



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Transportation Survey

Topline Findings

New York, November 14, 2024 — *These are the findings of an Ipsos poll conducted between October 10 – 11, 2024, for the [What the Future: Transportation issue](#). For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+1 212-265-3200

Contact: **Matt Carmichael**
Senior Vice President
Editor, What the Future

Email:
Tel: matt.carmichael@ipsos.com
+1 312 218 7922

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Full Annotated Questionnaire

1. How many cars or vehicles (cars, trucks, SUVs, etc. but not snow mobiles or motorcycles) does your household own or lease?

	Total (N=1,119)
0	7%
1	39%
2	37%
3	11%
4	4%
5	1%
6 or more	1%

2. In the next few years, do you think the following will get better or worse, or will they stay the same?

Total Will Get Better Summary

	Total
How easy technology is to use in your vehicles	56%
Availability of electric or hybrid vehicles that you would be interested in driving	42%
Availability of electric or hybrid vehicles that fit within your budget	38%
Quality of the roads you drive on	27%
Access to public transportation options that work for you	26%
How safe you feel driving	25%
Cost of fuel	22%
Political divides over electric vehicles	20%
Privacy of the data collected about you by your vehicles	19%
Cost of car/auto insurance	16%

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
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2. In the next few years, do you think the following will get better or worse, or will they stay the same? (*Continued*)

a. Cost of fuel

	Total
Will get much better	5%
Will get somewhat better	17%
Will stay the same	25%
Will get somewhat worse	37%
Will get much worse	16%
<i>Will Get Better (Net)</i>	<i>22%</i>
<i>Will Get Worse (Net)</i>	<i>53%</i>

b. Cost of car/auto insurance

	Total
Will get much better	5%
Will get somewhat better	11%
Will stay the same	20%
Will get somewhat worse	42%
Will get much worse	21%
<i>Will Get Better (Net)</i>	<i>16%</i>
<i>Will Get Worse (Net)</i>	<i>64%</i>

c. Access to public transportation options that work for you

	Total
Will get much better	8%
Will get somewhat better	18%
Will stay the same	57%
Will get somewhat worse	12%
Will get much worse	6%
<i>Will Get Better (Net)</i>	<i>26%</i>
<i>Will Get Worse (Net)</i>	<i>17%</i>

d. Availability of electric or hybrid vehicles that fits within your budget

	Total
Will get much better	9%
Will get somewhat better	28%
Will stay the same	36%
Will get somewhat worse	16%
Will get much worse	11%
<i>Will Get Better (Net)</i>	<i>38%</i>

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<i>Will Get Worse (Net)</i>	27%
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2. In the next few years, do you think the following will get better or worse, or will they stay the same? *(Continued)*

- e. Availability of electric or hybrid vehicles that you would be interested in driving

	Total
Will get much better	11%
Will get somewhat better	30%
Will stay the same	40%
Will get somewhat worse	10%
Will get much worse	8%
<i>Will Get Better (Net)</i>	42%
<i>Will Get Worse (Net)</i>	18%

- f. Political divides over electric vehicles

	Total
Will get much better	5%
Will get somewhat better	15%
Will stay the same	39%
Will get somewhat worse	27%
Will get much worse	14%
<i>Will Get Better (Net)</i>	20%
<i>Will Get Worse (Net)</i>	41%

- g. Easy-to-use technology in your vehicles

	Total
Will get much better	16%
Will get somewhat better	39%
Will stay the same	30%
Will get somewhat worse	10%
Will get much worse	4%
<i>Will Get Better (Net)</i>	56%
<i>Will Get Worse (Net)</i>	14%

- h. Quality of the roads you drive on

	Total
Will get much better	7%
Will get somewhat better	20%
Will stay the same	39%
Will get somewhat worse	26%
Will get much worse	8%

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<i>Will Get Better (Net)</i>	27%
<i>Will Get Worse (Net)</i>	34%

