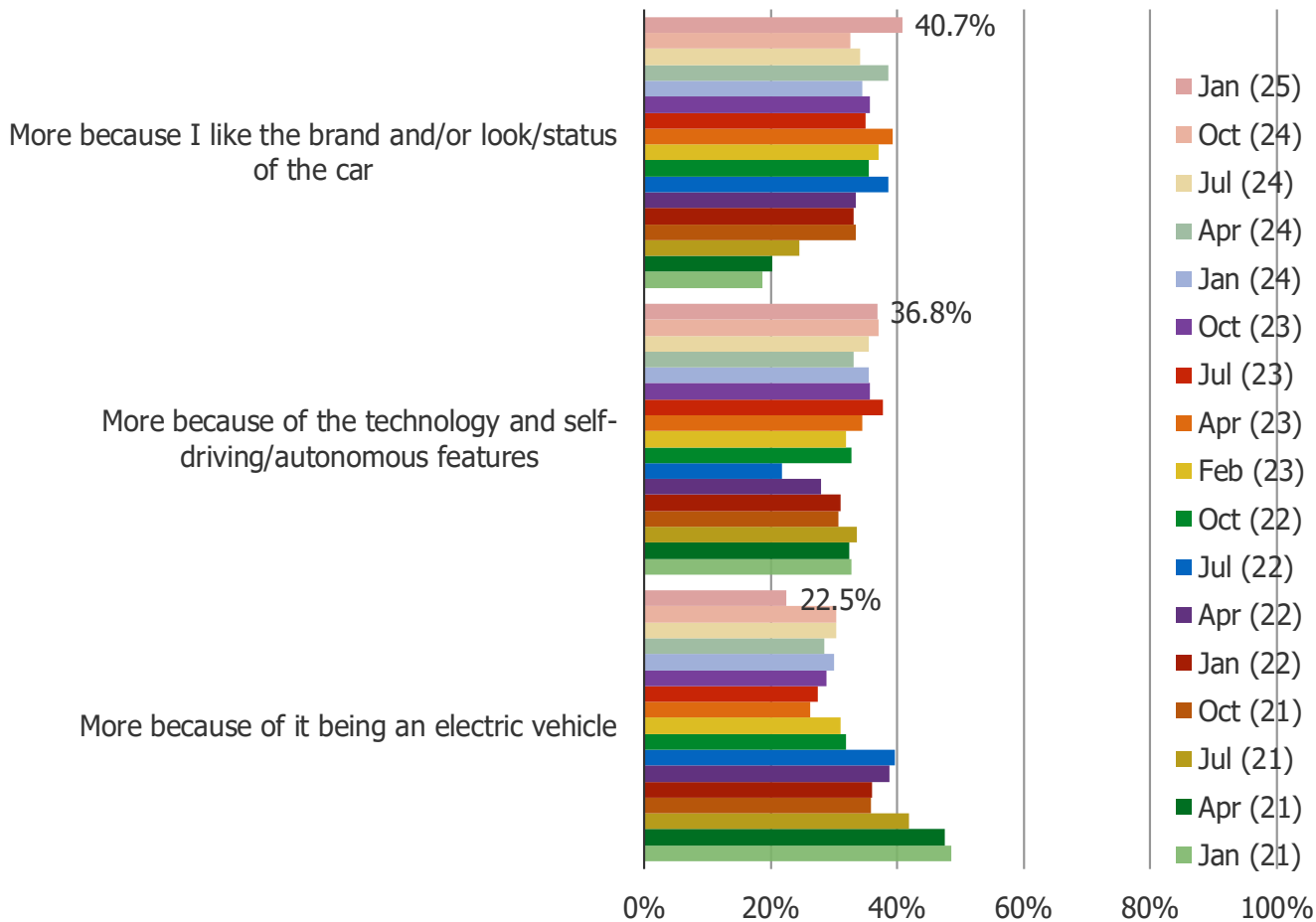
Posed to respondents who own/lease a car.



