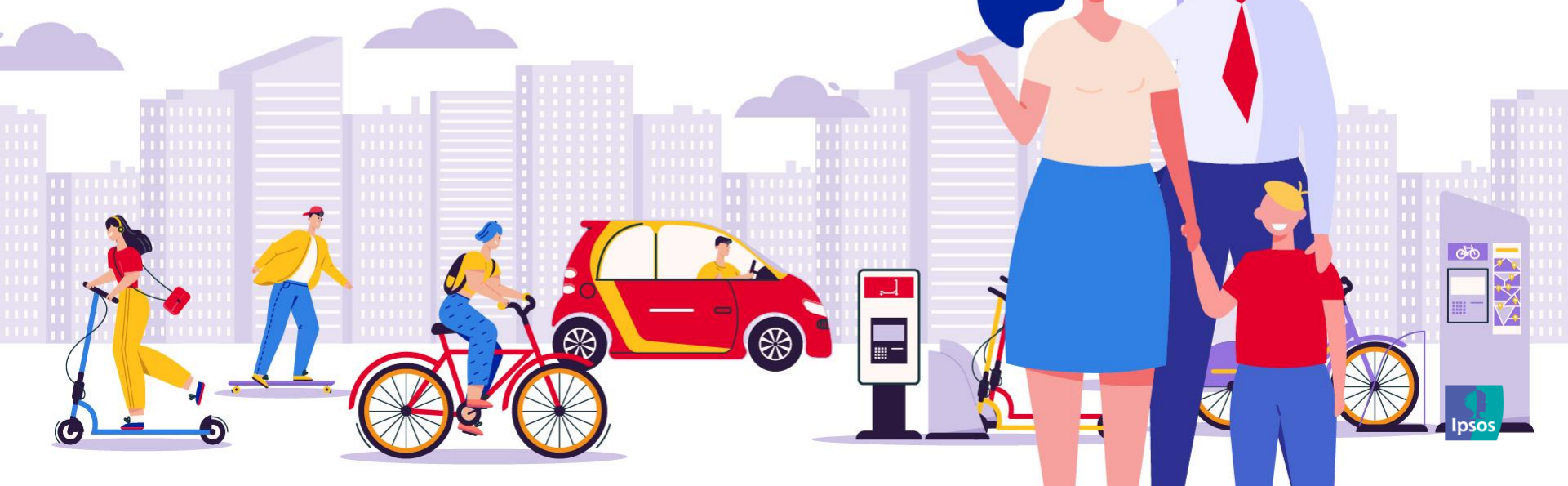
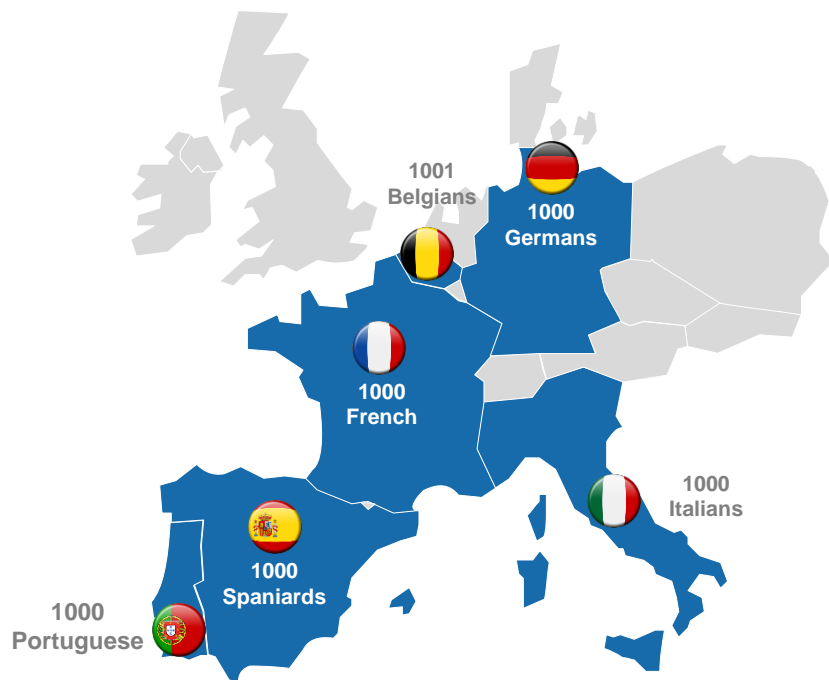


# MOBILITY BAROMETER AMONG EUROPEANS



# SCOPE OF THE SURVEY



**6**  
countries

**6001**  
interviews

## **SAMPLE**



- In each country, representative sample of the population 18+
- Quotas on gender, age, profession, region and market size.



## **FIELDWORK DATES**

November 29th - December 9th, 2022



## **DATA COLLECTION**

Online survey via Ipsos panels

# 1. **MOBILITY HABITS IN EUROPE**



## KEY INSIGHTS

- If the vast majority of Europeans still drive a car on a regular basis (second transportation mode used after walking), almost half of them also use bicycles, electric bikes being adopted by 1 out of 5.
- Despite the development of home office since Covid, Europeans continue to commute, with commuting distances exceeding 10km for half of them.
- In a context of inflation and energy crisis, mobility represents a significant monthly budget : 133€ on average.
- Since Covid, some evolutions have been operated in mobility habits : walking, bicycles and scooters have become more popular, whereas means of transportation involving too much proximity (car-sharing, care-pooling, public transportation) have been reduced.
- Changes in mobility habits have been triggered mainly by 2 dimensions : cost, and environmental concerns. Professional reasons (including new ways of working) come after in 3<sup>rd</sup> position.
- In future intentions, the only mode that shows a positive delta is walking : all other modes of transportation, including personal cars, could be used less frequently. A general wish for less mobility?

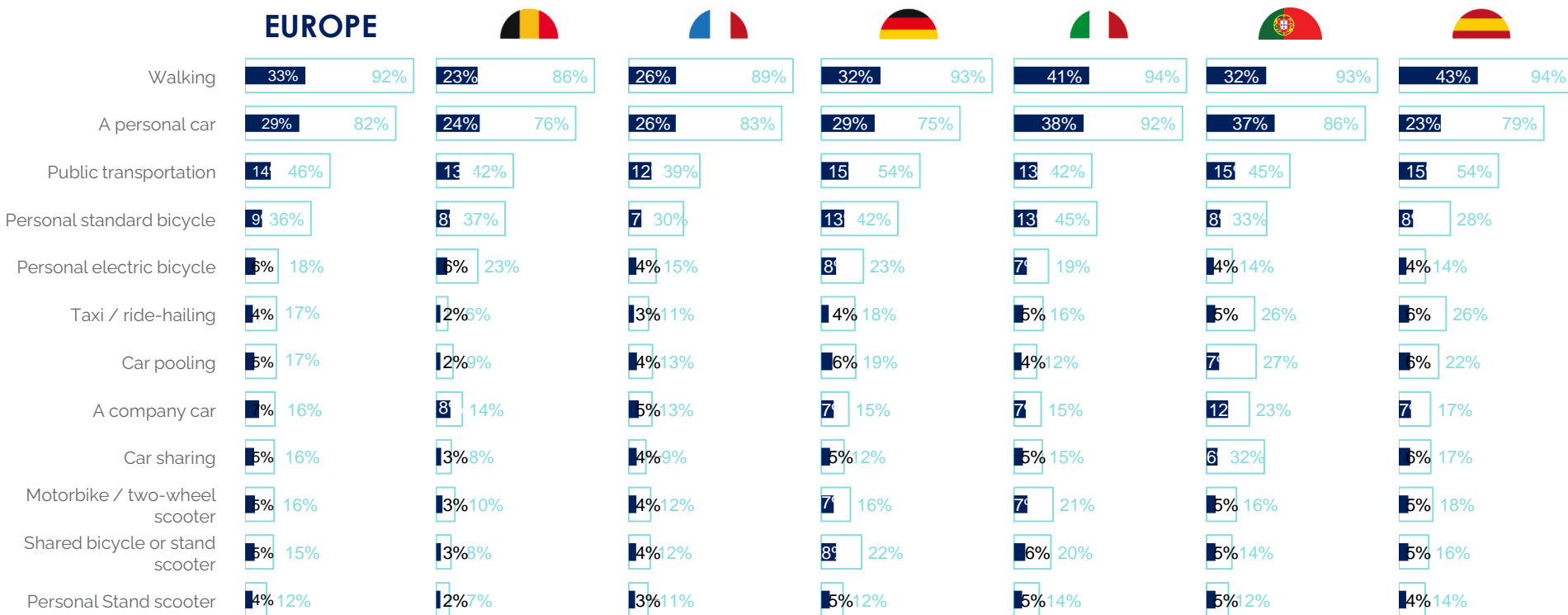
# 1.1

## CURRENT MOBILITY HABITS



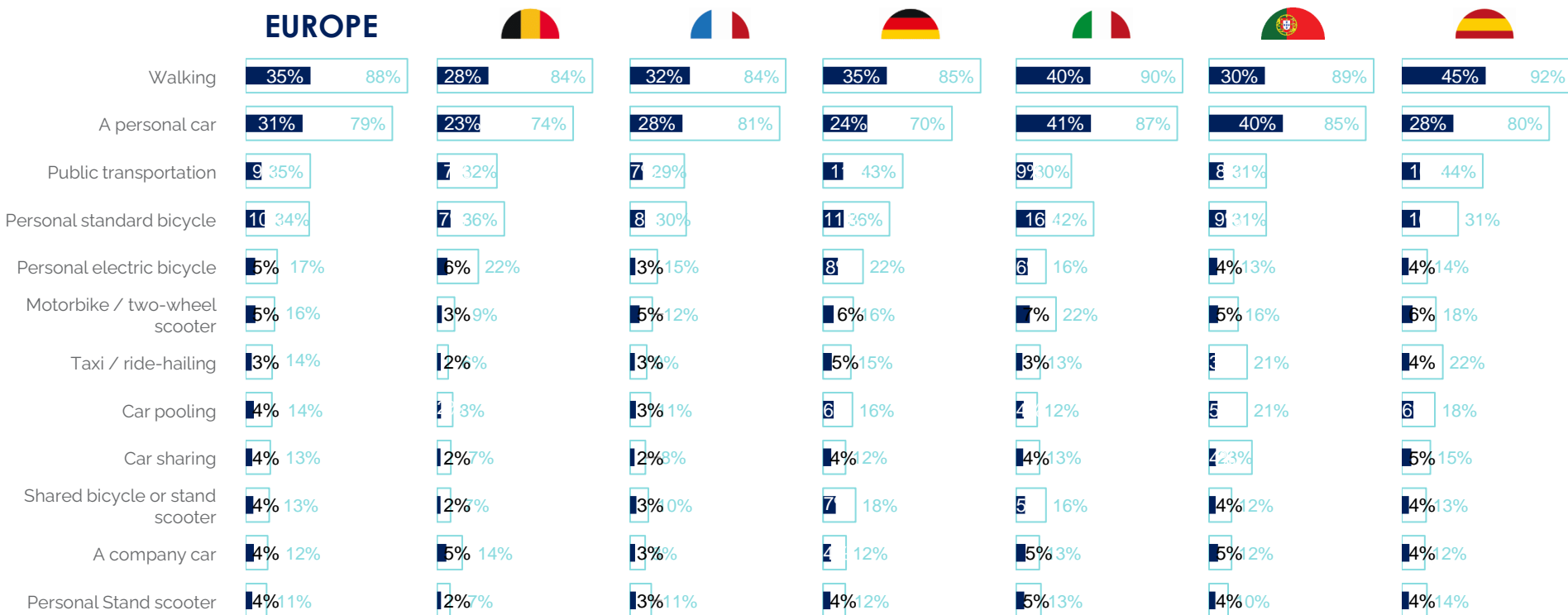
# WALKING AND USING A PERSONAL CAR ARE THE MOST WIDESPREAD MODES OF TRANSPORTATION ON WEEKDAYS, FOLLOWED BY PUBLIC TRANSPORTATION AND PERSONAL BICYCLES

## MODES OF TRANSPORTATION USED ON WEEKDAYS









# A SIMILAR USE OF MODES OF TRANSPORTATION ON WEEKENDS

## MODES OF TRANSPORTATION USED ON WEEKENDS









# PERSONAL CARS ARE MORE USED IN ITALY AND SPAIN, ELECTRIC BICYCLES IN BELGIUM AND GERMANY

## MODES OF TRANSPORTATION USED OVERALL – AT LEAST ONE USE %

	EUROPE						
Walking	94	91	92	94	96	96	97
A personal car	86	80	87	78	94	90	85
Public transportation	49	46	41	56	45	48	59
Personal standard bicycle	41	43	36	46	50	37	35
Personal electric bicycle	20	25	17	24	21	16	16
Car pooling	20	11	16	21	14	32	25
Taxi / ride-hailing	20	8	12	21	18	29	30
Motorbike / two-wheel scooter	18	11	14	18	24	19	21
Car sharing	18	10	11	15	17	36	20
Shared bicycle or stand scooter	18	10	13	24	23	17	18
A company car	18	16	13	16	16	24	19
Personal Stand scooter	13	8	13	14	16	14	17

OVERALL, THE USE OF CARS PREVAILS, PARTICULARLY IN ITALY AND PORTUGAL.  
BICYCLES AND STAND SCOOTERS ARE MORE USED IN GERMANY AND ITALY

