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Roy Morgan launches Auto Industry Future Tracker®

The automotive industry is undergoing the biggest revolution since the car replaced the horse – cars that drive themselves, driverless trucks, car-sharing, Uber ride-sharing, new cars bought entirely online. But when will car ownership become a thing of the past? When will driverless cars take over Australian roads? When will connectivity and digital disruption revolutionise how cars are bought? Roy Morgan this week launches the Roy Morgan Future Tracker® to answer those questions – continuously now and into the future. It will track when and where critical tipping points are reached, providing companies most impacted by the revolution with ongoing and up-to-date data on the key drivers of the technological revolution sweeping Australia's automotive and related industries: **Quest for Zero Emissions, Mobility, Driverless cars and Digital disruption/ Connectivity.**

The Roy Morgan Future Tracker® will enable companies to stay abreast of technological changes and developments as they impact on the evolving Australian automotive industry. Continuous monitoring of these key drivers of change increases understanding of uptake, acceptance and attitudes towards new trends as they develop.

The Roy Morgan Future Tracker® will be contextualised with existing industry currency metrics. One-off or point-in-time surveys are useful, but to gain a true understanding of what Australian's think, continuous tracking is critical.

Roy Morgan Future Tracker® – key components

- **Quest for Zero Emissions** – uptake and attitudes towards different engine types (electric, hybrid, petrol etc.). Propensity to pay more for vehicles with zero emissions;
- **Mobility** – uptake and attitudes towards alternative mobility options;
- **Driverless Cars** – uptake and attitudes towards driverless cars;
- **Digital Disruption/ Connectivity** – uptake and attitudes towards buying a car online.

Michele Levine, CEO, Roy Morgan Research, said:

"The Roy Morgan Future Tracker® provides a new lens on what is driving change in Australia's automotive industry.

*"The **Quest for Zero Emissions**, the increasing uptake of alternative **Mobility** options, **Driverless Cars**, and the **Digital Disruption** of the automotive industry are all key drivers of change globally and their impact is beginning to be felt in Australia.*

"Alongside the Roy Morgan Risk Profiler® which alerts business leaders most at risk by the automotive revolution, the Roy Morgan Future Tracker® will provide automotive industry businesses with the tools required to predict, act and navigate the road ahead.

"The launch of Roy Morgan Future Tracker® is a great opportunity for businesses in the automotive industry to plan their own responses – in real time.

"We are inviting Australian companies impacted by the auto revolution to participate, to join us in driving the agenda of the Future Tracker®, ensuring this new product delivers exactly what the major players need. We invite foundation partners to work collaboratively with on the initial product development of the Roy Morgan Future Tracker® to make it the right tool at the right time."

FOR IMMEDIATE RELEASE

[Click here](#) to see the key findings of the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry.

For further information on Roy Morgan Risk Profiler®

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.