

Future Attribute Demand Study (FADS)

More than ever before, vehicles are defined by the features and technologies that they offer. The Future Attribute Demand Study (FADS) provides a clear picture of the hottest features, who wants them, and which vehicles should have them. Since 1994, AutoPacific has been helping vehicle manufacturers and suppliers fully understand consumer demand for future vehicles features and technologies, including powertrain and vehicle type through FADS. With **163 features** ranging from autonomous driving technologies to seating features, FADS is the perfect go-to source during vehicle planning and development.



Methodology

- Internet survey of licensed drivers in the United States intending to purchase a new vehicle within the next 3 years
- Includes next vehicle type and powertrain intention, as well as future brand consideration, to enable in-depth analysis of future feature demand for specific vehicles (i.e., ICE mid-size sedan vs EV mid-size sedan)
- Respondents are asked to identify their desired vehicle characteristics and features for their next intended vehicle

163 features and attributes surveyed

- Features displayed by category: 13 categories including segment-specific groupings
- Respondents are provided with a feature price for reference
- Respondents are provided with a feature description and descriptive image

Sample Size

- Over 14,000 new car and light truck intenders

Study Outline

- Overall feature demand ranking
- Overall feature demand by category (safety, seating, infotainment, etc.)
- Feature/characteristic demand by next vehicle segment intention

- "AutoPacific's Take" analyst commentary on each feature
- Individual feature/characteristic demand analysis
 - Demand by
 - age
 - price planning to pay
 - demographic
 - future brand consideration
 - engine intention

Database Contents

All questions contained within FADS survey, including

- Current vehicle year, make, segment, engine
- Future brand consideration
- Next vehicle intentions (type, engine, price)
- Next vehicle intended use
- Future feature demand (163 features)
- Demographics
- Views and attitudes about driving (psychographics)

Deliverables

- FADS data provided to client in mTab database, if selected, and released to client upon availability in July and receipt of purchase order
- Electronic report in PDF format to follow 30 days after database release