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

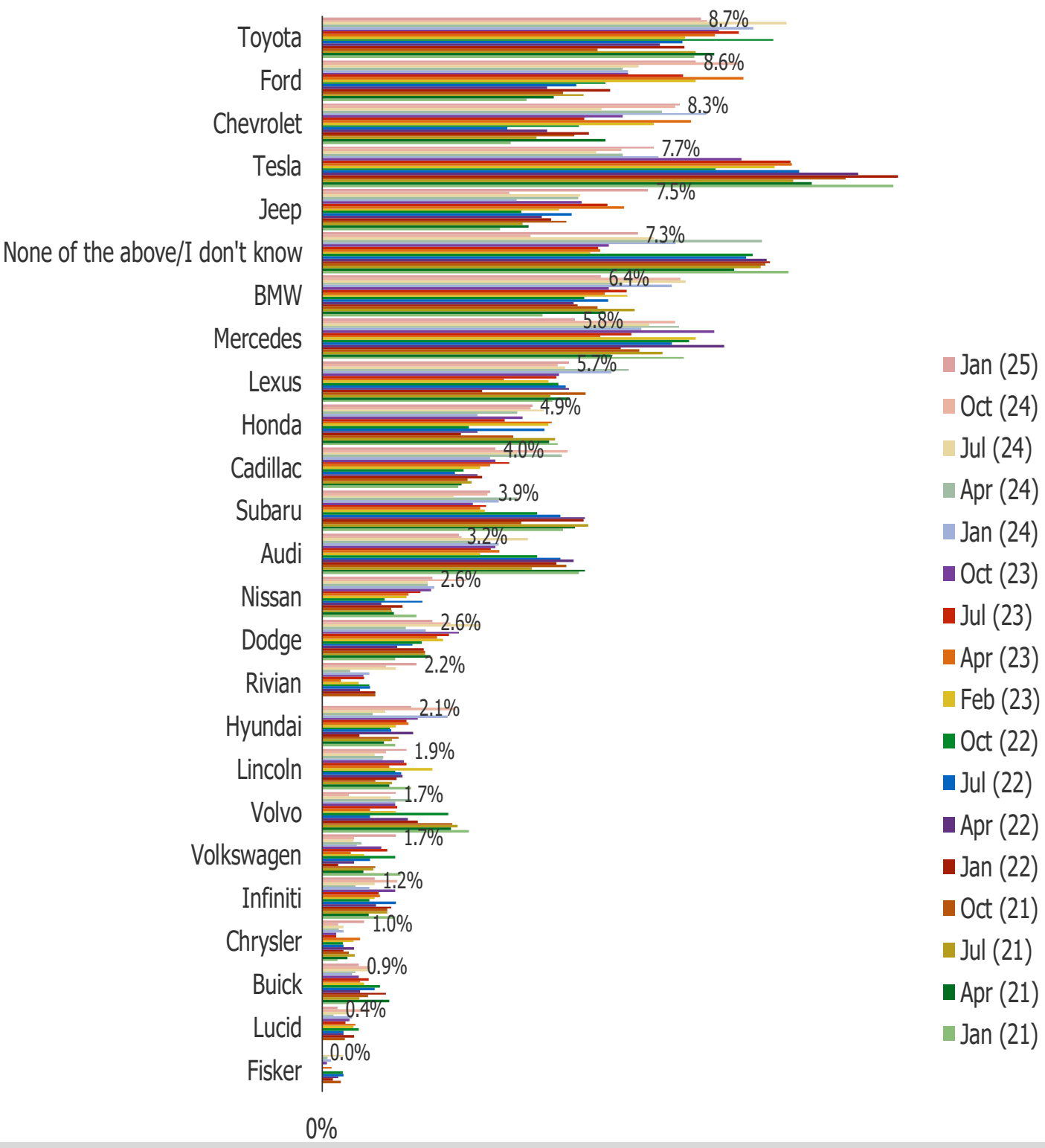
WHAT IS THE PRIMARY REASON THAT YOU WOULD BE INTERESTED IN GETTING A TESLA?

