

AutoMOTIVES: TIMELY INSIGHTS INTO CONSUMER MOTIVATIONS



A qualitative syndicated study to explore attitudes, behaviors and preferences among new-vehicle owners.

The automotive market is *dynamic*, yet the need to understand the automotive consumer is *constant*. Indeed, this is a time of remarkable upheaval in the auto industry. Nowhere is that upheaval more singularly impactful than upon the daily lives of automotive consumers. What they think, feel, say and do resonates throughout the industry.

Ipsos AutoMOTIVES provides a timely, syndicated qualitative dialogue with automotive consumers, to gain deeper insights into issues facing the auto industry today and tomorrow.

Provided to Ipsos Navigator subscribers as a companion, Ipsos AutoMOTIVES will qualitatively explore the “whys” behind consumer opinions and preferences that are revealed in the quantitative learnings from Module 2 Driving Technology.

Early subscribers to purchase this optional component will also have the opportunity to contribute questions posed to AutoMOTIVES respondents.



Possible Discussion Topics

DRIVING TECHNOLOGIES

- Why do consumers use driving technologies? Why don't they use them?
- What barriers discourage use?
- What would encourage more widespread trial and use of new driving technologies, and why?
- Building upon results from Ipsos Navigator, why do consumers express interest in those tech features that rate higher – and why are they less interested in those features that rate lower?
- How comfortable do consumers feel about driving tech that is AI-based? What would help build comfort?
- Do consumers perceive ESG benefits of driving tech, and how much value do they put in those benefits?

ADAS-SPECIFIC

- Is ADAS seen as a benefit? ...a reason to buy? Or not?
- How satisfied or not are its users, and why?
- What do users wish were different about their ADAS?
- Why do some consumers embrace ADAS usage, while others are more resistant to the technology?

AUTONOMOUS DRIVING-SPECIFIC

- How do consumers feel about fully autonomous driving, and why?
- How do they feel about autonomous ride-hailing?
- What real and perceived barriers discourage use?

What's Included?

AutoMOTIVES purchase includes:

- Influence into discussion topics (if purchased before field)
- Topline report of key learnings
- AV recordings of online focus group interviews
- 45-minute debrief call with research leads

AutoMOTIVES is included with Navigator subscription

Investment

- Ipsos AutoMOTIVES only (without Navigator) = \$2,750
~\$15,000 Ad hoc retail value

For More Information:



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