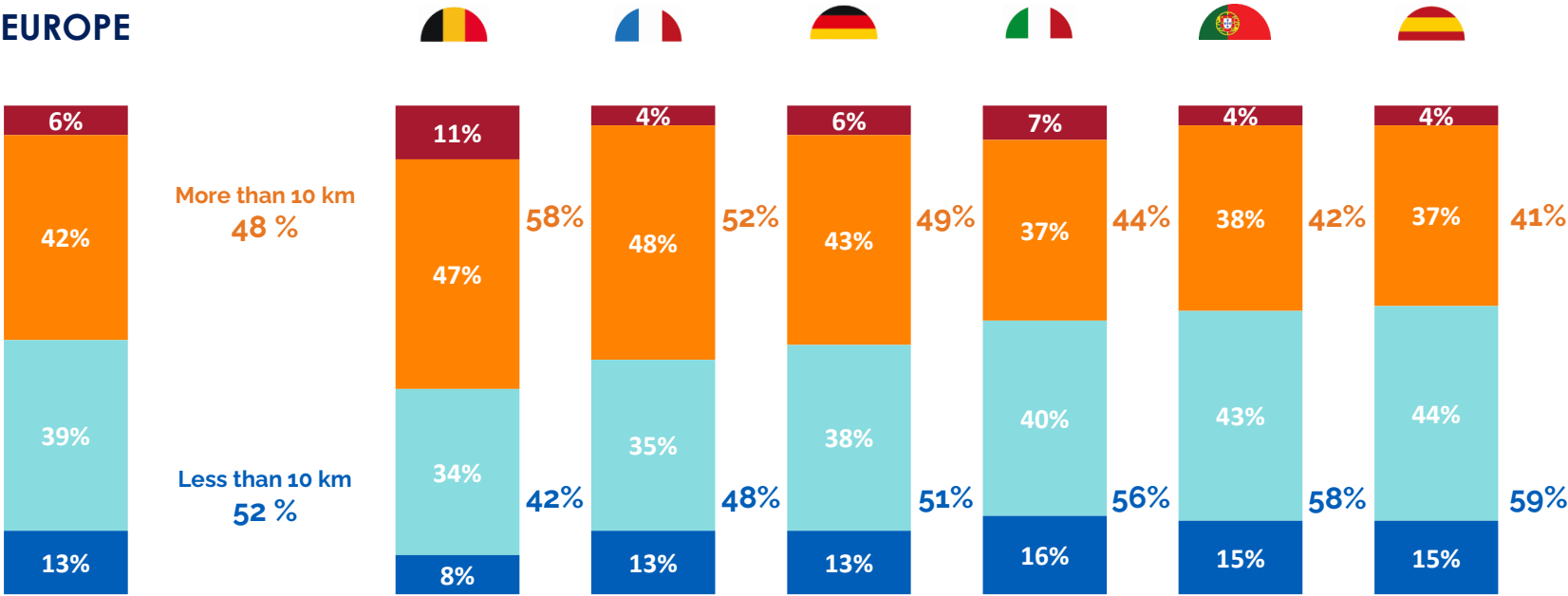
MODES OF TRANSPORTATION USED OVERALL- AT LEAST ONE USE %

	EUROPE						
WEEKDAYS USERS							
Car Users	83	80	84	76	92	87	80
Bicycle Users	41	49	34	50	48	35	30
Stand scooter Users	18	10	15	24	23	18	20
WEEKENDS USERS							
Car Users	81	78	82	71	88	86	81
Bicycle Users	40	48	35	45	44	33	32
Stand scooter Users	15	10	14	19	18	15	17
TOTAL USERS							
Car Users	87	84	87	78	94	90	86
Bicycle Users	46	55	40	54	52	39	36
Stand scooter Users	21	12	17	26	26	20	22

HALF OF COMMUTING TRIPS ARE LESS THAN 10KM. BELGIUM SHOWS LONGER TRIPS.

DISTANCE HOME > PLACE OF WORK OR STUDIES

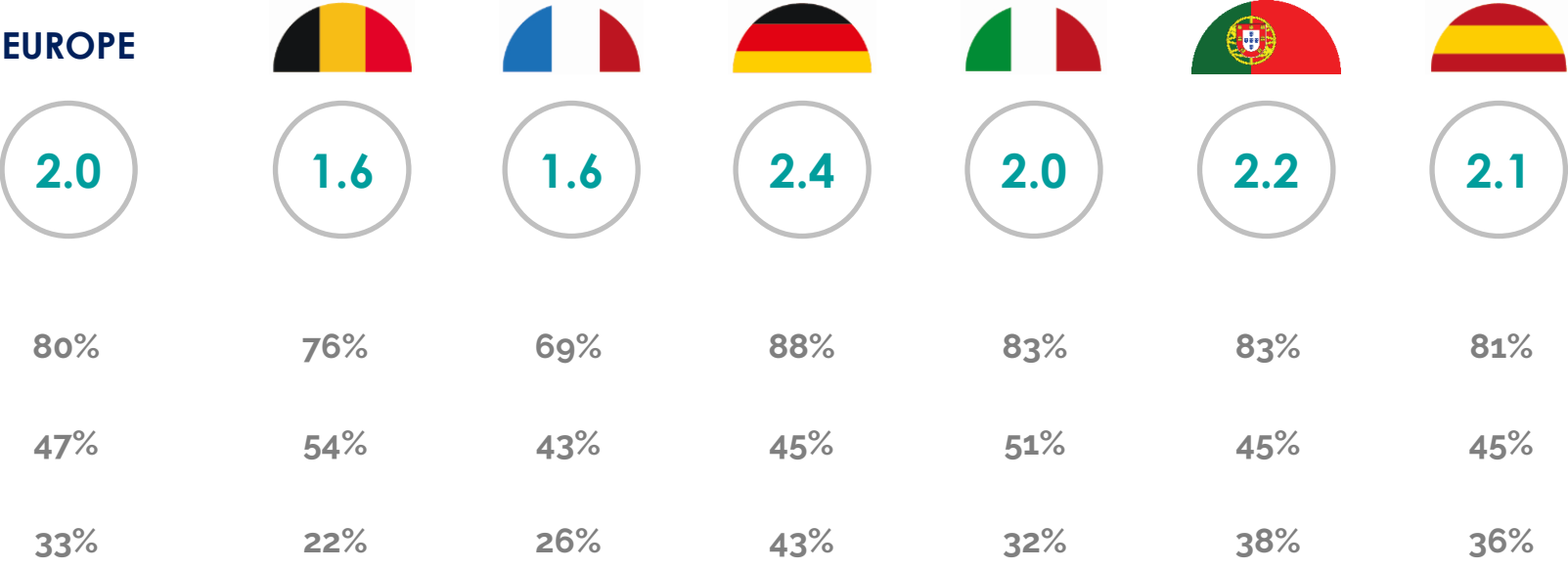
EUROPE



Less than 1km – 1km to less than 10km – 10km to less than 50km – More than 50km

A LARGE MAJORITY OF EUROPEAN WORK AT LEAST ONE DAY PER WEEK AT HOME. GERMANY IS THE COUNTRY WHERE HOMEWORKING IS THE MOST DEVELOPED, WITH HALF OF THE WEEK AT HOME ON AVERAGE, WHILE IT IS SLIGHTLY LESS COMMON IN FRANCE AND IN BELGIUM.

WORK FROM HOME – NUMBER OF DAYS PER WEEK



# IN A CONTEXT OF INFLATION, MOBILITY REPRESENTS A SIGNIFICANT BUDGET ACROSS EUROPE

## MONTHLY MOBILITY BUDGET (EXCLUDING INSURANCE) €

EUROPE

**133 €**

More than 100€ :  
**34 %**



**128 €**

More than 100€ :  
**35 %**



**145 €**

More than 100€ :  
**38 %**



**134 €**

More than 100€ :  
**30 %**



**135 €**

More than 100€ :  
**33 %**



**150 €**

More than 100€ :  
**37 %**



**109 €**

More than 100€ :  
**28 %**







# 1.2

## EVOLUTIONS SINCE COVID









# THE COVID CRISIS HAS LED TO AN INCREASE OF WALKING AND PERSONAL TWO-WHEELED VEHICLES USE IN PRIORITY...

USE MORE FREQUENTLY THAN BEFORE COVID %

EUROPE							
Walking	31	26	32	26	39	31	32
Personal electric bicycle	30	36	41	27	28	27	23
Personal Stand scooter	28	24	35	27	30	20	28
Motorbike / two-wheel scooter	25	22	27	20	26	26	26
Personal standard bicycle	25	17	27	21	30	30	23
Shared bicycle or stand scooter	24	27	29	19	29	25	20
Taxi / ride-hailing	21	21	33	19	17	27	15
Car sharing	20	16	26	20	19	23	15
Car pooling	20	23	28	17	18	24	13
Public transportation	19	21	18	14	18	27	17
A company car	18	20	21	16	21	19	15
A personal car	16	7	14	13	18	29	15

# ...WHEREAS MODES INVOLVING SHARING CARS WITH OTHERS, AS WELL AS PUBLIC TRANSPORTATION HAVE DECLINED (PROXIMITY WITH STRANGERS)

## USE LESS FREQUENTLY THAN BEFORE COVID %

EUROPE							
Car sharing	30	31	30	29	27	31	30
Car pooling	27	18	28	28	30	27	27
Taxi / ride-hailing	25	27	21	26	29	24	25
Public transportation	25	21	24	24	31	28	21
Personal Stand scooter	23	25	18	28	20	30	19
Shared bicycle or stand scooter	22	26	24	14	24	29	20
A company car	21	21	24	21	25	17	21
Motorbike / two-wheel scooter	18	21	18	19	19	15	18
A personal car	16	21	19	14	15	11	16
Personal electric bicycle	15	5	9	12	24	30	14
Personal standard bicycle	13	11	12	12	14	17	16
Walking	6	5	4	5	6	10	5

# ELECTRIC BICYCLE HAS PROGRESSED PARTICULARLY IN FRANCE

## MOBILITY HABITS EVOLUTION - %

More frequently than before Covid – Equally frequently – Less frequently







### EUROPE



Walking	31	63	6	26	69	5	32	64	4	26	69	5	39	55	6	31	59	10	32	63	5
Personal electric bicycle	30	55	15	36	59	5	41	50	9	27	61	12	28	48	24	27	43	30	23	63	14
Personal Stand scooter	28	49	23	24	51	25	35	47	18	27	45	28	30	50	20	20	50	30	28	53	19
Personal standard bicycle	25	62	13	17	72	11	27	61	12	21	67	12	30	56	14	30	53	17	23	61	16
Motorbike / two-wheel scooter	25	57	18	22	57	21	27	55	18	20	61	19	26	55	19	26	59	15	26	56	18
Shared bicycle or stand scooter	24	54	22	27	47	26	29	47	24	19	67	14	29	47	24	25	46	29	20	60	20
Taxi / ride-hailing	21	54	25	21	52	27	33	46	21	19	55	26	17	54	29	27	49	24	15	60	25
Car pooling	20	53	27	23	59	18	28	44	28	17	55	28	18	52	30	24	49	27	13	60	27
Car sharing	20	50	30	16	53	31	26	44	30	20	51	29	19	54	27	23	46	31	15	55	30
Public transportation	19	56	25	21	58	21	18	58	24	14	62	24	18	51	31	27	45	28	17	62	21
A company car	18	61	21	20	59	21	21	55	24	16	63	21	21	54	25	19	64	17	15	64	21
A personal car	16	68	16	7	72	21	14	67	19	13	73	14	18	67	15	29	60	11	15	69	16







# FINALLY, CAR SHARING SHOWS THE MOST NEGATIVE DELTA OF USE

**DELTA USE (MORE – LESS) %**

	EUROPE						
Walking	25	21	28	21	33	21	27
Personal electric bicycle	15	31	32	15	4	-3	9
Personal standard bicycle	12	6	15	9	16	13	7
Motorbike / two-wheel scooter	7	1	9	1	7	11	8
Personal Stand scooter	5	-1	17	-1	10	-10	9
Shared bicycle or stand scooter	2	1	5	5	5	-4	0
A personal car	0	-14	-5	-1	3	18	-1
A company car	-3	-1	-3	-5	-4	2	-6
Taxi / ride-hailing	-4	-6	12	-7	-12	3	-10
Public transportation	-6	0	-6	-10	-13	-1	-4
Car pooling	-7	5	0	-11	-12	-3	-14
Car sharing	-10	-15	-4	-9	-8	-8	-15

# CHANGES IN MOBILITY HABITS ARE MAINLY DRIVEN BY ECONOMICAL AND ENVIRONMENTAL REASONS, PARTICULARLY IN FRANCE

## MOBILITY HABITS EVOLUTION REASONS %

	EUROPE						
NET Professional reason	30	31	24	32	28	35	28
NET Personal reason	28	25	21	30	30	30	33
I am concerned about cost of transports	40	46	50	30	34	41	36
I am concerned about environmental impact of transports	36	30	41	35	37	34	37
I have more flexibility on ways of working	21	20	15	23	22	25	21
My family / personal situation evolved	20	16	12	23	22	20	24
I moved to another place of residence	11	11	11	11	10	13	12
I started a new job	10	13	10	11	8	13	9
Other, specify	12	16	13	14	9	11	9







# 1.3

## FUTURE INTENTIONS









# EUROPEANS INTEND TO WALK MORE, BUT ALSO TO USE A BIT MORE PUBLIC TRANSPORTATION AND PERSONAL STANDARD BICYCLE, PARTICULARLY IN ITALY AND PORTUGAL

## INTENTION TO USE MORE FREQUENTLY THAN TODAY %

	EUROPE						
Walking	29	23	25	19	39	39	29
Public transportation	13	11	11	10	15	17	14
Personal standard bicycle	13	12	12	9	19	17	10
A personal car	11	5	9	9	13	17	13
Personal electric bicycle	7	7	7	7	8	7	5
Car pooling	5	4	5	4	3	8	6
Motorbike / two-wheel scooter	5	3	4	3	6	7	4
A company car	4	3	3	3	5	6	4
Car sharing	4	3	3	3	5	10	5
Taxi / ride-hailing	4	2	4	3	5	5	4
Personal Stand scooter	4	2	4	3	6	4	4
Shared bicycle or stand scooter	4	3	4	4	7	6	4

