

# AutoMOTIVES: TIMELY INSIGHTS INTO CONSUMER MOTIVATIONS



A qualitative syndicated study that explores attitudes, behaviors and preferences among new-vehicle owners, revealing hypotheses to shape future development.

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, and to uncover hypotheses for shaping future vehicle development.**

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

In future waves, early client subscribers to AutoMOTIVES will have the opportunity to contribute questions posed to qualified study participants.



## Consumer Insights and Hypotheses:

### CONNECTED VEHICLES AND INTEGRATED PHONES

- What boosts and limits appeal of connected vehicles?
- How do consumers feel about OTA updates and subscription-based services, and why?
- How do consumers feel about vehicles that don't offer integrated phone platforms?

### ADVANCED DRIVING ASSISTANCE SYSTEMS

- What builds consumer trust in ADAS?
- What limits their trust in ADAS?
- What needs to happen for consumers' trust in ADAS to grow?
- What role does AI have in increasing trust in ADAS?

### AUTONOMOUS VEHICLES

- How open are consumers to semi-autonomous or fully autonomous vehicles?
- What fosters driver skepticism?
- How do consumers suggest that fully autonomous vehicles could build trial and trust?

### ESG BENEFITS AND CONCERNS

- What social or environmental benefits do consumers see in fully autonomous vehicles?
- What social costs do they also envision?
- Do they see ESG benefits in their own lives, and how do they feel about those benefits?

## What's Included?

### AutoMOTIVES Driving Tech purchase includes:

- Influence into discussion topics (for future waves, if purchased before field)
- Summary of key qualitative insights and hypotheses
- AV recordings of online focus group interviews
- 45-minute debrief call with research leads

## Investment:

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

## For More Information:



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