2. In the next few years, do you think the following will get better or worse, or will they stay the same? (Continued)

- i. How safe you feel driving

	Total
Will get much better	10%
Will get somewhat better	15%
Will stay the same	51%
Will get somewhat worse	19%
Will get much worse	5%
<i>Will Get Better (Net)</i>	25%
<i>Will Get Worse (Net)</i>	24%

- j. Privacy of the data collected about you by your vehicles

	Total
Will get much better	6%
Will get somewhat better	13%
Will stay the same	37%
Will get somewhat worse	28%
Will get much worse	17%
<i>Will Get Better (Net)</i>	19%
<i>Will Get Worse (Net)</i>	45%

3. How willing, if at all, are you to pay such fees to access the following in your vehicle?

Total Willing Summary

	Total
Safety features (i.e., blind spot detection, backup cameras, etc.)	59%
Entertainment (i.e., radio, music, etc.)	45%
Remote access	40%
5G data connection	40%
Hands-free driving	26%



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3. How willing, if at all, are you to pay such fees to access the following in your vehicle? (*Continued*)

a. Remote access

	Total
Very willing	9%
Somewhat willing	30%
Not very willing	27%
Not at all willing	34%
<i>Willing (Net)</i>	<i>40%</i>
<i>Not Willing (Net)</i>	<i>60%</i>

b. Hands-free driving

	Total
Very willing	9%
Somewhat willing	17%
Not very willing	25%
Not at all willing	49%
<i>Willing (Net)</i>	<i>26%</i>
<i>Not Willing (Net)</i>	<i>74%</i>

c. Entertainment (i.e., radio, music, etc.)

	Total
Very willing	14%
Somewhat willing	30%
Not very willing	23%
Not at all willing	33%
<i>Willing (Net)</i>	<i>45%</i>
<i>Not Willing (Net)</i>	<i>55%</i>

d. 5G data connection

	Total
Very willing	15%
Somewhat willing	25%
Not very willing	25%
Not at all willing	35%
<i>Willing (Net)</i>	<i>40%</i>
<i>Not Willing (Net)</i>	<i>60%</i>

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+1 312 218 7922

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3. How willing, if at all, are you to pay such fees to access the following in your vehicle? (*Continued*)

e. Safety features (i.e., blind spot detection, backup cameras, etc.)

	Total
Very willing	25%
Somewhat willing	34%
Not very willing	18%
Not at all willing	23%
<i>Willing (Net)</i>	<i>59%</i>
<i>Not Willing (Net)</i>	<i>41%</i>

4. Which of the following types of vehicles do you own? Select all that apply.

Base: Did not select "0" in Q1

	Total (N=1,006)
Gas vehicle	90%
Hybrid vehicle	12%
Fully electric vehicle	5%

5. How interested, if at all, are you in owning a fully electric car?

Base: Did not select "Fully Electric Vehicle" in Q4 OR Selected "0" in Q1

	Total (N=1,076)
Very interested	14%
Somewhat interested	24%
Not very interested	17%
Not at all interested	42%
Don't know	4%
<i>Interested (Net)</i>	<i>37%</i>
<i>Not Interested (Net)</i>	<i>59%</i>

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6. How much do you agree or disagree with the following statements?

Total Agree Summary

	Total
I would like my state to prioritize fixing, repairing and upgrading existing transportation infrastructure	80%
When I order something online, I would like to be able to track it in real time	78%
I would like my state to prioritize building new transportation infrastructure	63%
I feel less safe driving around semi-trucks	59%
When I order something online I expect to get it delivered within a day or two	58%
Adding lanes to highways reduces traffic in the long run	56%
Transportation policies have a large impact on climate change	54%
I would like my state to place more emphasis on public transportation in its budget	51%
My personal transportation choices have a large impact on climate change	39%
I would feel safe driving near self-driving trucks	21%

a. Adding lanes to highways reduces traffic in the long run

	Total
Strongly agree	20%
Somewhat agree	37%
Neither agree nor disagree	22%
Somewhat disagree	13%
Strongly disagree	5%
Don't know	4%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>18%</i>