# OVERALL, AN ANTICIPATED DECREASE IN FREQUENCY OF USE FOR ALMOST ALL MODES: AN OVERALL ANTICIPATED DECREASE OF MOBILITY FREQUENCY

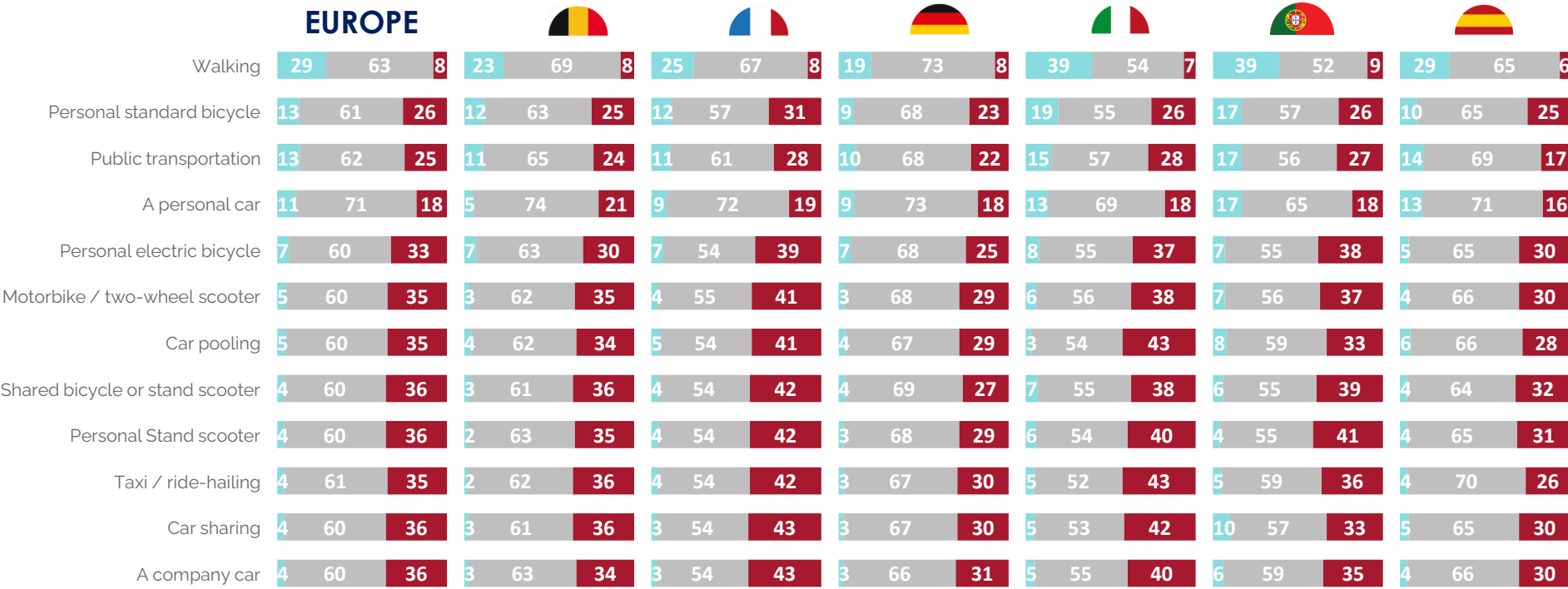
## INTENTION TO USE LESS FREQUENTLY THAN TODAY %

	EUROPE						
A company car	36	34	43	31	40	35	30
Car sharing	36	36	43	30	42	33	30
Personal Stand scooter	36	35	42	29	40	41	31
Shared bicycle or stand scooter	36	36	42	27	38	39	32
Car pooling	35	34	41	29	43	33	28
Motorbike / two-wheel scooter	35	35	41	29	38	37	30
Taxi / ride-hailing	35	36	42	30	43	36	26
Personal electric bicycle	33	30	39	25	37	38	30
Personal standard bicycle	26	25	31	23	26	26	25
Public transportation	25	24	28	22	28	27	17
A personal car	18	21	19	18	18	18	16
Walking	8	8	8	8	7	9	6

# WALKING IS PLEBISCITED IN EUROPE







## INTENTION OF USE - %

More frequently than today – Equally frequently – Less frequently



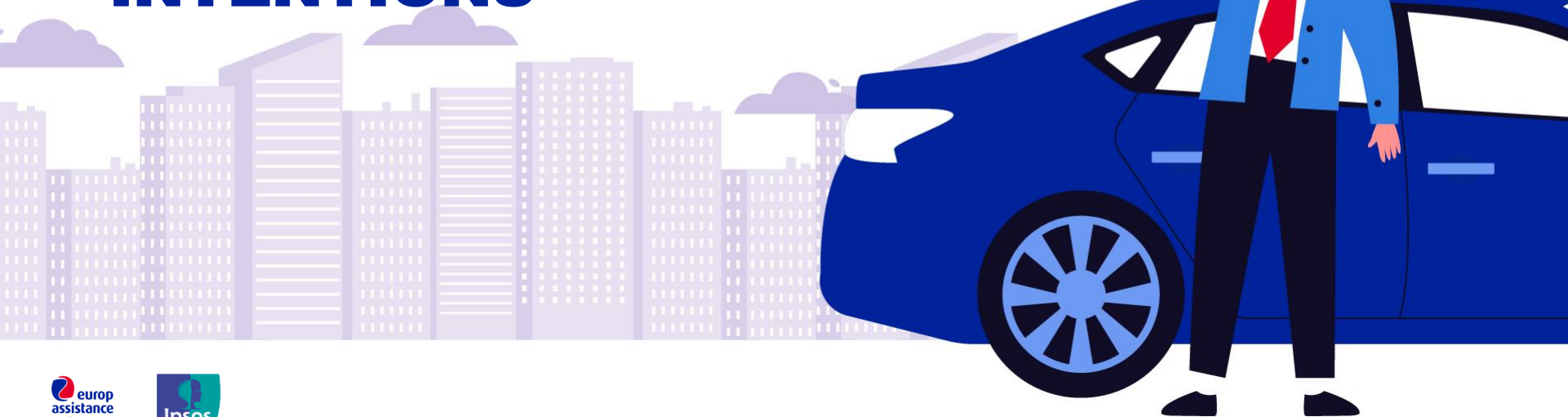
# FINALLY, A NEGATIVE DELTA FOR MODES OF TRANSPORTATION, EXCEPT WALKING

## DELTA INTENTION OF USE (MORE – LESS) %

	EUROPE						
Walking	21	15	17	11	32	30	23
A personal car	-7	-16	-10	-9	-5	-1	-3
Public transportation	-12	-13	-17	-12	-13	-10	-3
Personal standard bicycle	-13	-13	-19	-14	-7	-9	-15
Personal electric bicycle	-26	-23	-32	-18	-29	-31	-25
Car pooling	-30	-30	-36	-25	-40	-25	-22
Motorbike / two-wheel scooter	-30	-32	-37	-26	-32	-30	-26
Taxi / ride-hailing	-31	-34	-38	-27	-38	-31	-22
A company car	-32	-31	-40	-28	-35	-29	-26
Car sharing	-32	-33	-40	-27	-37	-23	-25
Personal Stand scooter	-32	-33	-38	-26	-34	-37	-27
Shared bicycle or stand scooter	-32	-33	-38	-23	-31	-33	-28

# 2.

## **VEHICLES OWNERSHIP AND INTENTIONS**

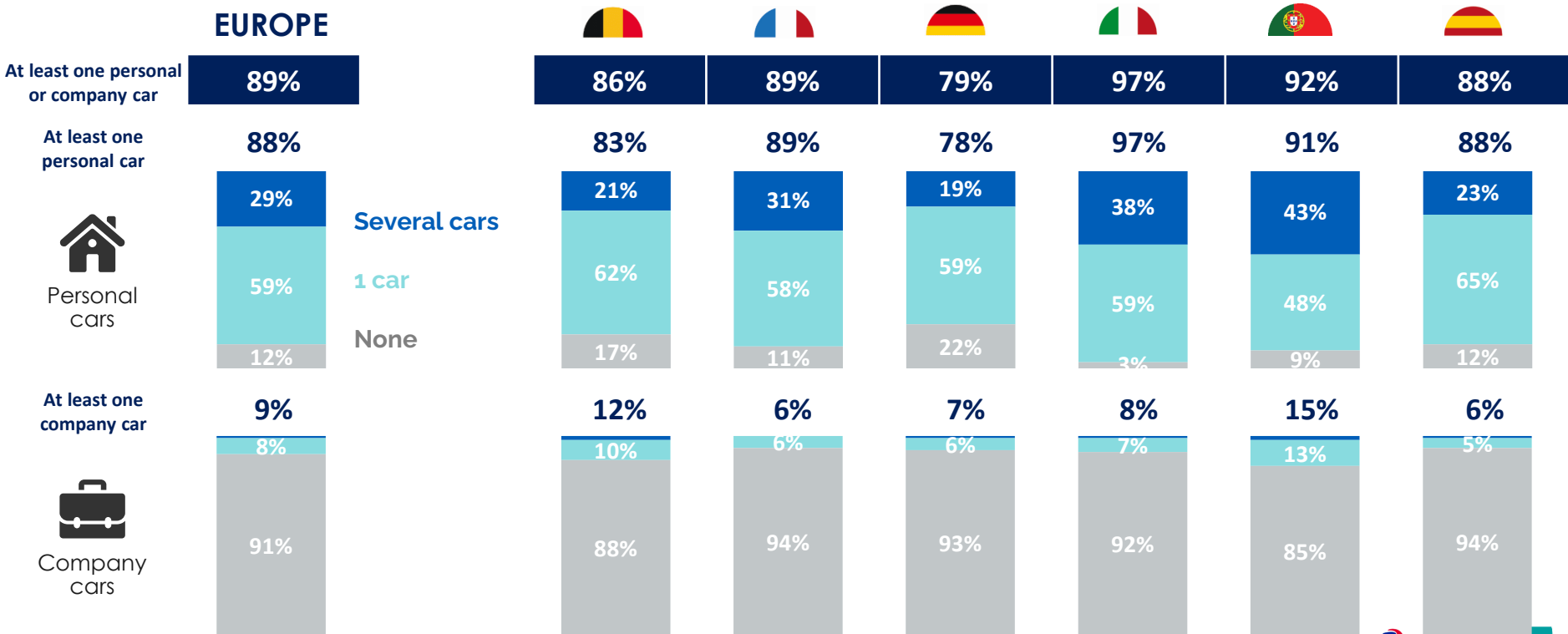


## KEY INSIGHTS

- Personal cars remain widespread in Europe : almost 9 out of 10 Europeans own a car in their household. Company cars, on the other hand, only concern less than 10% of them.
- The majority of main cars are ICE (Petrol slightly ahead of diesel in Europe), whereas other powertrains remain confidential, except for hybrid representing 5% of main cars.
- In terms of financing methods, purchase prevails. Leasing represents a small part of car acquisition (7% in Europe), more frequent in France. Cars are most often acquired through manufacturer's dealerships, or independent garages.
- Maintenance & repairs at garages or workshops are done quite frequently by one third of car owners, the rest of them usually going only once a year.
- Services such as replacement car during repairs, garage certification and car quality guarantee could drive preference if offered by specific garages.
- Electric Vehicles show a significant potential, with almost one third of Europeans intending to buy one. However, cost represents the first barrier to EV purchase, ahead of charging points issues and long-distance trips difficulties.

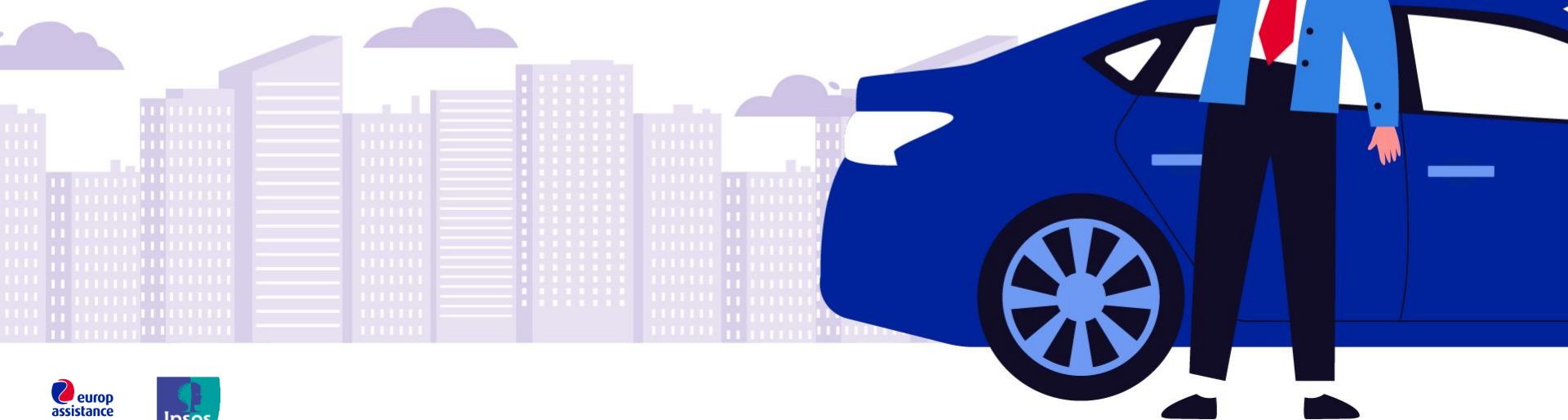
# PERSONAL CAR OWNERSHIP STAYS WIDESPREAD IN EUROPE.

