

# IPSOS 2023 NAVIGATOR

future of mobility



## Program Overview

Ipsos Navigator is a syndicated research program that focuses on the key trends and disruptions impacting the automotive and mobility industries.

There are TWO modules, each focused on a distinct topic:

1. ELECTRIFICATION | Spring of 2023
2. DRIVING TECHNOLOGY | Summer of 2023

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



Large sample sizes for all countries

- 6,000 total completes
- 2,000 completes for the US / 1,000 completes for each additional country



Respondents represent new vehicle buyers from the previous 10 years

### COUNTRIES

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



### DELIVERABLES

Study deliverables include per module:



report



detailed tables



dedicated briefing

## Standard Options



**\$40k USD**

both modules, all countries



**\$25k USD**

for one module, all countries

## Custom Options

- Subscribers can opt to add additional countries to broaden reach such as countries in Europe, Asia, North America and South America. Ipsos can field globally!
- Subscribers can oversample to get additional targets such as EV intenders, segment or brand owners, key regions such as metro areas or even key demographics such as Gen Z
- Ipsos would replicate the syndicated methodology in the country or sample target chosen
- Subscribers would receive the custom results compared to the standard syndicated results to enable rich contextual insights
- The cost and timing are dependent on scope and sample requirements, but there is timing flexibility add countries or sample as desired. This can be done during each module or after to leverage the standard methodology

For more information please contact:

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# IPSOS ELECTRIFICATION TRENDS REPORT

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## 2023 EV NAVIGATOR

### Research Overview

A global syndicated survey focused on the awareness, perceptions & attitudes toward Electric Vehicles vs. traditional ICE vehicles

#### Topics covered:

- Awareness and Purchase Consideration of HEVs, PHEVs, and BEVs
- Attitudes towards ICE vehicles vs EVs
- Importance and brand rating on Sustainability
- Barriers to BEV consideration (range, charging infrastructure, price, etc.)
- Expectations of BEVs (range, charging, styling, etc.)
- BEV Consideration and reasons for adoption/rejection during last purchase
- Most considered BEV brands + brands most likely to be BEV leaders
- Current vehicle ownership
- Demographics (age, gender, income, etc.)

### Key Elements and Questions



Is BEV consideration continuing to increase? Where is it growing fastest?



How do different consumer segments feel about BEVs? What are their unique concerns and questions?



In which markets is BEV consideration highest? What is driving consideration?



With the growing focus on sustainability, how important is that for consumers? What brands are perceived doing well on it?



How are range expectations changing as familiarity with BEVs increases?



How often do BEV owners charge their vehicles...and where? How does actual charging behavior compare to expectations?



What entities are expected to take the lead in building-out the charging infrastructure?



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- 6,000 total completes
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USA



GERMANY



JAPAN

CHINA



BRAZIL



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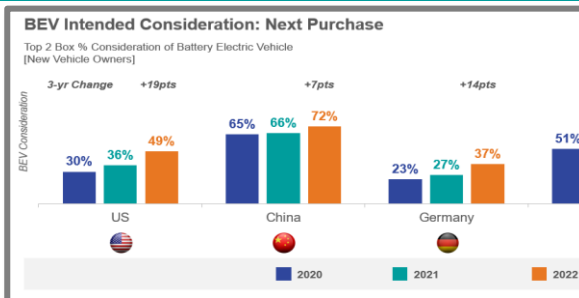


# IPSOS ELECTRIFICATION TRENDS REPORT

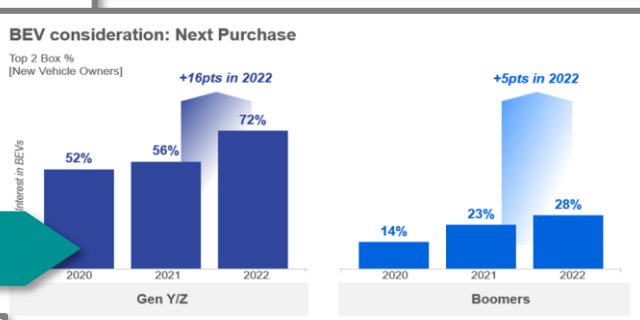
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2023 EV NAVIGATOR

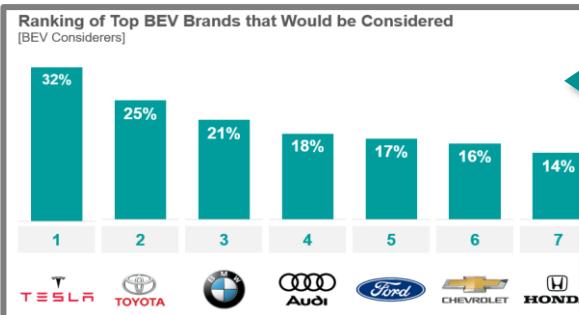
## HIGHLIGHTS FROM PREVIOUS REPORTS



Where is EV awareness growing?

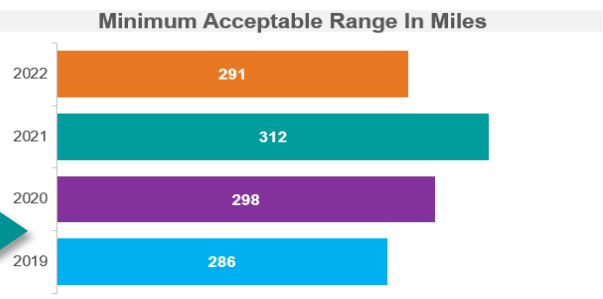


How interested are customers?



Who are the leading EV brands?

Are charging expectations changing?



### Standard Option

### Custom Options



**\$25k USD**

EV Navigator Only

Publish Date: April 2023

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