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Senior Vice President
Editor, What the Future

Email: matt.carmichael@ipsos.com
Tel: [+1 312 218 7922](tel:+13122187922)

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6. How much do you agree or disagree with the following statements? *(Continued)*

b. Transportation policies have a large impact on climate change

	Total
Strongly agree	24%
Somewhat agree	30%
Neither agree nor disagree	25%
Somewhat disagree	8%
Strongly disagree	8%
Don't know	4%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>16%</i>

c. My personal transportation choices have a large impact on climate change

	Total
Strongly agree	13%
Somewhat agree	26%
Neither agree nor disagree	31%
Somewhat disagree	14%
Strongly disagree	13%
Don't know	3%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>27%</i>

d. I would like my state to prioritize fixing, repairing and upgrading existing transportation infrastructure

	Total
Strongly agree	43%
Somewhat agree	36%
Neither agree nor disagree	13%
Somewhat disagree	3%
Strongly disagree	2%
Don't know	1%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>6%</i>

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Tel: matt.carmichael@ipsos.com
+1 312 218 7922

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6. How much do you agree or disagree with the following statements? *(Continued)*

e. I would like my state to prioritize building new transportation infrastructure

	Total
Strongly agree	29%
Somewhat agree	34%
Neither agree nor disagree	25%
Somewhat disagree	6%
Strongly disagree	3%
Don't know	3%
Agree (Net)	63%
Disagree (Net)	9%

f. I would like my state to place more emphasis on public transportation in its budget

	Total
Strongly agree	23%
Somewhat agree	28%
Neither agree nor disagree	31%
Somewhat disagree	9%
Strongly disagree	6%
Don't know	3%
Agree (Net)	51%
Disagree (Net)	15%

g. I feel less safe driving around semi-trucks

	Total
Strongly agree	25%
Somewhat agree	35%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	5%
Don't know	1%
Agree (Net)	59%
Disagree (Net)	17%

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6. How much do you agree or disagree with the following statements? *(Continued)*

h. When I order something online I expect to get it delivered within a day or two

	Total
Strongly agree	23%
Somewhat agree	35%
Neither agree nor disagree	25%
Somewhat disagree	14%
Strongly disagree	3%
Don't know	1%
Agree (Net)	58%
Disagree (Net)	16%

i. When I order something online, I would like to be able to track it in real time

	Total
Strongly agree	43%
Somewhat agree	35%
Neither agree nor disagree	15%
Somewhat disagree	5%
Strongly disagree	1%
Don't know	1%
Agree (Net)	78%
Disagree (Net)	6%

j. I would feel safe driving near self-driving trucks

	Total
Strongly agree	8%
Somewhat agree	12%
Neither agree nor disagree	17%
Somewhat disagree	25%
Strongly disagree	35%
Don't know	3%
Agree (Net)	21%
Disagree (Net)	60%

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7. Thinking about your transportation needs today, how often do you use the following forms of transportation?

Total At Least Weekly Summary

	Total
[ASKED IF Q1 ≠ 0] Your own car /vehicle	94%
Walking	54%
Public transportation (Train, bus, etc.)	12%
Bike/Scooter	10%
Ride-sharing apps (such as Uber, Lyft)	8%
Taxi cabs/limo services	5%
Car sharing service (such as Zipcar)	4%
Rental car	3%

- a. **[ASKED IF Q1 ≠ 0]** Your own car /vehicle

	Total (N=1,006)
Daily	72%
Weekly	23%
Monthly	3%
Less than monthly	1%
Never	2%
<i>Weekly (Net)</i>	94%

- b. Public transportation (Train, bus, etc.)

