

Harris Poll AutoTECHCAST

2025 Overview

Greg Paratore, Senior Consultant
Gregory.Paratore@harrisinsights.com





What Does AutoTECHCAST Cover?

Automotive manufacturers and suppliers need to innovate and differentiate to capture new business and build brand equity.

Selecting and integrating the right advanced technologies—those that **drive business performance, product differentiation and customer loyalty**—is essential.

The annual Harris Poll US AutoTECHCAST (ATC) reflects the perspectives of over **10,000 current vehicle owners** and provides an in-depth assessment of a wide assortment of emerging automotive technologies.

Tech Categories Covered



DEEP DIVE SECTIONS



2025 AutoTECHCAST Feature List

★ **New Technologies Measured in 2025**

Comfort & Convenience

COMFORT

- Automatic Window Tinting
- **Radiant Heating System** ★

CONNECTIVITY

- **Built-In Media/Navigation Functionality** ★
- Front Passenger Screen
- In-Car Payment System
- Smartphone As Key
- Smartphone Linked Media/Navigation (e.g. Apple CarPlay or Android Auto)

CONVENIENCE

- **A.I. Enhanced Dashcam** ★
- **A.I. Personal Assistant** ★
- Auxiliary Power Generator
- Driver Recognition System
- EV/Fuel Route Planning Systems
- **Factory-installed Dashcam** ★
- **Panoramic Display** ★
- Smart Home Ecosystem Integration
- **Tire Inflator Kit** ★
- Wireless Mobile Device Charging System
- Rear Wheel Steering
- External Voice Command System (microphone)

Safety

DRIVE MONITORING & ALERTS

- Driver Monitoring System
- Vehicle-to-Vehicle Communication

DRIVER ASSISTANCE

- Enhanced Collision Mitigation System
- Low-Speed Collision Avoidance System
- **Nighttime Pedestrian Detection with Automatic Emergency Braking** ★

VEHICLE MONITORING & SECURITY

- Remote Camera Monitoring
- Vehicle Cybersecurity Solution

VISIBILITY

- **Adaptive Highbeam System** ★
- Augmented Reality Head-Up Display
- Camera Monitoring System (E-Outside Mirror)
- Full Digital Display Rear View Mirror
- Surround View Camera System

Fuel Efficiency

FUEL SAVING & ALTERNATE FUEL

- Hybrid Electric Engine
- Battery Electric Engine
- Fuel Cell Engine
- Extended Range Electric Engine

Autonomous Vehicles

AUTONOMOUS & SEMI-AUTONOMOUS

- Automatic Parking System
- Traffic Jam Assist
- Fully Self-Driving
- City and Highway Assisted Self-Driving
- Highway Assisted Self-Driving

Levels of
Autonomy
Explored

PLUS DEEP DIVE SECTIONS ON:

- Autonomous Vehicles
- Connected Car
- Electric Vehicles
- Future Mobility





New In 2025: Demand Measurement For Post Sale Technologies

This year the AutoTECHCAST Study is including a conjoint exercise to measure consumer interest and demand for post sale connected features. The exercise will measure consumer willingness to pay for these features by monthly, annual, and one-time purchase durations.

Connected Features Measured

- Enhanced Navigation and Mapping capabilities
- Remote Vehicle Control features (start/stop, lock/unlock)
- Entertainment Streaming Services integration (Gaming, Video Streaming, Audio Media)
- Hands Free Highway Automated Driving Assistance
- Hands Free Highway + Surface Road Automated Driving Assistance
- Data and Wi-Fi Hotspot availability
- Vehicle performance over-the-air (OTA) upgrades
- In-vehicle Digital Appearance Customization options
- Enhanced Sound System
- Enhanced Anti-Theft and Security features
- Emergency and Roadside services
- Predictive Maintenance packages
- Remote Diagnostics and Support services
- In-vehicle karaoke
- Configurable cabin comfort settings from outside vehicle



An interactive simulator with filtering capabilities will AutoTECHCAST users to understand pricing sensitivity for each feature by monthly, annual, and one-time purchase durations.



What Does AutoTECHCAST Collect About Vehicle Owners?

Data can be explored in many ways: demographics, vehicle ownership/intention, engine type/consideration, and more...



Demographics

- Age
- Gender
- Location
- Ethnicity
- Education
- Income



Lifestyle, Individual

- Marital Status
- Presence of Children
- Political Lean
- Employment Status



Lifestyle, Household

- Household Size
- Presence of Children
- City/Suburban/Rural



Tech Adoption

- Early Adopter
- Online Vehicle Shopper
- Type of Smartphone Owned



Current Vehicle

Avg. Hours spent consuming:

- Brand
- Model
- Model Year
- Purchased/Leased
- New or Pre-owned
- Vehicle Segment
- Engine Type



Driving Behavior

- Miles Driven Per Day
- Mileage By City/Suburb/Rural/Highway
- Fuel economy/Range Performance
- Level of Charging Used (If electric)
- Types of Apps Desired



Next Vehicle

- Purchase Horizon
- Brands Considered
- Brand/Model Most Likely To Purchase
- Vehicle Segment Intention
- Likelihood To Consider BEVs
- Budget For Next Vehicle



Personal/Recreational Activities With Vehicle

- Taking road trips/vacations with friends/family as passengers
- Taking road trips/vacations by myself
- Tailgating at sporting events/concerts
- Helping others (e.g., moving)
- Taking drives just for fun, de-stress or clear my mind
- Towing
- Hauling large items in the bed
- Going to and from work
- Snow plowing in the winter
- Shopping and errands
- Using vehicle as an office
- Driving with pets
- Driving children around (e.g., school and team activities)
- Driving infants around
- Driving with other adults
- Driving elderly adults
- Going off-road
- Driving 4+ hours in one day
- Going to and from school
- Hobbies
- Construction work
- Yard work
- Small home improvement projects



What Makes Us Different?

AutoTECHCAST Differentiators



Long Term Tracking With Robust Sampling

The value of AutoTECHCAST is its depth with 10,000 interviews to support a variety of business needs that arise.

With nearly 20 years of tracking, AutoTECHCAST provides trends to help users make informed decisions and future proof investments.



Benchmarking / Cross-Category Exploration

AutoTECHCAST has established a massive normative database for users to explore how a technology performs relative to others.

Benchmarking enables competitive analysis by comparing technologies with those that competitors may be investing in.



Sophisticated Pricing & Forecasting Analysis

Harris' "Build Your Own Technology Bundle" and a conjoint exercise provides deep insight into price sensitivity for desired technologies.

Using LMC forecasting data, the tool is used to simulate a rough forecast of how a technology, or a package of technologies may translate into revenue and profit.



Analyze Results Through Interactive Tools

AutoTECHCAST's tools give users the flexibility to interact with the data for custom analysis, such as understanding which technologies are 'must haves' among those who plan to spend \$30,000 on their next small SUV.

Harris' tools are intuitive, visually-appealing, and easy to export.



Informed By Automotive Influencers/Planners

AutoTECHCAST stays fresh by tapping into the knowledge of industry insiders such as automotive planners, analysts, and journalists.

Having been around for nearly 20 years, leading experts across the research industry have played a significant role in shaping the study.



Supportive Harris Team

While AutoTECHCAST is a syndicated study designed for client access and usage, the Harris team is at the ready to provide support in terms of analysis, simple charting, and custom feature testing as needed..

Our goal is to help you find the insights you need to be successful.



Thank you!
For More Information Contact:

Greg Paratore, Senior Consultant
Gregory.Paratore@harrispoll.com