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?

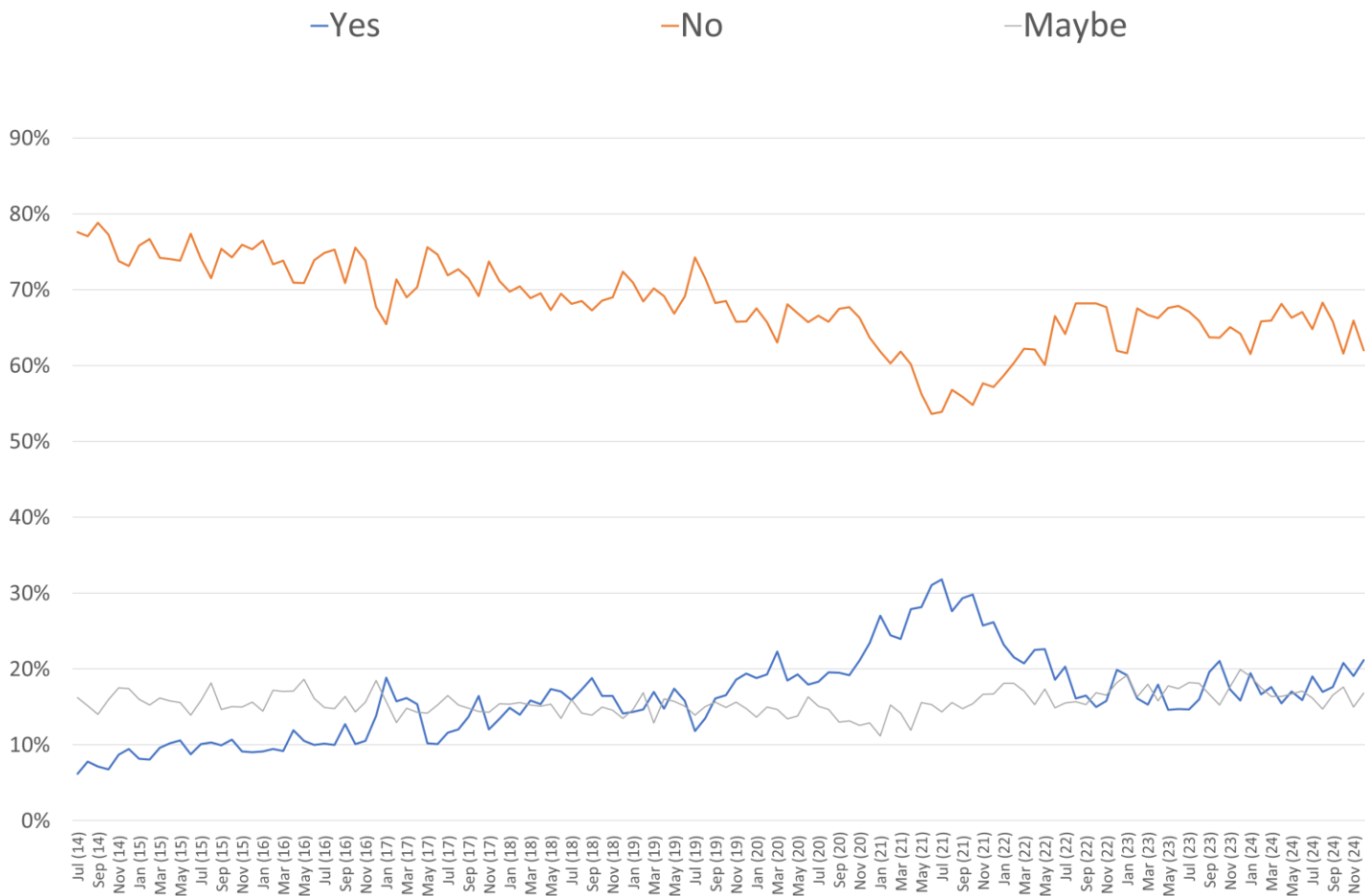
Posed to all respondents.



