

Automotive Panel

GMO Research & AI's online panel provides access to over 65 million panelists across 16 APAC markets. The automotive panel offers diverse respondent profiles including automotive enthusiasts and vehicle owners, making it ideal for research on car purchase preferences, driving behavior, and evolving mobility trends.



Insights from our latest study on the Asian automotive market Consumer Perceptions of German Cars

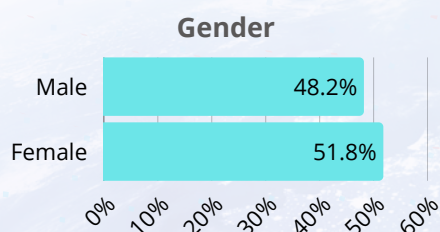
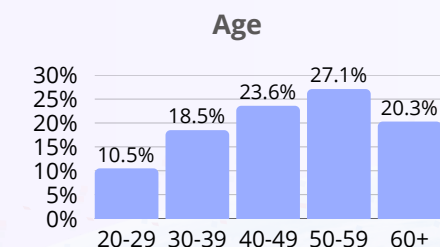
	Japan	China	S.Korea
Perceptions of German Cars	Japan	China	S.Korea
Luxurious	50.6%	52.3%	63.5%
High safety standards	20.6%	53.0%	28.0%
Advanced technology	15.0%	36.3%	14.8%
Attractive design	18.3%	20.8%	15.5%
Represents high status	23.8%	18.6%	16.5%
High durability	9.7%	29.4%	11.4%
High cost-performance	3.9%	23.6%	7.8%
Fuel-efficient	2.3%	13.7%	7.7%
Environmentally-friendly (EV, hybrid technology, etc.)	4.6%	11.4%	5.3%

Source: GMO Research & AI, 2025

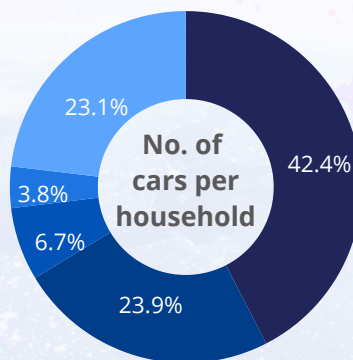
Composition of Panel (Japan)

1.5M+ driver license holders

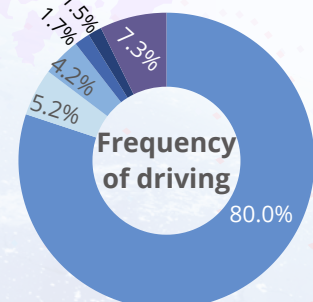
10+ automotive profiles



● 1 ● 2 ● 3
● 4+ ● Not owning



● Once a week+
● Twice a week+
● Once a month+
● Once every 2-3 months
● Once every 6-12 months
● Do not drive



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