	Total
Daily	4%
Weekly	9%
Monthly	8%
Less than monthly	25%
Never	54%
<i>Weekly (Net)</i>	12%

- c. Car sharing service (such as Zipcar)

	Total
Daily	1%
Weekly	3%
Monthly	4%
Less than monthly	13%
Never	79%
<i>Weekly (Net)</i>	4%



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+1 212-265-3200

Contact: **Matt Carmichael**
Senior Vice President
Editor, What the Future

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Tel: matt.carmichael@ipsos.com
+1 312 218 7922

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7. Thinking about your transportation needs today, how often do you use the following forms of transportation? (*Continued*)

d. Rental car

	Total
Daily	1%
Weekly	2%
Monthly	4%
Less than monthly	39%
Never	54%
<i>Weekly (Net)</i>	<i>3%</i>

e. Taxi cabs/limo services

	Total
Daily	2%
Weekly	3%
Monthly	5%
Less than monthly	24%
Never	67%
<i>Weekly (Net)</i>	<i>5%</i>

f. Ride-sharing apps (such as Uber, Lyft)

	Total
Daily	2%
Weekly	6%
Monthly	11%
Less than monthly	32%
Never	49%
<i>Weekly (Net)</i>	<i>8%</i>

g. Bike/Scooter

	Total
Daily	2%
Weekly	9%
Monthly	6%
Less than monthly	15%
Never	69%
<i>Weekly (Net)</i>	<i>10%</i>

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7. Thinking about your transportation needs today, how often do you use the following forms of transportation? (*Continued*)

h. Walking

	Total
Daily	34%
Weekly	20%
Monthly	8%
Less than monthly	16%
Never	21%
<i>Weekly (Net)</i>	<i>54%</i>

8. How much, if at all, do you feel that the car you drive reflects your personality or self?

Base: Did not select "0" in Q1

	Total (N=1,006)
Reflects a great deal	23%
Reflects somewhat	36%
Reflects a little	25%
Does not reflect at all	17%
<i>Reflects (Net)</i>	<i>58%</i>
<i>Does Not Reflect (Net)</i>	<i>42%</i>

9. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
When it comes to getting around, I prioritize convenience	81%
When it comes to getting around, I prioritize the climate	19%

	Total
When it comes to getting around, I prioritize convenience	57%
When it comes to getting around, I prioritize the lowest cost possible	43%



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9. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
When it comes to getting around, I prioritize the lowest cost possible	77%
When it comes to getting around, I prioritize the climate	23%

	Total
I would rather technology costs just be rolled up into the overall cost of a vehicle	75%
I would rather pay an additional monthly fee that allows me to customize the technology I'd like in a vehicle	25%

	Total
I do more of my everyday shopping in-person	61%
I do more of my everyday shopping online	39%

	Total
In the next few years, traffic will get worse where I live	75%
In the next few years, traffic will get better where I live	25%

	Total
Tax dollars should not support making electric vehicles more accessible for all who want them	56%
Tax dollars should support making electric vehicles more accessible for all who want them	44%

	Total
I wish I could walk to more places	62%
I don't need to walk to more places	38%

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9. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (*Continued*)

[ASKED IF Q1 ≠ 0]	Total (N=1,006)
I drive because I have to	57%
I drive because I enjoy driving	43%

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+1 212-265-3200

Contact: **Matt Carmichael**
Senior Vice President
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Email:
Tel: matt.carmichael@ipsos.com
+1 312 218 7922

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About the Study

These are some of the findings of an Ipsos poll conducted between October 10 – 11, 2024. For this survey, a sample of 1,119 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,119, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

For more information on this news release, please contact:

Matt Carmichael
Senior Vice President
Editor, What the Future and
Ipsos North America
+1 312 218 7922
matt.carmichael@ipsos.com

Mallory Newall
Vice President, US
Public Affairs
+1 202 374 2613
mallory.newall@ipsos.com

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+1 212-265-3200

Contact: **Matt Carmichael**
Senior Vice President
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