MONTHLY AUTO TRACKER QUESTIONS

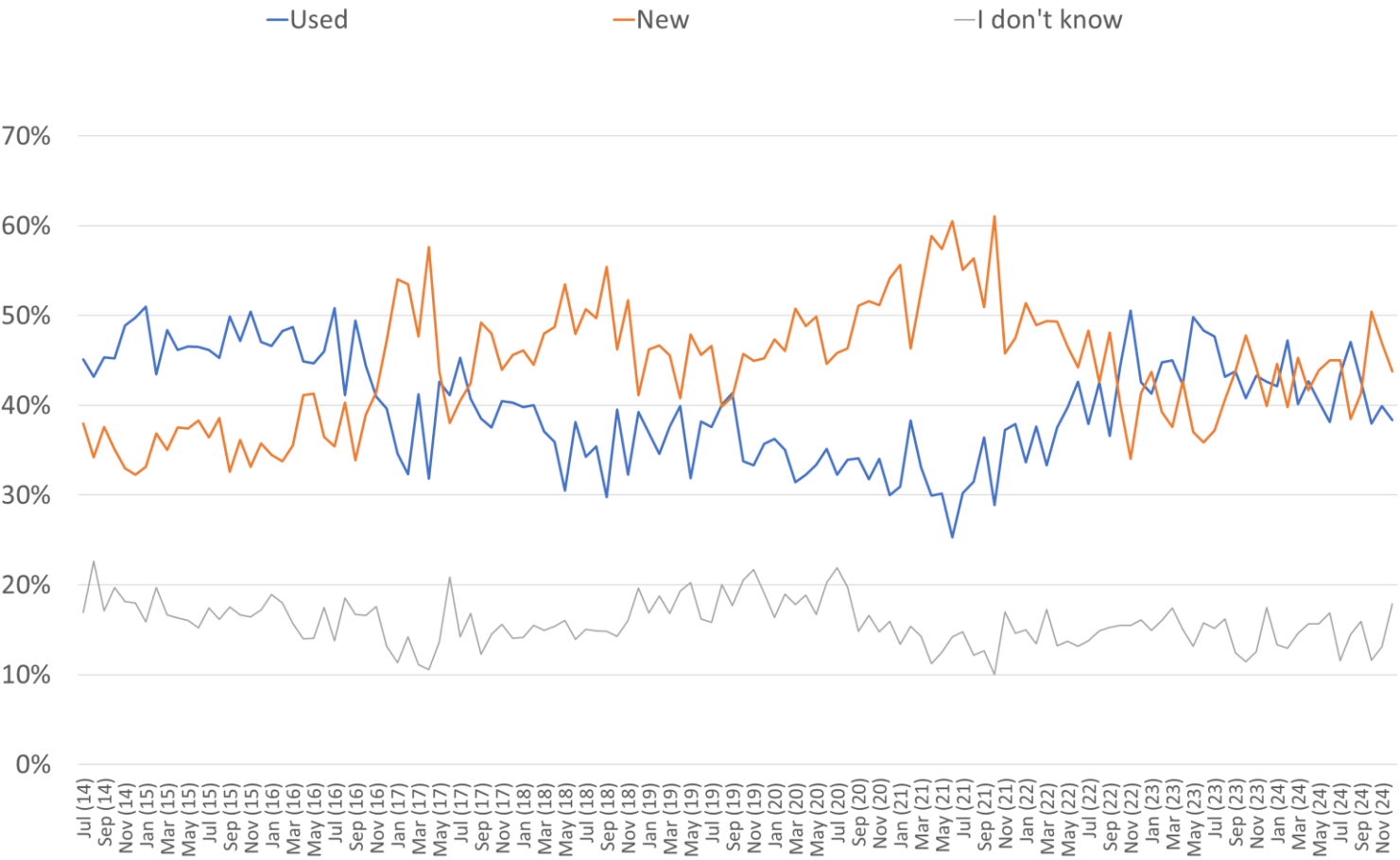
DO YOU PLAN TO PURCHASE/LEASE A VEHICLE IN THE NEXT SIX MONTHS?