## NUMBER OF CARS OWNED BY THE HOUSEHOLD



# 2.1

## CAR USED MOST OFTEN



SEGMENTS B AND C ARE THE MOST COMMON. LARGER CARS IN GERMANY, SMALLER ONES IN ITALY.

SEGMENT OF THE MAIN CAR %

EUROPE



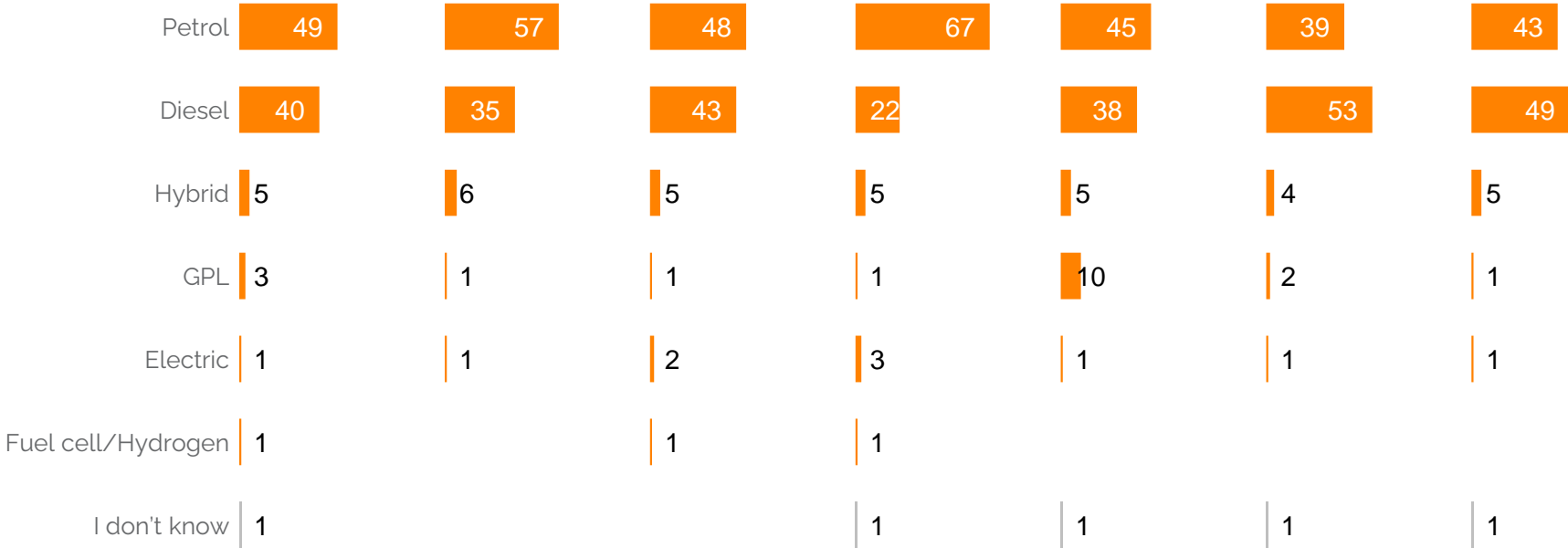
A - B - B SUV - C - C MVP - C SUV - D - E - F



9 OUT OF 10 MAIN CARS ARE ICE-VEHICLES, WITH A MORE IMPORTANT SHARE OF PETROL VS. DIESEL OVERALL, ESPECIALLY IN GERMANY. IN PORTUGAL, HOWEVER, DIESEL IS MORE COMMON.

POWERTRAIN %

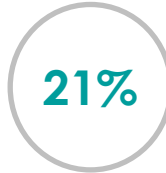
EUROPE



ALMOST ONE THIRD OF MAIN CARS WERE ACQUIRED IN THE LAST 3 YEARS – MORE OFTEN THE CASE IN NORTHERN EUROPE COUNTRIES

YEAR AND MILEAGE AT ACQUISITION

EUROPE



Average  
mileage

29 000

18 485

34 304

26 446

20 794

51 818

19 640

Less than  
19,999km

71%

79%

62%

70%

76%

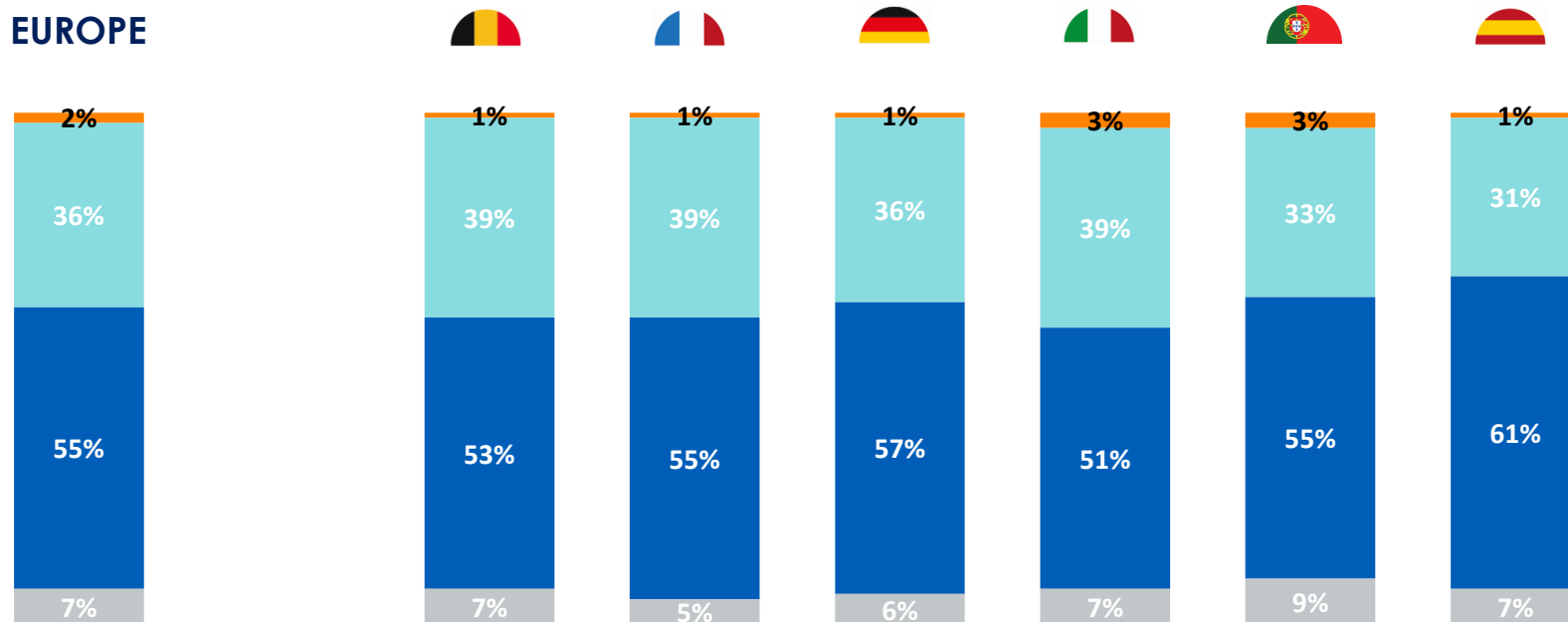
59%

82%

# MORE THAN HALF OF MAIN CARS COVER LESS THAN 10.000KM PER YEAR.

## KILOMETERS COVERED PER YEAR

### EUROPE









Less than 10.000km – 10.000km to 50.000km – More than 50.000km – Don't know

# A LARGE MAJORITY OF RESPONDENTS PREFERRED A PURCHASE SOLUTION TO FINANCE THEIR CAR. LEASING IS SLIGHTLY MORE DEVELOPED IN FRANCE, GERMANY AND SPAIN.

## CAR FINANCING %

### EUROPE

NET Purchase	87	 86	 87	 88	 89	 87	 87
It was bought cash (in one time - without credit)	54	54	60	65	48	58	40
It was bought partially cash, partially on credit	21	18	17	16	26	18	30
It was bought totally on credit	12	14	10	7	15	11	17
NET Leasing	7	6	9	8	5	7	8
Leasing with initial down payment	4	2	5	4	3	5	5
Leasing without initial down payment	3	4	4	4	2	2	3
It was given for free	1	2	1	0	0	2	1
I do not know	5	6	3	4	6	4	4

# GERMANS AND BELGIANS BOUGHT THE MOST EXPENSIVE CARS

## CAR TOTAL PRICE - AVERAGE



# HALF OF RESPONDENTS ACQUIRED THEIR CAR IN A DEALERSHIP, INDEPENDENT GARAGES RANK SECOND.

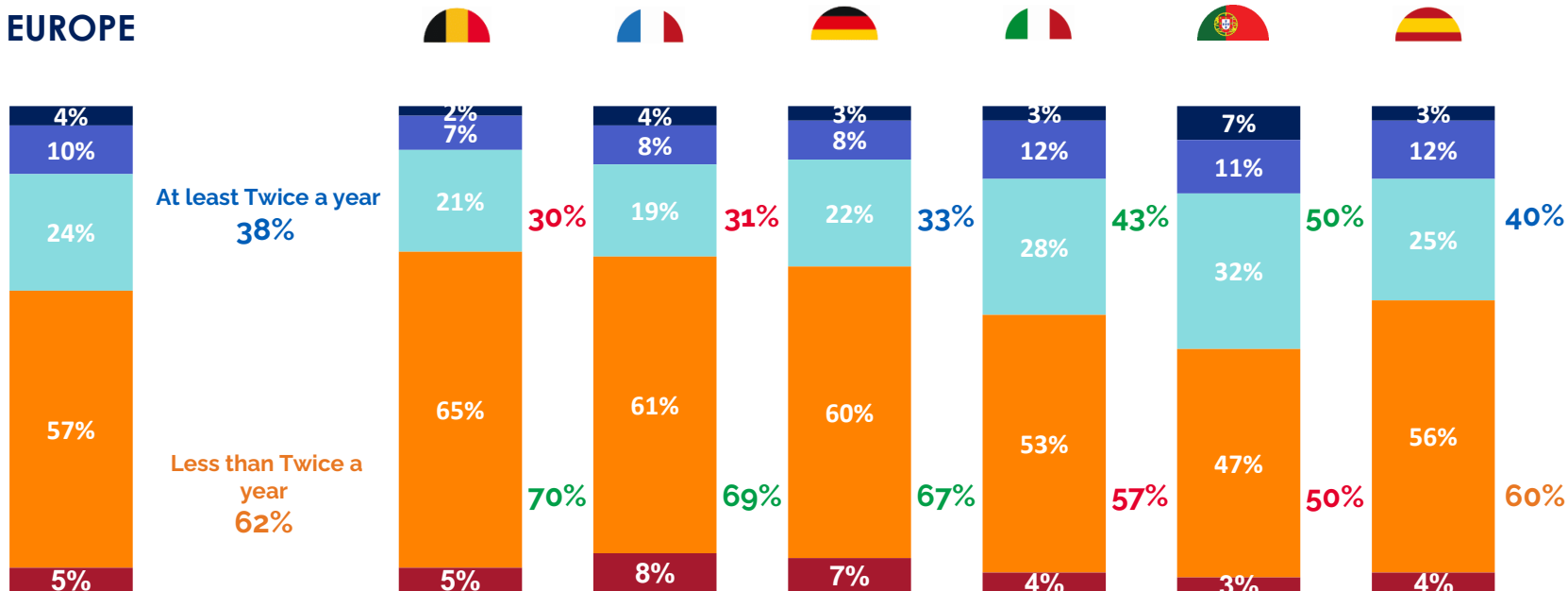
## CAR PURCHASE CHANNEL %



# 4 OUT OF 10 RESPONDENTS SEE A PROFESSIONAL FOR CAR MAINTENANCE AT LEAST TWICE A YEAR - AN EVEN HIGHER FREQUENCY IN ITALY AND PORTUGAL.

