

Perceptions of Car Types - US - 2022

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This report looks at the following areas:

- Important factors when choosing a car type
- Consumers' perceptions of varying car types
- Most popular car types amongst consumers
- Attitudes toward electric vehicles and autonomous vehicles

Some 64% of consumers indicated that price was a driving force in their consideration of new car types. While consumers are traditionally price sensitive, current economic conditions have pushed them to be more critical of their spending. When looking beyond price, consumers have a tendency to prioritize physical attributes such as safety, comfort, size and fuel/energy efficiency. This suggests that although consumers first seek vehicles that are within their budget, they will not do so at the expense of other factors.

It's important for automakers and retailers to align car type offerings with what consumers are looking for. This is especially apparent for the most popular car types in terms of consideration – SUVs and sedans. These vehicles are among the most positively perceived by consumers across various factors, driving their purchase consideration. However, it's important to note that although consumers perceive these vehicles to be better than others, their perceptions may not always be accurate. Therefore, it is up to automakers and retailers to continue to educate and showcase the various offerings and benefits of different car types in an effort to drive positive perceptions and consideration, and help consumers find the vehicle that meets their needs.



“Consumers have varying perceptions across car types – with SUVs and sedans being the most positively viewed. Moving forward, automakers and retailers will want to provide consumers options of car types and focus on communicating the benefits of each.”

– **Gabe Sanchez, Automotive Analyst**

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