Posed to all respondents.



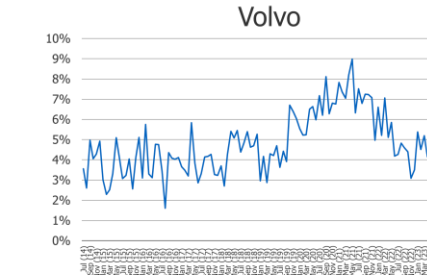
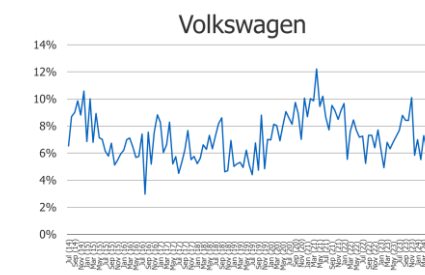
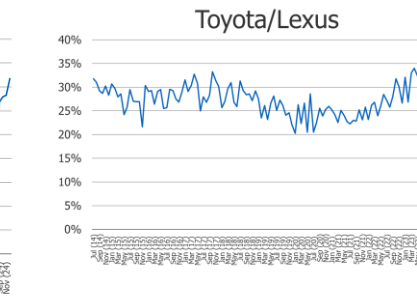
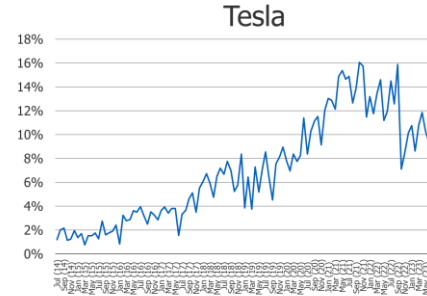
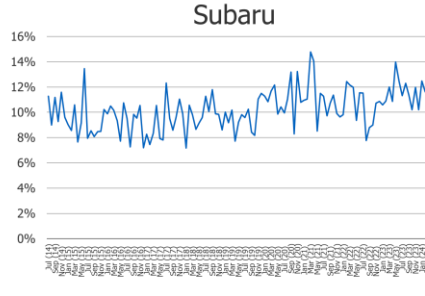
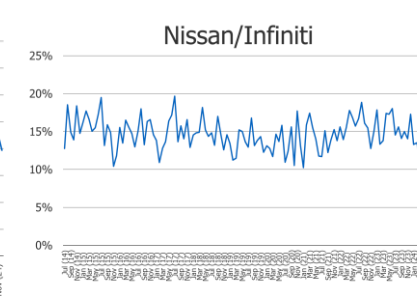
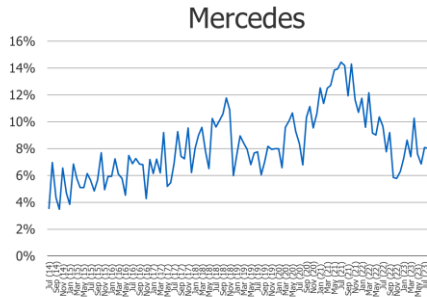