## FREQUENCY OF REPAIR, MAINTENANCE AND SERVICING

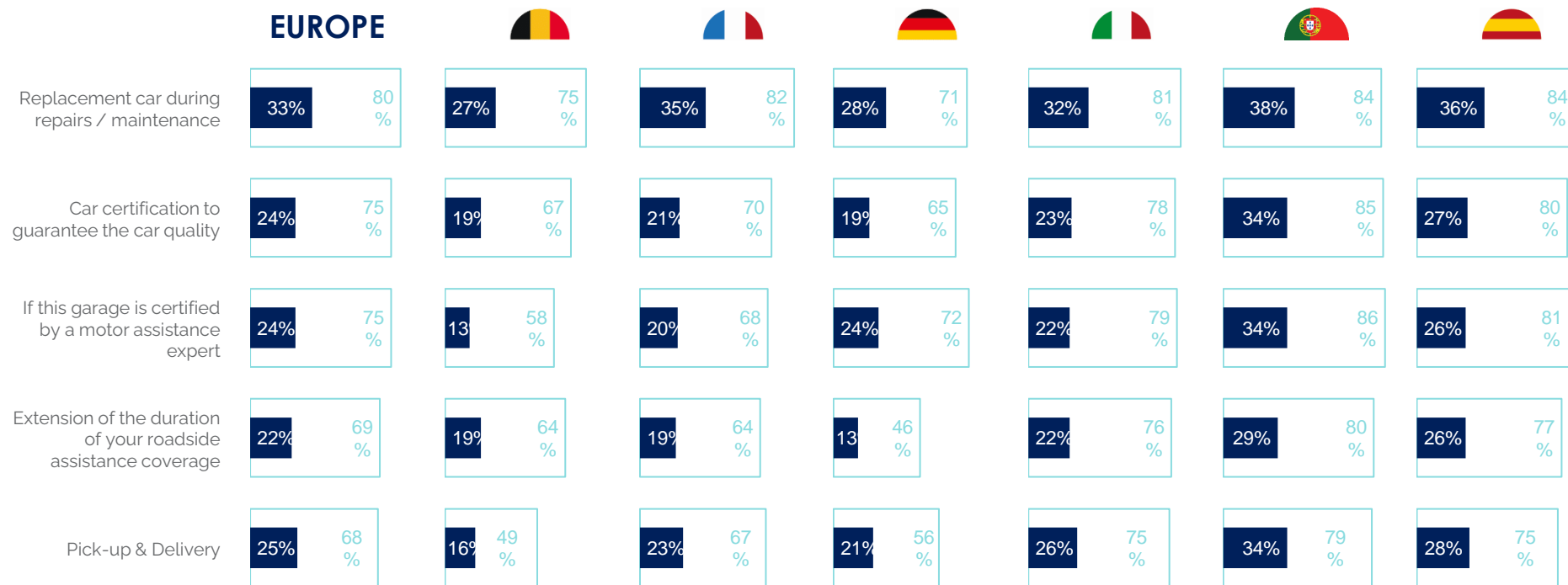
### EUROPE



At least once a month – Once every 2 or 3 months - Once every six months – Once a year – Less often

# REPLACEMENT CAR WOULD BE THE STRONGEST ARGUMENT TO CHOOSE A GARAGE/DEALERSHIP FOR REPAIRS AND MAINTENANCE. CAR AND GARAGE CERTIFICATION ARE ALSO MOTIVATING.

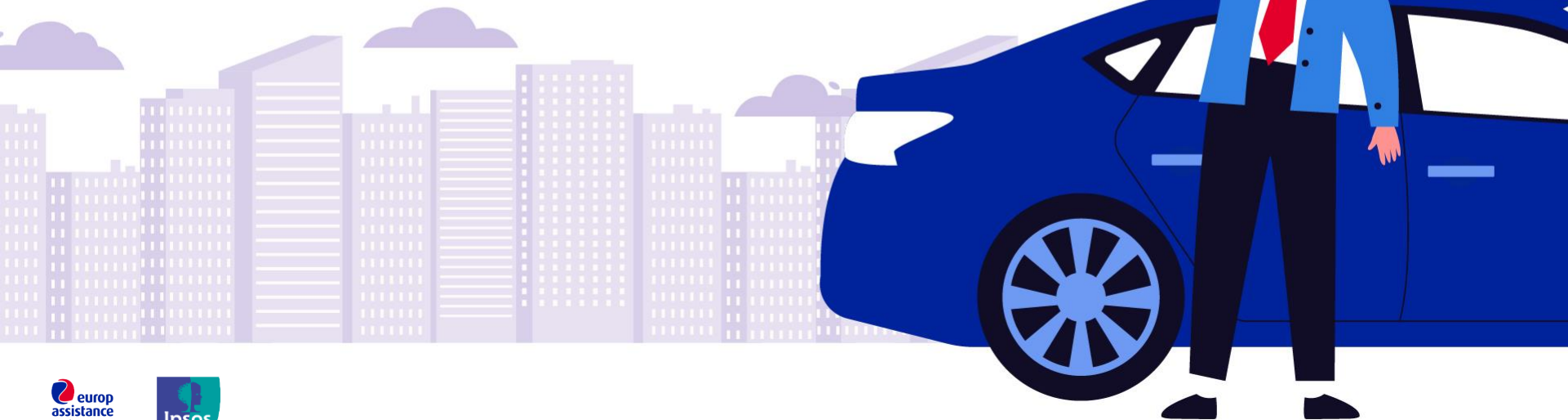
## REASONS TO CHOOSE WS OR DEALERSHIP



TOTAL YES – Yes certainly

# 2.2

## FUTURE INTENTIONS



# EV SHOWS AN IMPORTANT DEVELOPMENT POTENTIAL, WITH ABOUT ONE THIRD OF EUROPEANS CONSIDERING IT.

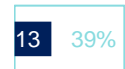
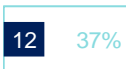
## INTENTIONS TO ACQUIRE

YES – Yes certainly

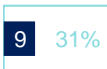
### EUROPE



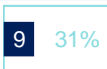
At least one car



At least one new car



At least one EV



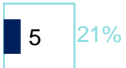
At least one second-hand car



At least one thermic car

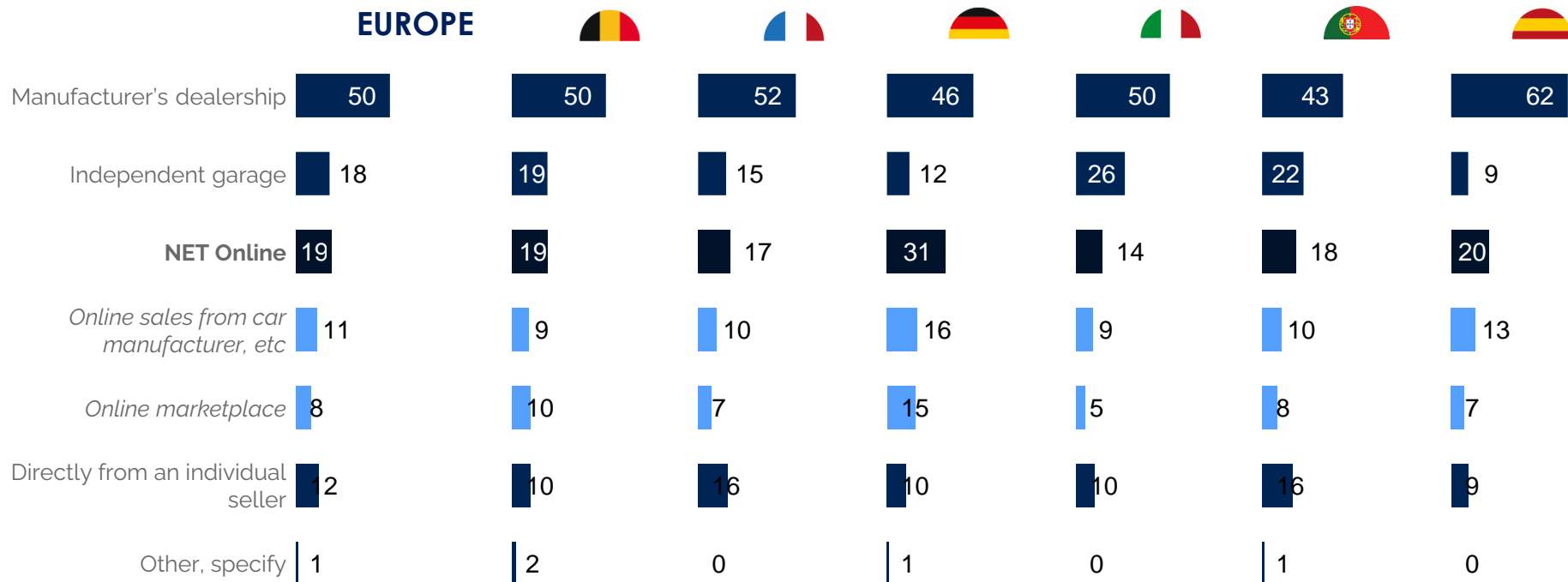


At least one electric bicycle



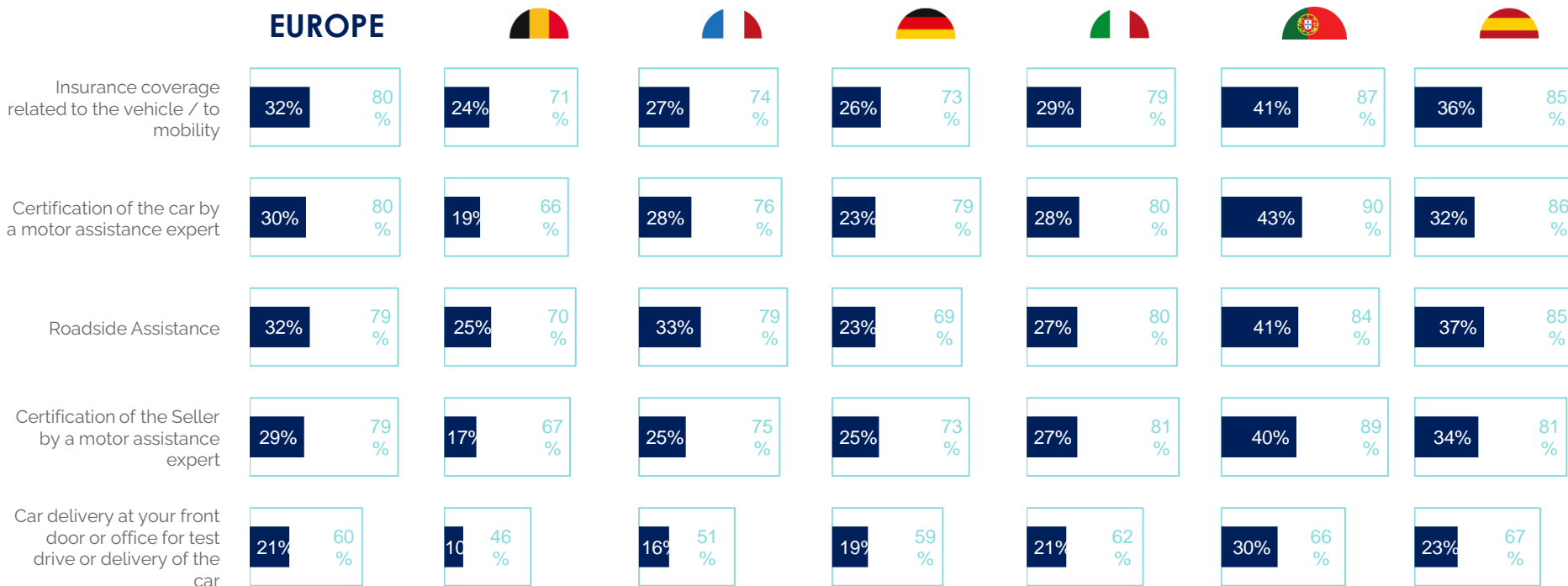
IN LINE WITH CHANNELS CURRENTLY USED, HALF OF RESPONDENTS INTEND TO ACQUIRE THEIR NEW CAR IN A MANUFACTURER'S DEALERSHIP. ONLINE CHANNELS ARE MORE CONSIDERED THAN TODAY FOR A FUTURE PURCHASE.

## INTENDED PURCHASE CHANNEL %



# EXCEPT CAR DELIVERY AT THE FRONT DOOR OR OFFICE, LESS IMPORTANT, ALL CRITERIAS APPEAR EQUALLY IMPORTANT WHEN SELECTING A SELLER

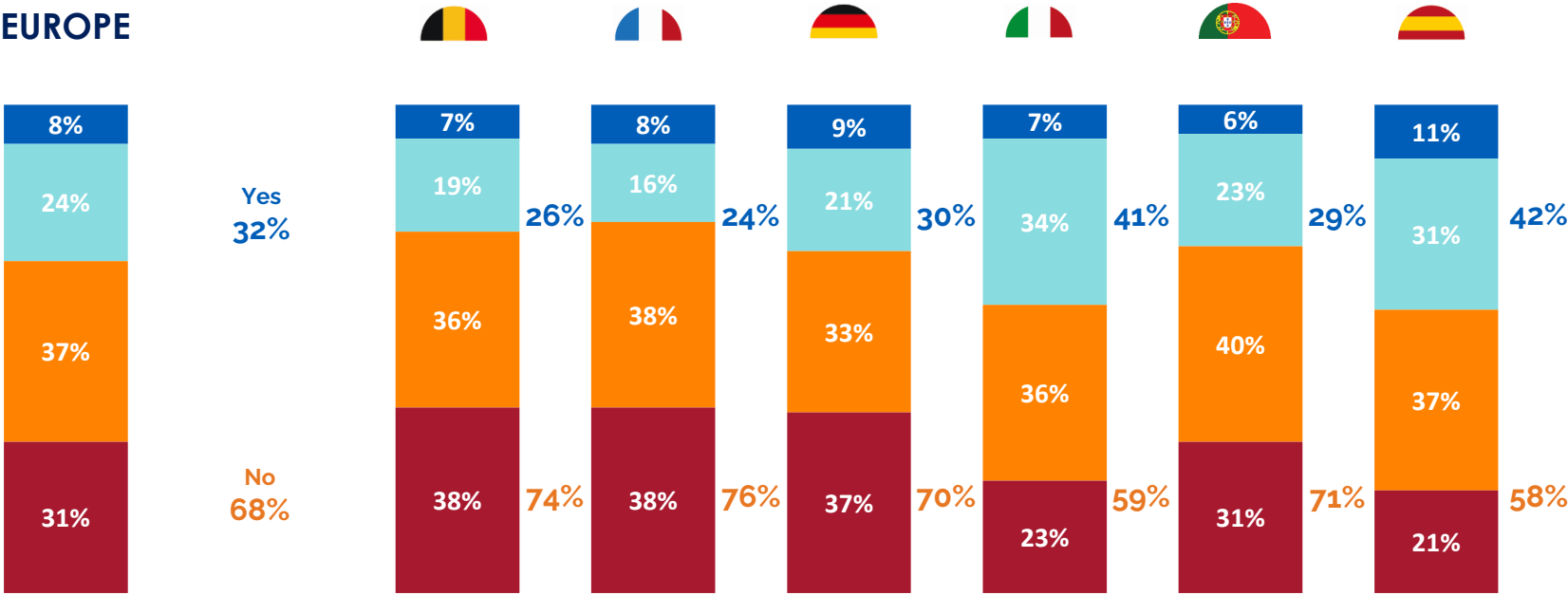
## CRITERIAS FOR PURCHASE CHANNEL SELECTION



BELGIANS AND FRENCH SHOW MORE RELUCTANCE TO GIVING UP PERSONAL CARS THAN SPANISH AND ITALIANS.

