

AUTOMOTIVE | FOUR MARKETS ACROSS NORTH AMERICA AND ASIA PACIFIC

Luxury car owner and intender survey across four markets

An online survey of premium-car owners and near-term buyers, covering brand consideration, ownership experience and the shift to premium electric vehicles.



AT A GLANCE

CLIENT

Premium automotive brand

INDUSTRY

Automotive

MARKET

Four markets across North America and Asia Pacific

METHOD

Online quantitative survey, 20 minutes

SAMPLE

Luxury car owners and 12 to 24-month intenders

THE CHALLENGE

A premium automotive brand needed to profile luxury-vehicle owners and near-term buyers, including how the move to premium electric vehicles is changing consideration. With a narrow, affluent qualifying base, reaching verified owners and intenders at scale needed deep panels and tight validation.

OUR APPROACH

We fielded one 20-minute survey across four markets with strict ownership and intent checks.

- 1 Verified marque ownership or 12 to 24-month purchase intent
- 2 Fielded a 20-minute online survey in four markets
- 3 Coordinated fielding so all markets stayed comparable
- 4 Validated ownership and intent before data delivery

THE RESULTS

- ✓ Owners and intenders reported separately for a sharper brand story
- ✓ Clear read on how electric options shape luxury consideration
- ✓ Consistent fielding kept four very different markets comparable

SERVICES USED

Online data collection Hard-to-reach audiences Global fieldwork coordination Quantitative recruitment
Survey programming

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.