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Key Findings From Survey of 1,000 US Car-Owning Consumers

• Consumer interest in auto tech growing, but slowly
• More interest in incremental tech features than advanced ones
• Tech-related safety features are most important
• Autonomous features of more interest than electric/hybrid engines
  • Clear opportunity to separate autonomous features from drivetrain type
• Huge amount of consumer fear and uncertainty around autonomous features
• Ridesharing impact on car purchase extremely minimal
• Tech branded cars have strong potential appeal
Consumer Car Facts

Top 5 Car Models
- Toyota Camry
- Honda Accord
- Ford F150
- Toyota Corolla
- Honda Civic

Cars Per Household On Average: 1.6

Miles Driven Per Week: 354

Top 5 New Car Types
- SUV
- Luxury SUV
- Compact Car
- Full-Size Car
- Sedan

Years Average Car Age: 8.4

Expected Average Purchase Price For Next Car: $31,173
Feature Importance Rankings

Consumers focused on traditional car features before tech.

Within tech, more basic features rated higher.

Autonomous features and hybrid/electric drivetrains were dead last in terms of importance for future car purchases.
People Interested in Technology Interest:

- 40% Autonomous Features
- 33% Electric Engines

Biggest Concerns:

- Safety
- Too Early
- Too Expensive
- Don't Like Style of Autonomous Cars
- Too expensive
- Not enough charging stations
- Afraid of running out of power
- Can't/won't install charger at home
- Too early
Several popular tech characteristics are incremental advancements designed to improve the in-car experience.

Strong interest in safety-related tech features such as surround view with blind spot detection.

Interest in hybrid and electric engines was low on average, although hybrid engines had the most #1 ratings. Numerous lower ratings brought down its average.
Top Autonomous Driving Features

Within autonomy and assisted driving, consumers strongly favored safety-related features such as smart cameras with emergency braking.

Advanced autopilot-style features were considered much less important.
RIDESHARING USAGE

80% People Who Don’t Use Ridesharing

RIDESHARING APPLICATIONS

75% Percentage of Supplemental Usage
Such as After Drinking, While Traveling

CARS AS A SERVICE

8% Ridesharing Users Who See Potential Impact
From Ridesharing on their Next Car Purchase
52% People Who Would Give at Least Modest Consideration To Purchasing a Apple-Branded Car

12% People Who Would Definitely Buy An Apple Branded Car

11% People Who Would Definitely Buy A Google Branded Car

59% People Who Would Give at Least Modest Consideration To Purchasing a Google Branded Car
AUTONOMOUS CAR CONCERNS

61% Percentage of Comments That Had Concerns or Fears About Autonomous Car Technologies

“I think the features for added safety are more important than any of the rest of the developments.” — Survey Respondent

“Super amazing technology, however it seems to me that there are a lot of kinks that need to be worked out before they're put on the market.” — Survey Respondent

CAR TECH EXCITEMENT

39% Percentage of Comments That Had Positive Thoughts About Autonomous Car Technologies

“I am very interested and excited to see what they come up with.” — Survey Respondent

“Super amazing technology, however it seems to me that there are a lot of kinks that need to be worked out before they're put on the market.” — Survey Respondent
Contact

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