

IPSOS 2022 MOBILITY NAVIGATOR

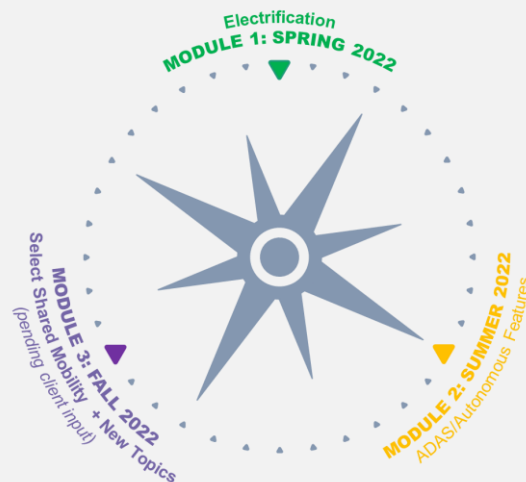
future of mobility

STUDY OVERVIEW

Ipsos Mobility Navigator is a syndicated study that focuses on the key trends and what is disrupting the automotive and mobility industry. The study includes three modules throughout the year:

1. Electrification in Spring, 2022
2. ADAS/Autonomous in Summer, 2022
3. Shared Mobility in Fall, 2022.

This study has been in existence since 2017 and enables subscribers to compare key metrics both over time and between different global markets.



OVERVIEW & 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 U.S. per module, 1,000 completes per module remaining countries, 6,000 total completes per module, 18,000 total completes for all modules

Countries

Five countries targeted: U.S., China, Japan, Brazil and Germany



Deliverables

Study deliverables include per module:



report



detailed
tables



SPSS
data file

PURCHASE OPTIONS

Modules 1, 2, 3: 2k completes for US, 1k completes per remaining countries



\$35k USD all 3 modules, all 5 countries



\$15k USD for a module, all countries

Data only, with any custom reporting as extra

FOR MORE INFORMATION

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