

future of mobility

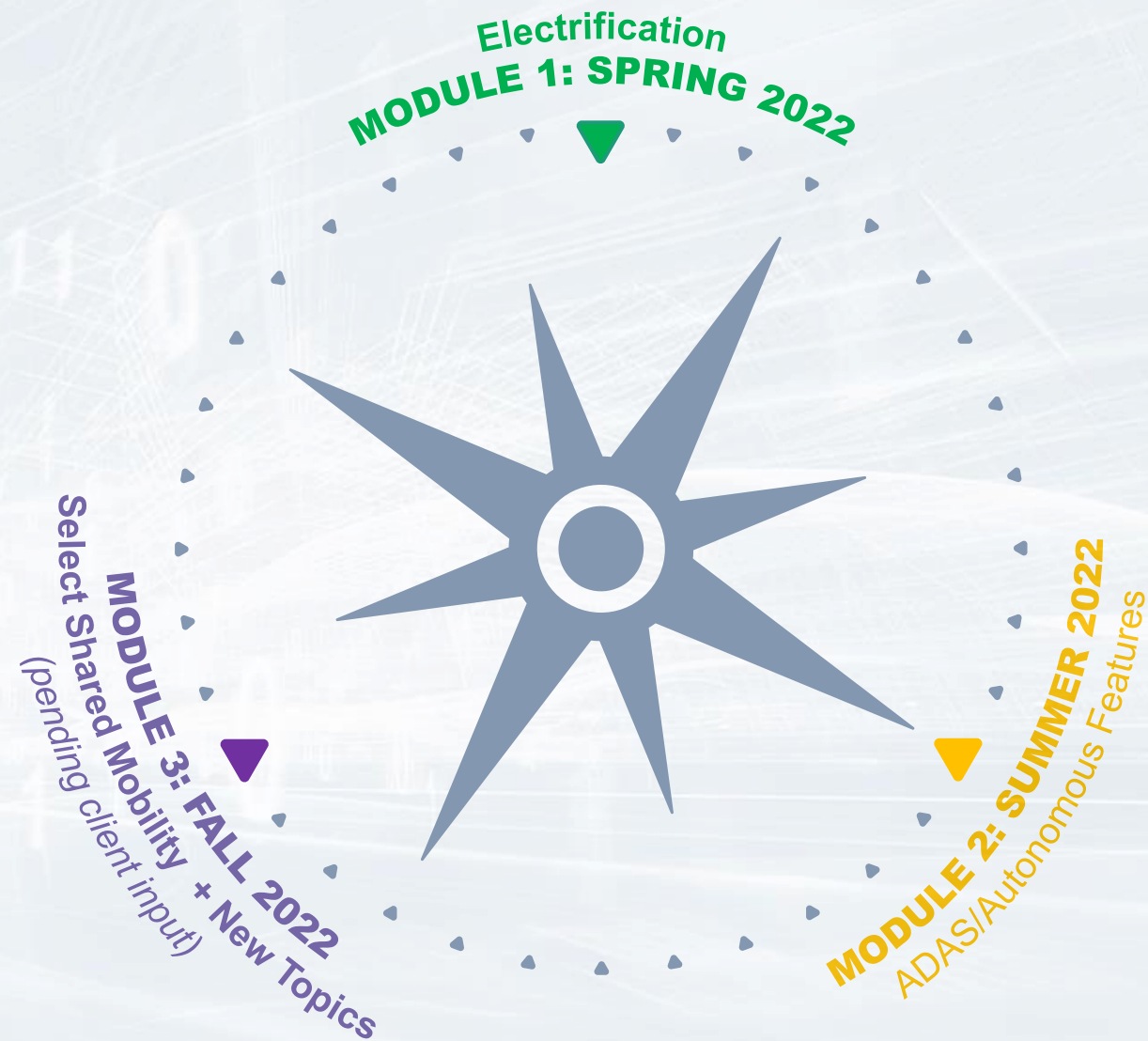
Ipsos

# 2022 Mobility Navigator



# IPSOS MOBILITY NAVIGATOR

A GLOBAL SYNDICATED STUDY  
FOCUSED ON  
**KEY TRENDS IN  
MOBILITY**



# UPGRADES for the 2022 PROGRAM



1

Updates to the Electrification module **with new questions focused on concerns about owning HEVs, PHEVs, and BEVs**

2

Adjustment to the order of the modules with **Electrification as the first module.**

3

**Redesign of Module 3 (Shared Mobility)** to include new topic areas while maintaining key Shared Mobility questions

4

**Addition of Key Electrification Questions** across all 3 modules

5

**Deletion of COVID-19 questions** that been added in 2020 and 2021.

6

**Optional dedicated module/topics** to enable customization.

# OVERVIEW and DELIVERABLES

## METHODOLOGY.

Each module is based on a 15-20-minute online survey written in the native language of each country. Sample is provided by Ipsos i-Say panel among new car buyers as the primary target with adjustments for the Shared Mobility module of non car owners.