INTENT TO STOP HAVING A CAR

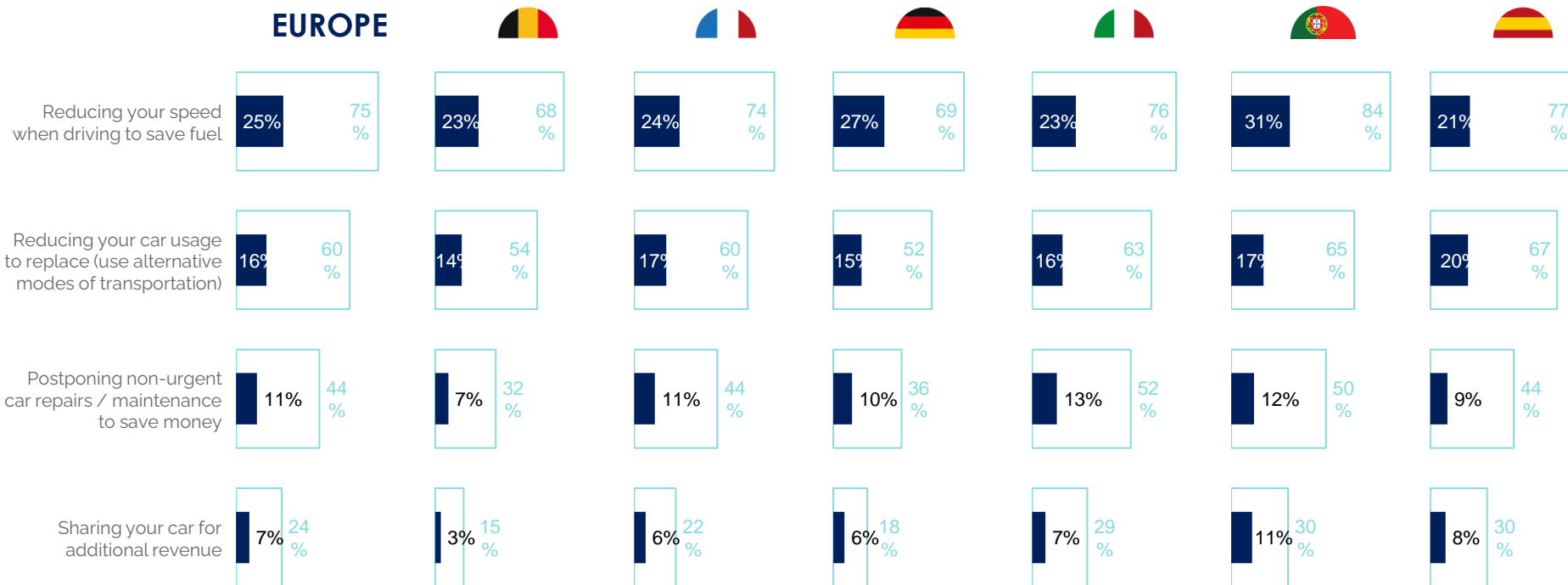
EUROPE



Yes definitely – Yes probably – No probably not – No definitely not

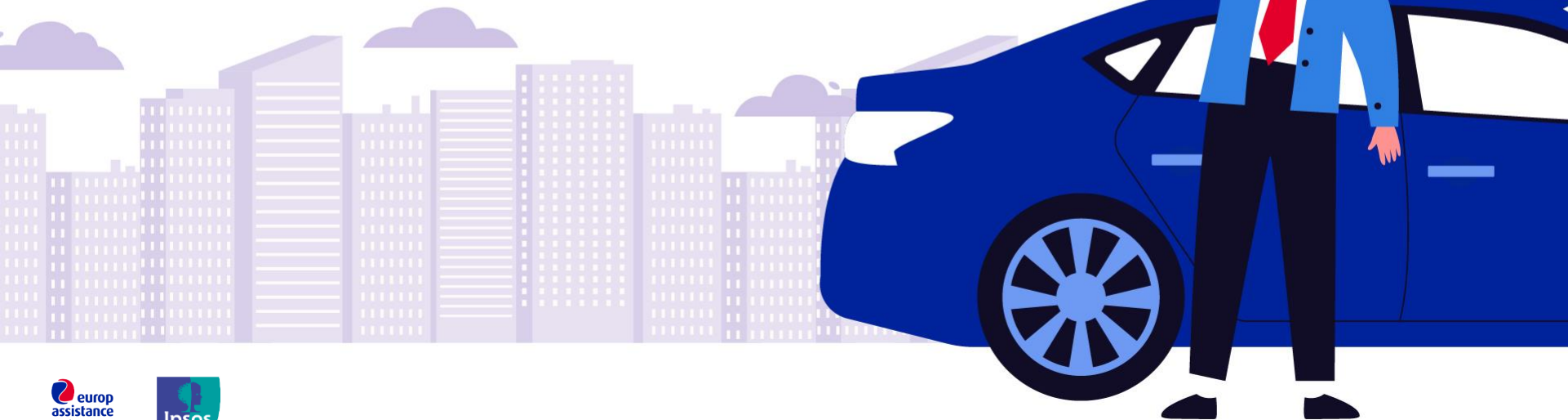
# TO FACE THE CURRENT CONTEXT, THE MAIN CHANGES CONSIDERED ARE SPEED AND CAR USAGE REDUCTION.

## CHANGES IN BEHAVIORS

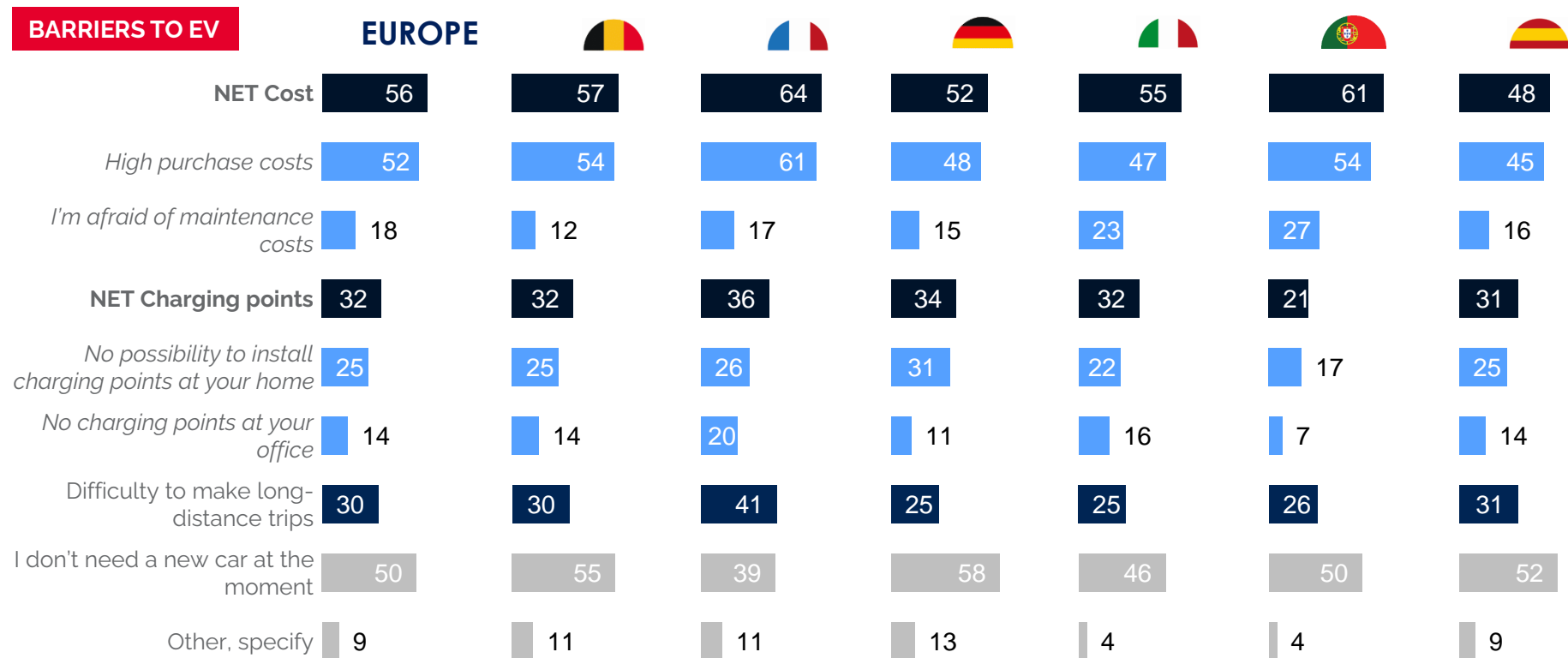


# 2.3

## FOCUS EV



# PURCHASE COST IS THE MAIN BARRIER TO BUY AN EV, FAR ABOVE CHARGING POINTS ISSUES OR FEAR OF DIFFICULTIES TO MAKE LONG-DISTANCE TRIPS.



CHARGING STATIONS MAPPING, EV ROADSIDE ASSISTANCE AND GARAGES MAPPING ARE THE SERVICES THAT COULD SUPPORT THE MOST EV USAGE.

ADDITIONAL SERVICES EV

EUROPE

#1

Charging stations mapping  
60%



Charging stations mapping  
62%



Wallbox at home assistance  
67%



Charging stations mapping  
70%



Charging stations mapping  
64%



EV Roadside assistance  
61%



EV Roadside assistance  
66%

#2

EV Roadside assistance  
54%

EV Roadside assistance  
57%

EV Roadside assistance  
50%

Wallbox at home assistance  
62%

EV Roadside assistance  
62%

Charging stations mapping  
54%

Charging stations mapping  
63%

#3

Mapping of garages  
46%

Wallbox at home assistance  
45%

Holiday Swap  
50%

Mapping of garages  
53%

Mapping of garages  
55%

Mapping of garages  
43%

Mapping of garages  
57%

# 3.

## MICRO MOBILITY

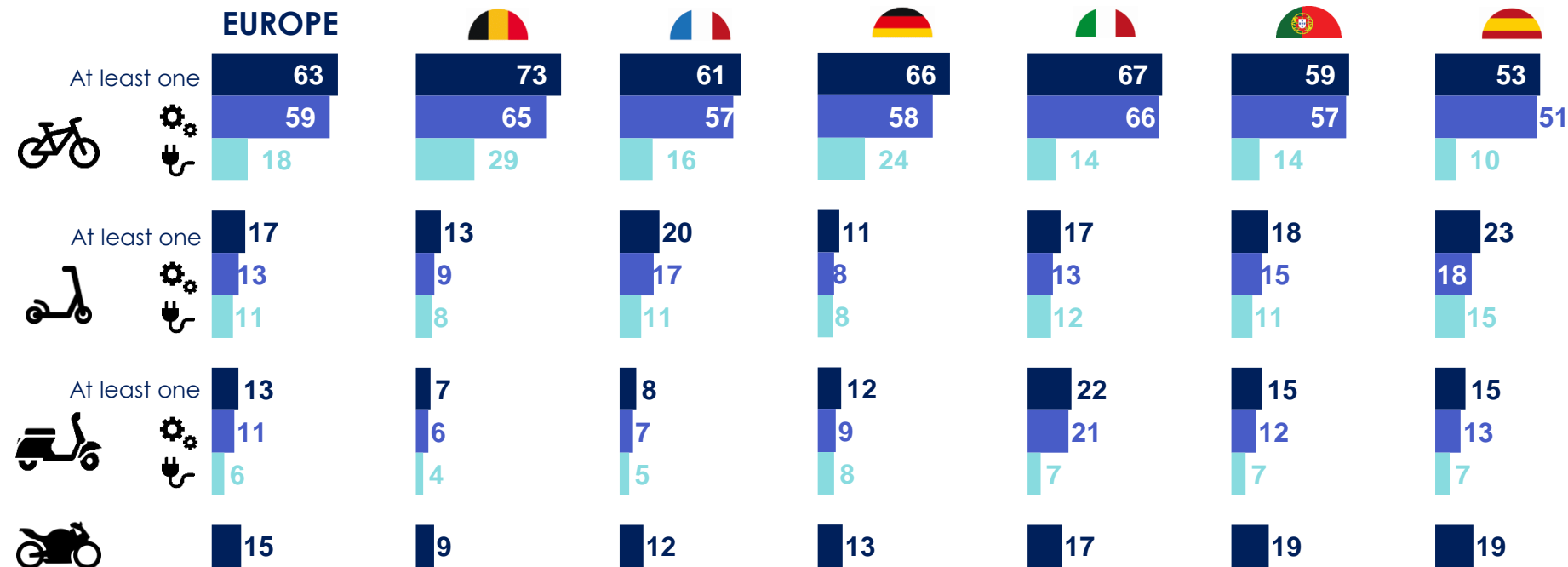


## KEY INSIGHTS

- Bicycles have conquered Europeans : almost 2 out of 3 own at least one bike on their household, and 1 out 5 electric bikes. E-bikes are more widespread in Belgium and Germany than in other countries for now.
- Stand scooters keep installing themselves, with 17% of owners on average, split quite evenly between standard & electric scooters.
- Shared services, whether for bikes or stand scooters, are used by 1 out 5 micro-mobility users overall.
- A use that has been intensified since Covid : about one third of micro-mobility / bike users started using them regularly during or since the Covid crisis.
- Safety and coverage when riding bicycles and scooters is still heterogeneous : if two thirds of users usually wear helmets on bike/scooters, one third doesn't wear any protection, and only one third of users are sure to be covered by their insurance while using those vehicles, the other 2 thirds not sure or not covered
- Overall, more than 4 out of 10 Europeans could be interested by a person-based insurance when it comes to mobility.