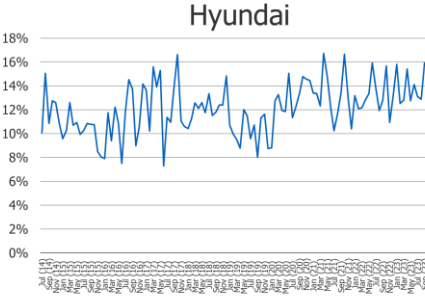
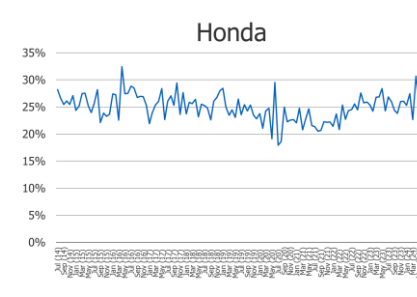
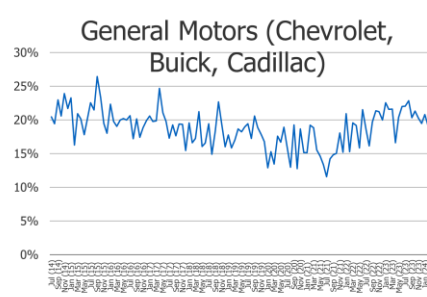
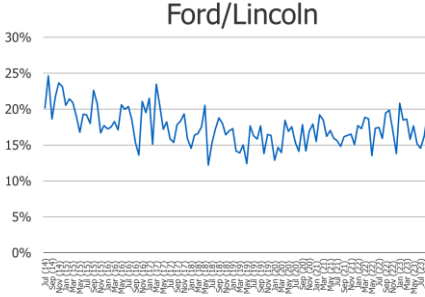
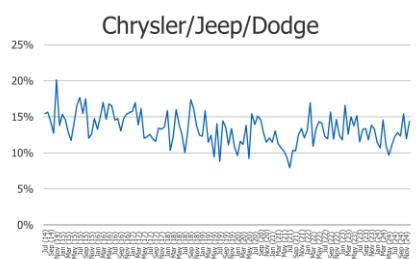
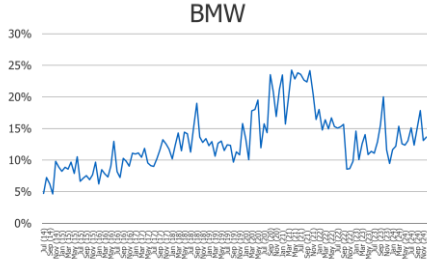
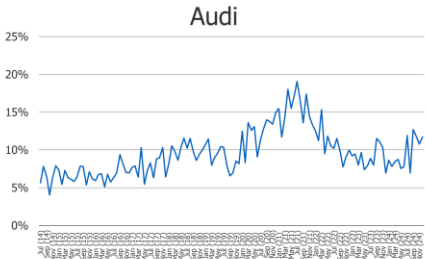
WOULD YOU BE MORE LIKELY TO PURCHASE A NEW OR USED VEHICLE?