## COUNTRIES.

Five countries targeted: US, China, Japan, Brazil, Germany

## COMPLETES.

- 2000 completes per Module: USA
- 1000 completes per Module: China, Japan, Brazil, and Germany

## DELIVERABLES.

- Study deliverables include a report, detailed excel tables and an SPSS data file
- Virtual presentation per module in English to highlight key insights

## INVESTMENT.

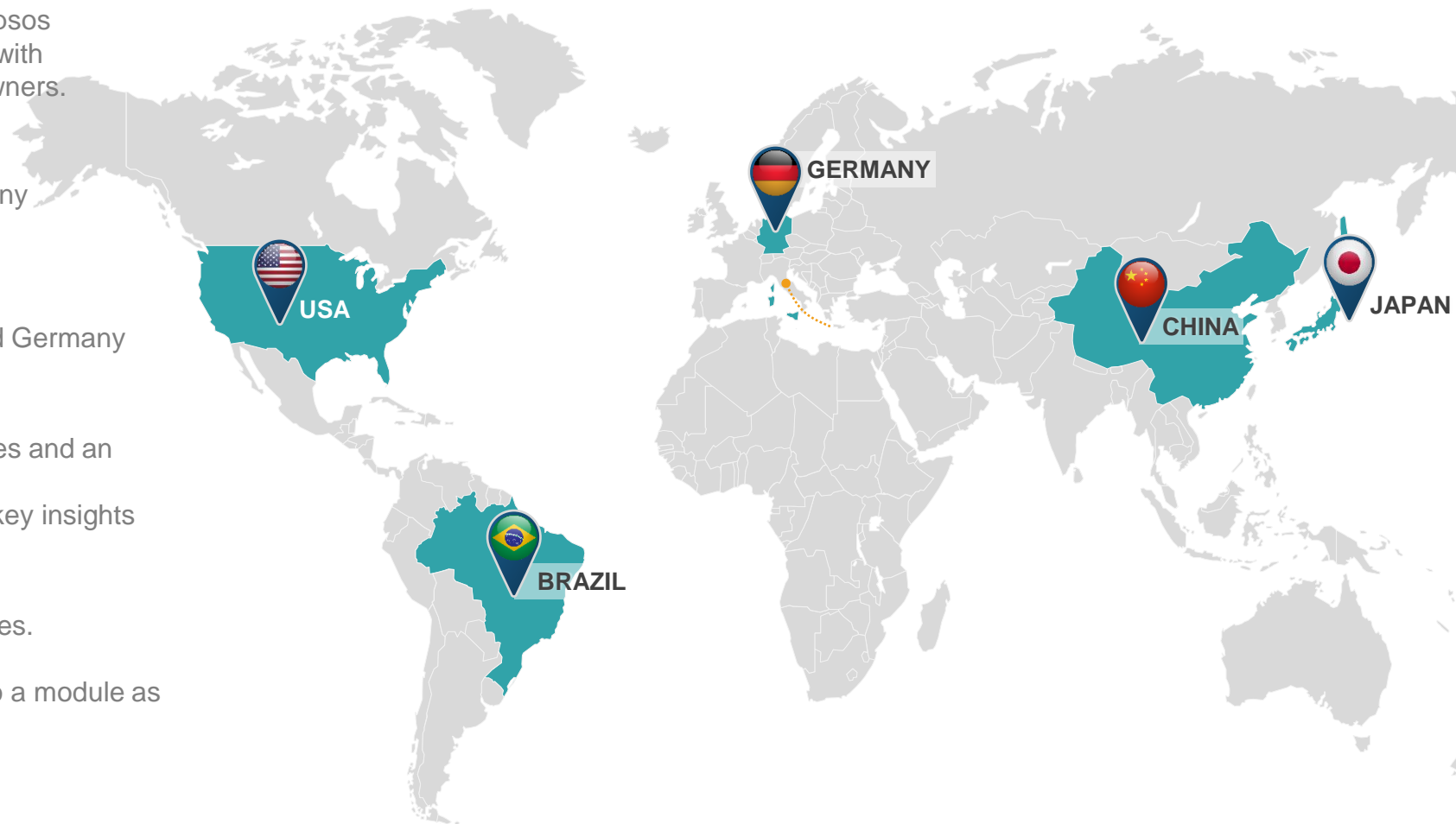
A full subscription is **\$35,000**. This includes all 3 modules.

Subscribers have the option to add additional countries to a module as a custom option.

