

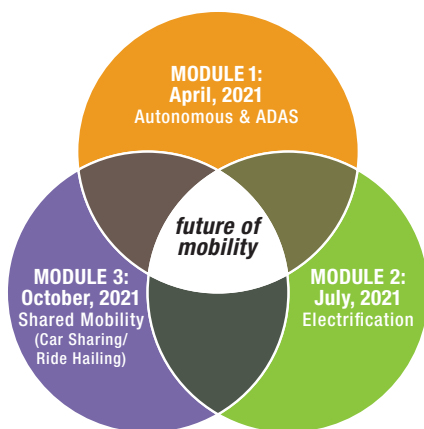
IPSOS 2021 MOBILITY NAVIGATOR

future of mobility



Study Overview

Ipsos Mobility Navigator is a syndicated study that focuses on the key trends and what is disrupting the automotive and mobility industry.



There are three key modules through 2021 of key topics including Autonomous & ADAS in April 2021, Electrification in July 2021 and Shared Mobility in October 2021. This study has been in existence since 2017 and enables direct YOY comparisons.

New for 2021:

A focus on key regions and enhancements per module such as consumer profiles and consideration trends per topic.

Overview and Deliverables

Methodology

20-minute online survey written in the native language of each country. Sample is provided by Ipsos i-Say panel and global panel partners.

- 2,000 completes for United States per module
- 1,000 completes per module remaining countries
- 6,000 total completes per module
- 18,000 total completes all modules

Countries

Five countries targeted:

- United States
- China
- Japan
- Brazil
- Germany

Deliverables

Study deliverables include per module:

- Report
- Detailed tables
- SPSS data file

Purchase Options

Module 1 to 3:

- 2k completes for United States
- 1k completes per remaining countries

\$18k USD / €15k

- All countries per module or
- \$30k USD for all modules

\$10k USD / €8k

- For a single country per module
Data only, with any custom reporting as extra

For more information:

John Kiser

SVP, Auto & Mobility

john.kiser@ipsos.com



GAME CHANGERS