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



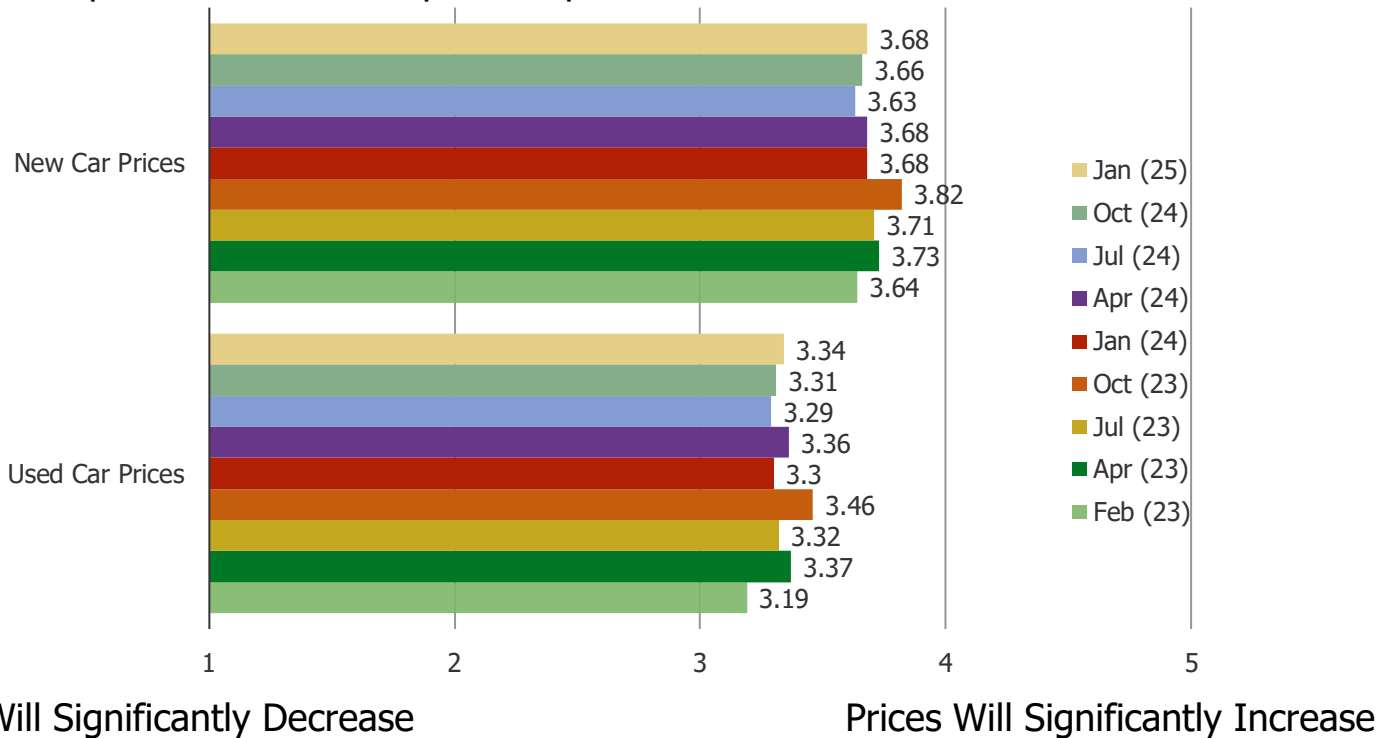
WHICH TYPES OF AUTOMOBILE WOULD YOU BE MOST LIKELY TO PURCHASE/LEASE IN THE NEXT SIX MONTHS?

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

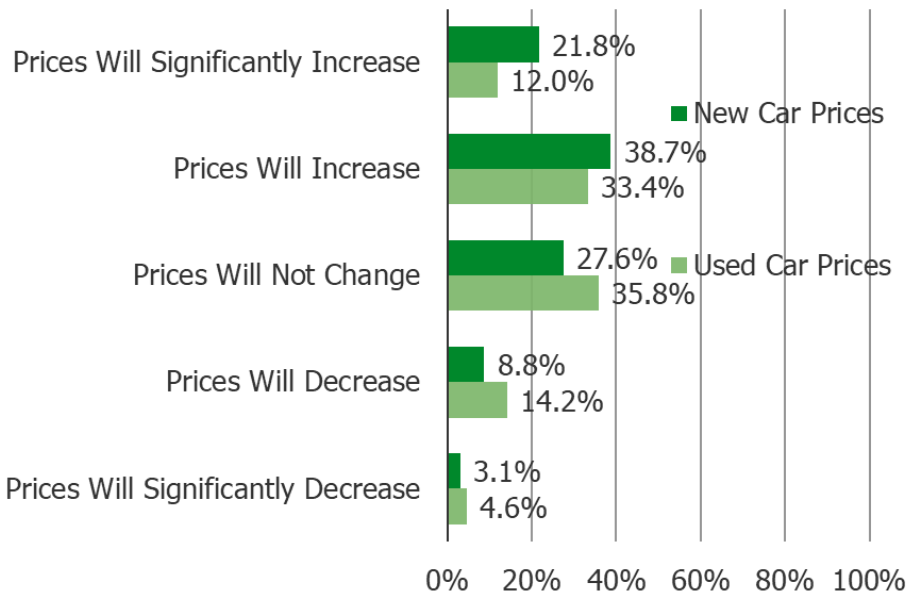


OVER THE NEXT 12 MONTHS, ARE YOU EXPECTING THE FOLLOWING TO CHANGE?