- Additional country: \$10,000 per module

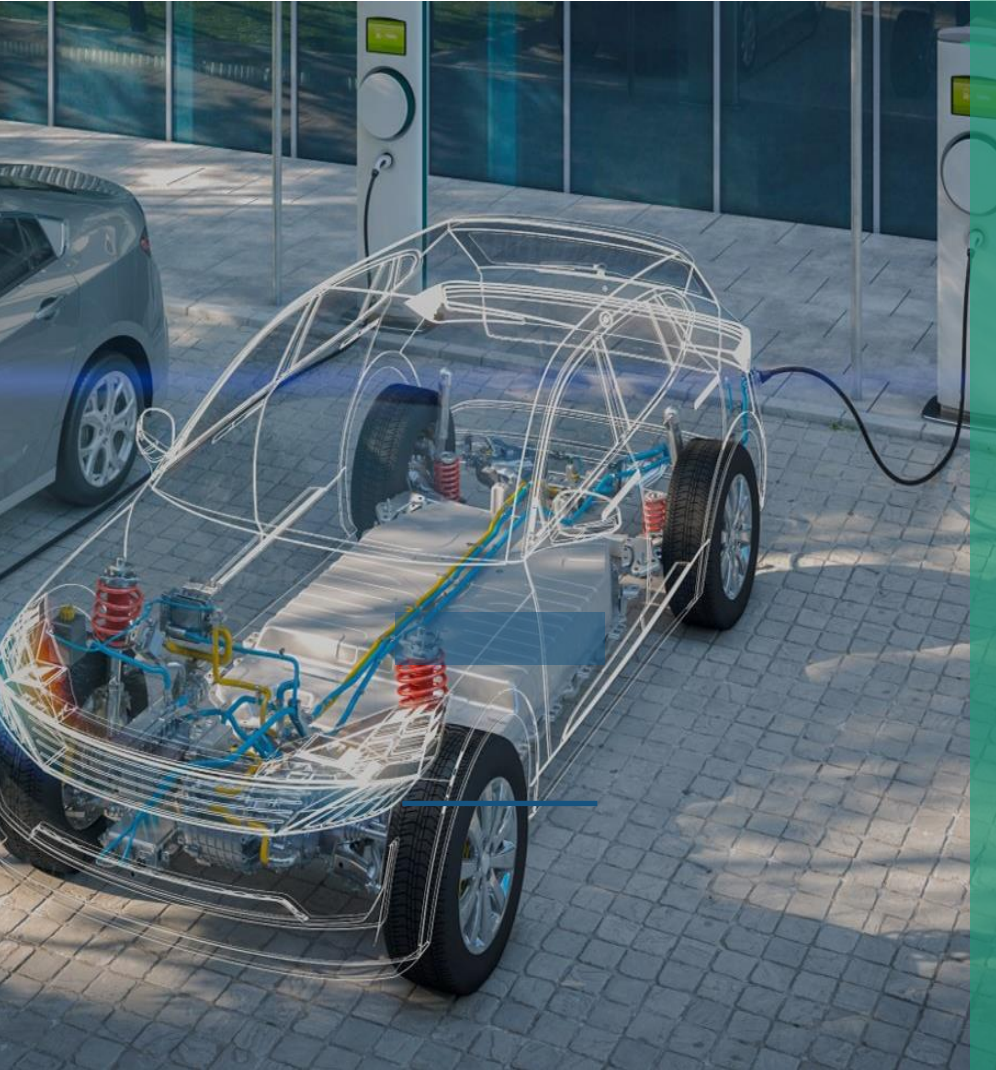
## OPTIONAL CUSTOM MODULES.

- To-be-determined based on the scope requested by the subscriber





# METHODOLOGY



Each module will be based on a 15-20 minute online survey that utilizes the consumer panels of Ipsos and several select partners to collect responses. The methodological highlights include:

- **Sample** – Total sample size of 18,000
  - New car owners per module, add sub sample of non owners for module 3
  - Target 2,000 US completes per module
  - Target 1,000 completes per module for remaining countries
  - Quotas are set to reflect actual age/gender breaks for each country and data weighted to adjust for any variances to the targets that occurred during sampling.
- Each questionnaire will be conducted in the **native language of each country**; reporting in English only.

## PROJECT TIMING

CURRENT REPORTING DATES:





BMW i.

Ipsos

**For any questions you have regarding  
the Ipsos Mobility Navigator program,  
please contact:**



**JOHN KISER**

Senior Vice President  
*Auto & Mobility*  
john.kiser@ipsos.com  
925-577-3743



**CHANCE PARKER**

Vice President  
*Auto & Mobility*  
chance.parker@ipsos.com  
818-523-0260

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