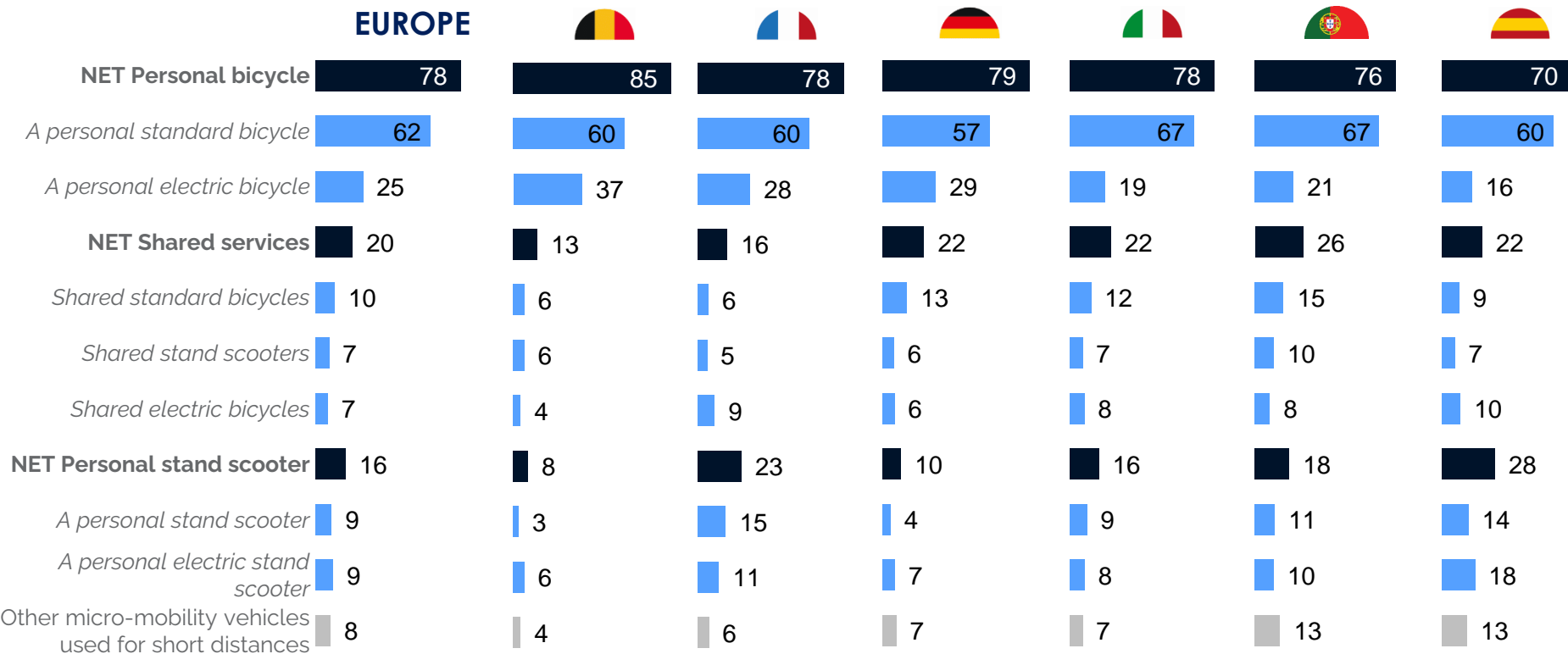
ABOUT TWO THIRDS OF RESPONDENTS OWN AT LEAST ONE BIKE, MAINLY A STANDARD ONE. ELECTRIC BIKES ARE MUCH MORE COMMON ALREADY IN BELGIUM AND GERMANY.

**MOTORBIKES / BICYCLES OWNED - AT LEAST ONE %**



# AMONG MICRO-MOBILITY USERS IN GENERAL, A REGULAR USE OF BICYCLES, WHILE SHARED SERVICES AND STAND SCOOTERS ARE EMERGING.

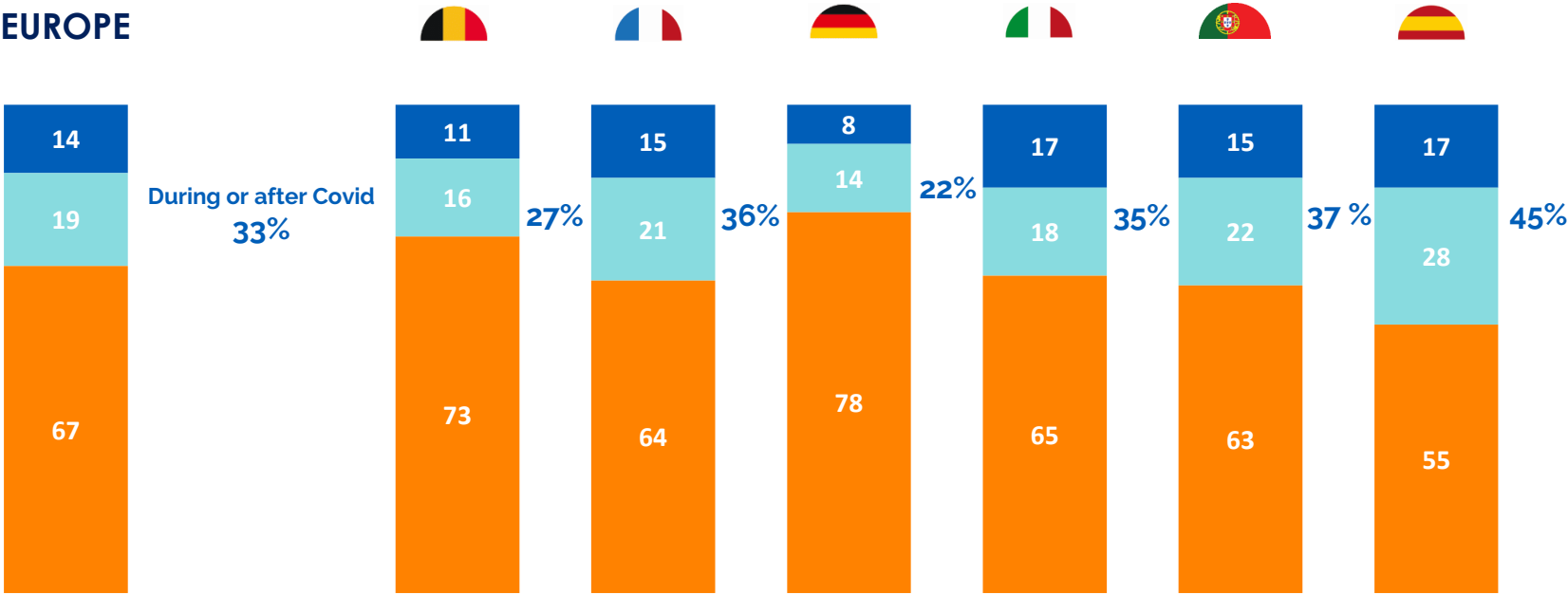
## VEHICLES USAGE IN THE PAST 6 MONTHS %



MICRO-MOBILITY VEHICLES AND BICYCLES USED HAS BEEN INTENSIFIED SINCE COVID AND LOCKDOWNS : ABOUT ONE THIRD OF “NEW REGULAR USERS”.

START USING MICRO MOBILITY - %

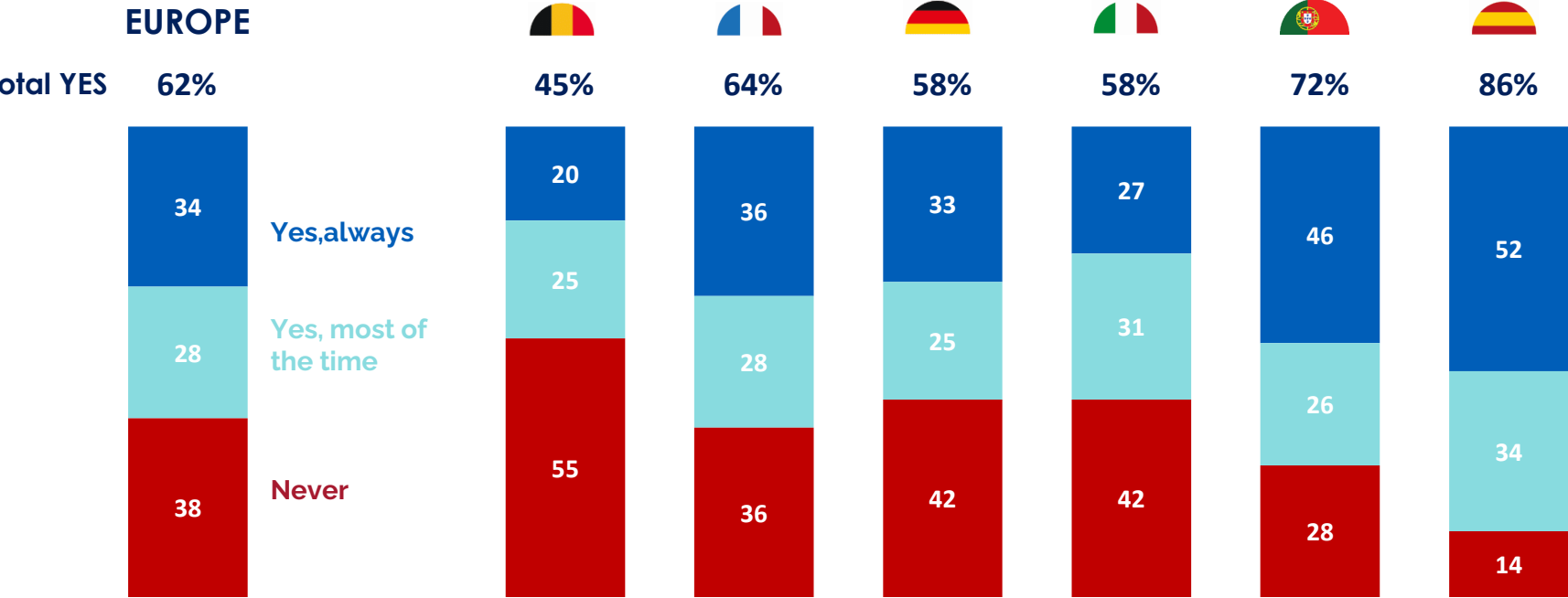
EUROPE



Since the end of the lockdowns after Covid-19 first wave– During the Covid-19 crisis- Before the Covid-19 crisis

ALMOST TWO THIRDS OF USERS WEAR A HELMET WHEN DRIVING MICRO-MOBILITY VEHICLES OR BICYCLES. SPAIN'S AND PORTUGAL HIGHER USE COULD MAYBE BE LINKED TO LEGISLATION.

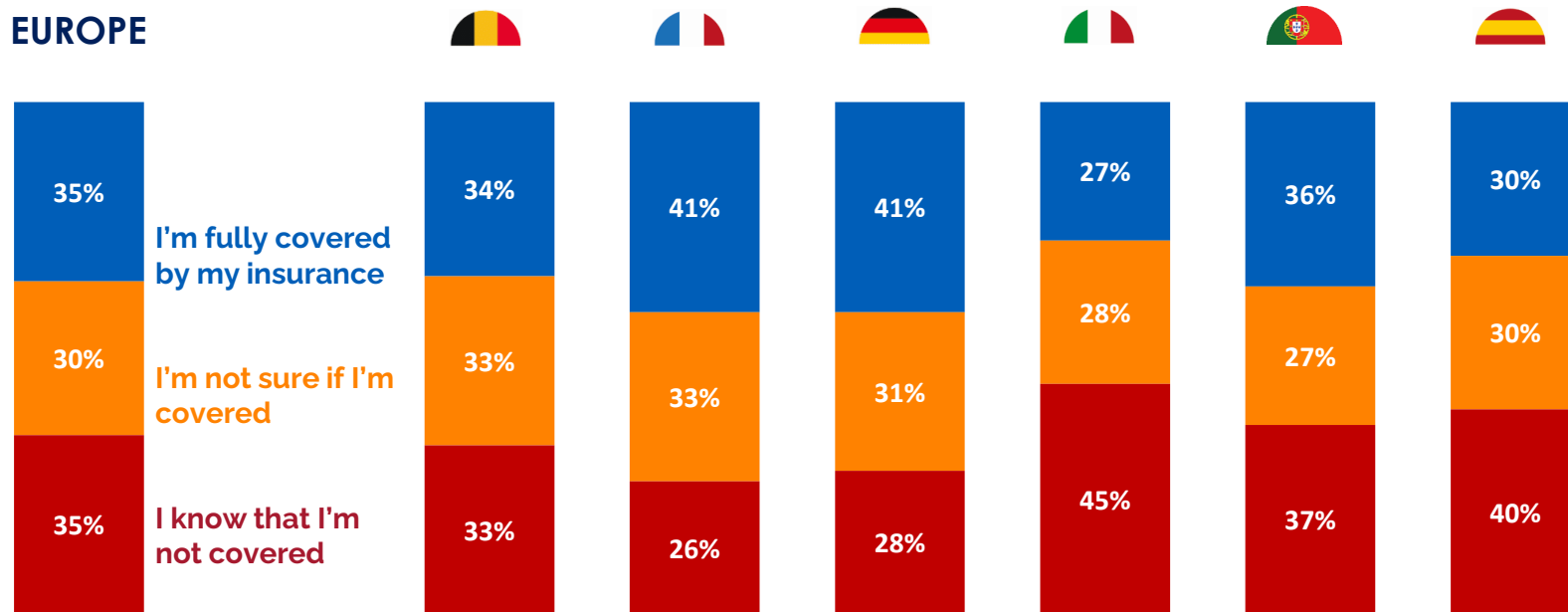
DRIVING HABITS – WEARING A HELMET - %



ONLY 3 OUT OF 10 USERS ASSERT THEY HAVE FULL COVERAGE FOR THEIR BICYCLE OR SCOOTER.