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

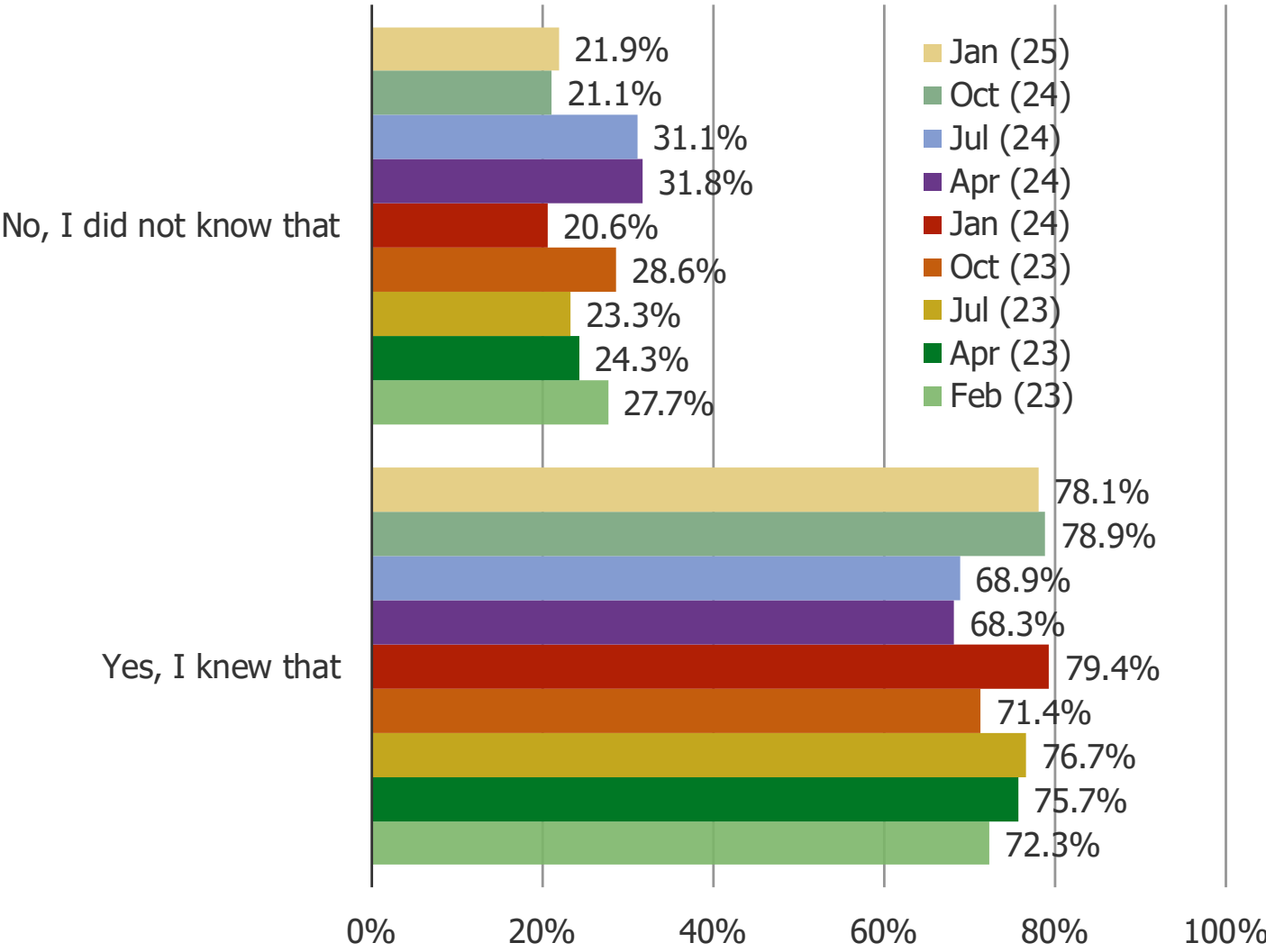


January 2025



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.

