

## **Project Name: Environmental Automotive Study**

**Background:** Client is a global automotive consultant concerned about the environmental impact of today's car industry. They want to assess people's awareness and attitudes to alternative fuels and likelihood of consumers switching to a lower emissions vehicle.

### **Target Markets:**

- UK, Germany, France, Spain, Italy.

### **Completes**

- N=5000 (1000 per market)

### **Target Audience – Specific Screening Criteria**



### **Methodology**

15-minute online quantitative study with car owners, people that have purchased a new car in the last 2 years.

### **Conclusion**

Dynamic Fieldwork used a carefully screened profile of consumers' representative of the population in terms of age, gender, income and location. Research findings were used to determine which alternative fuels consumers found the most appealing and the propensity to change to a different car/model make due to environmental concerns. The findings were so useful to the end client that they have now decided to replicate the study across, USA, Brazil, China and India.