## MICRO MOBILITY COVERAGE

### EUROPE



BIKE OWNERS MAINLY MAINTAIN AND REPAIR THEIR BICYCLES BY THEMSELVES, ESPECIALLY IN FRANCE.

BICYCLES MAINTENANCE

Maintenance channel

EUROPE

#1



45%

#2



31%

#3



26%



The shop where the bicycle was bought



Place close to home



Do maintenance themselves



40%



33%



28%



63%



20%



16%



42%



31%



31%



42%



40%



22%



44%



31%



23%



41%



38%



23%

Frequent maintenance

19%

Occasional maintenance

81%

11%

17%

16%

23%

25%

28%

89%

83%

84%

77%

75%

72%

Interest in maintenance contract

37%

35%

29%

34%

40%

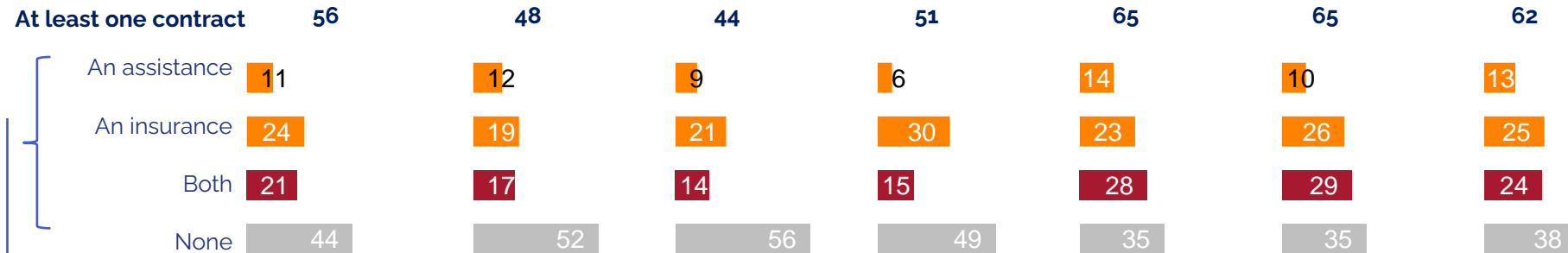
48%

38%

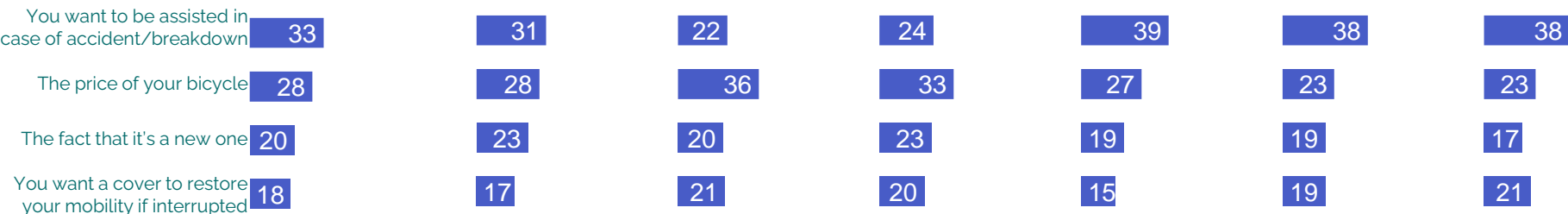
# MORE THAN A HALF OF BIKE OWNERS WOULD CONSIDER AN INSURANCE OR ASSISTANCE, MAINLY TO BE ASSISTED IN CASE OF PROBLEM .

## BICYCLE ASSISTANCE INTEREST %

### EUROPE



## REASONS FOR INTEREST %

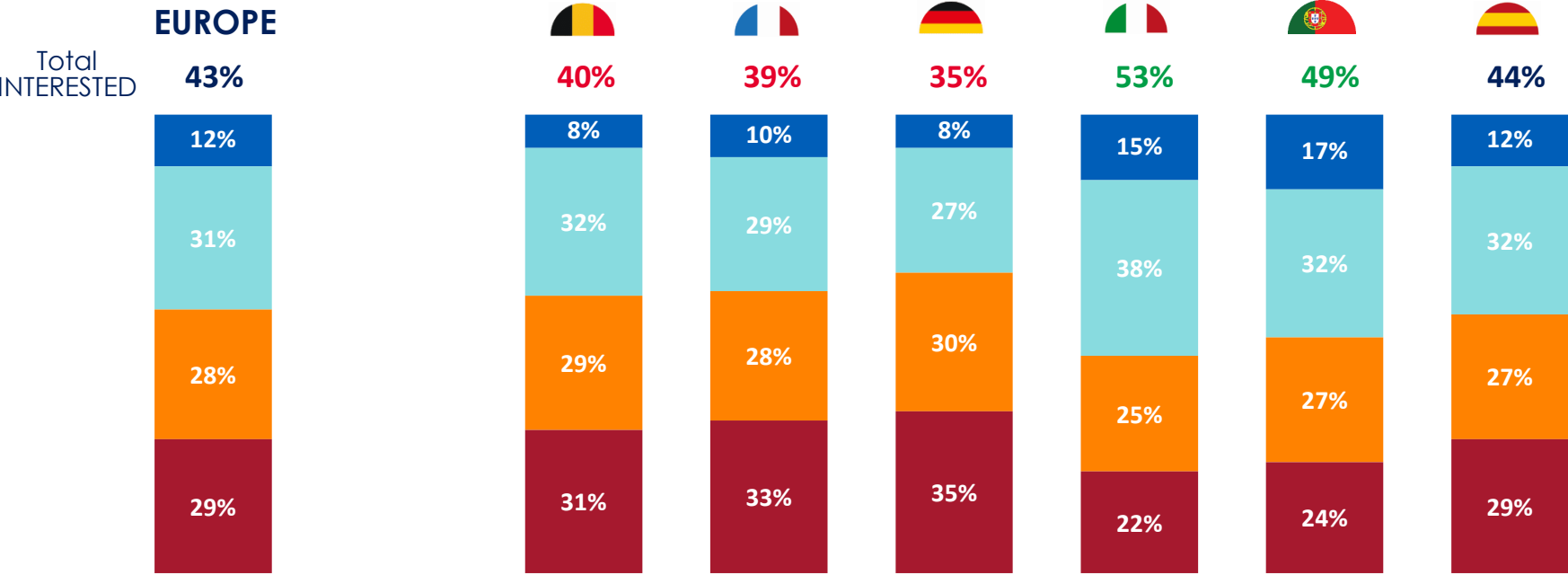


Q39 – When buying a new bicycle, would you consider subscribing a bicycle assistance (help in case of breakdown/accident) / insurance (financial compensation in case of damage/theft)? / Q40 - What factors would encourage you to subscribe a bicycle assistance/insurance?

Base : Bicycle owners / Interested

MORE THAN 4 OUT OF 10 EUROPEANS WOULD BE INTERESTED BY A PERSON-BASED INSURANCE – HIGHER INTEREST IN ITALY AND PORTUGAL.

INTEREST IN A PERSON-BASED INSURANCE



Very interested – Rather interested - Rather not interested – Not interested at all

Q41 – Would you be interested by a person-based insurance, covering all your travels and mobility situations, including those by car, bicycle and other micro-mobility whether personal or shared (versus a vehicle-based insurance)?

Base : All

XX significantly superior to European average

XX significantly inferior to European average

# 4.

## **CAR INSURANCE & ASSOCIATED SERVICES**

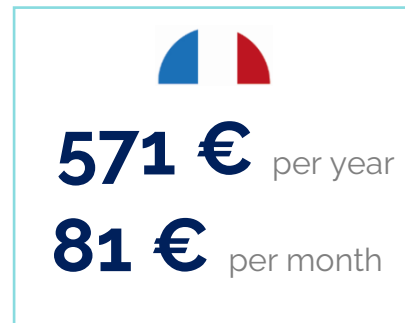


## KEY INSIGHTS

- Choice criteria for a car insurance are primarily driven by price. Trust in insurance company comes far behind in second position.
- Services considered the most important when acquiring a car are the same as when choosing an insurance company :
  - Roadside assistance
  - Replacement car
  - Mobility services for driver and passengers in case of immobilization
  - Stolen vehicle tracking
- Person-based mobility assistance and pick-up & drop-off are the most differentiating services when selecting an insurance company

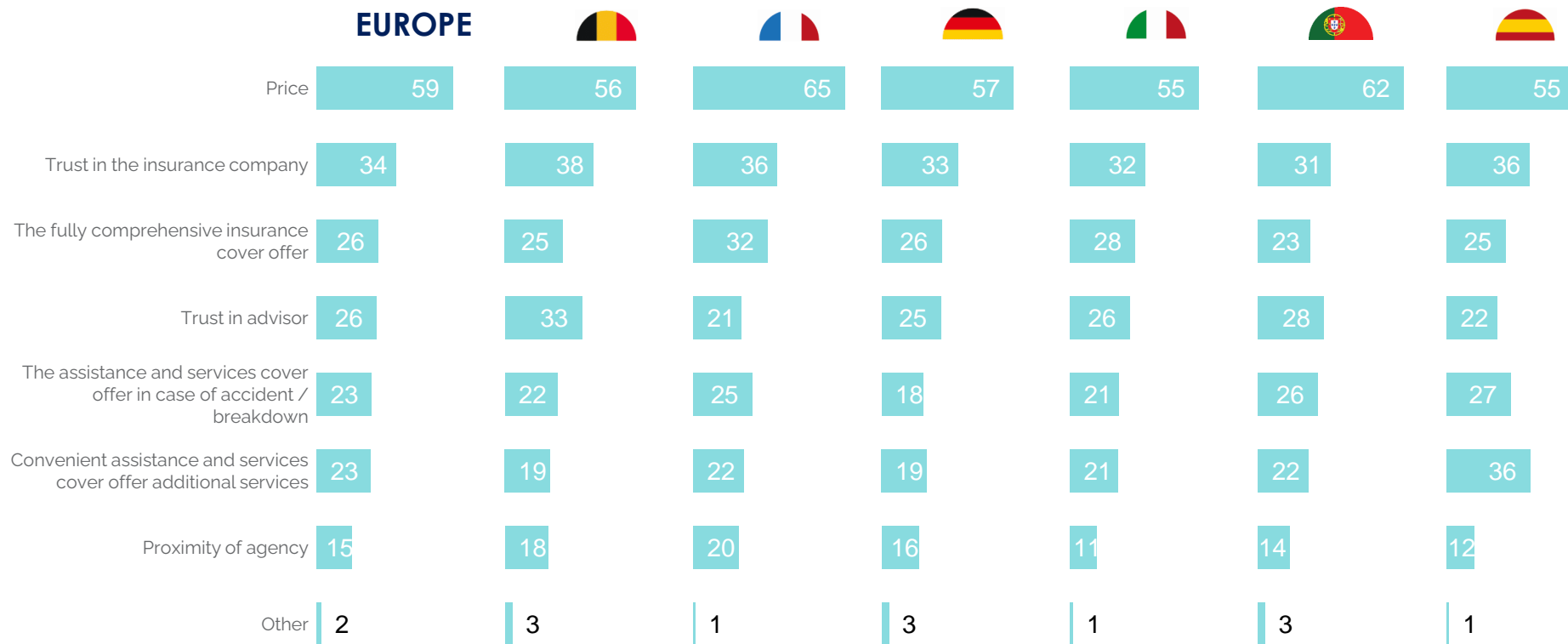
IMPORTANT DIFFERENCES IN INSURANCE BUDGET BETWEEN COUNTRIES. OVERALL, WHEN RESPONDENTS ANSWER MONTHLY, IT TENDS TO BE TWICE AS HIGH AS THE YEARLY EQUIVALENT.

YEARLY BUDGET CAR INSURANCE – AVERAGE





# PRICE IS THE MOST IMPORTANT CRITERIA WHEN CHOSING A CAR INSURANCE COMPANY. TRUST COMES SECOND.

## CAR INSURANCE CHOICE CRITERIAS %









# ROADSIDE ASSISTANCE IS PARTICULARLY IMPORTANT WHEN ACQUIRING A CAR, AS WELL AS ACCESS TO A REPLACEMENT CAR IN CASE OF PROBLEM

## IMPORTANCE OF SERVICES IN CAR ACQUISITION – TOTAL IMPORTANT %

	EUROPE						
Roadside assistance to your vehicle	87	85	86	78	87	91	92
Replacement car in case of breakdown, theft, accident	84	85	84	74	84	88	87
Stolen vehicle tracking	77	72	72	63	81	87	83
Mobility services for you and your passengers if your vehicle is immobilized	76	71	76	59	72	88	88
Tyre protection	74	68	70	57	74	83	85
Breakdown / emergency call	71	59	62	57	80	82	80
Steering to a preferred / agreed network of workshop for repairs	67	62	68	41	64	83	81
Car Pick-up & Delivery for maintenance / servicing	62	47	59	49	68	77	70
Pick-up & Delivery	57	40	50	50	62	69	69

# ALMOST THE SAME EXACT HIERARCHY OF SERVICES WHEN CHOSING A CAR INSURANCE

## IMPORTANCE OF SERVICES IN CAR INSURANCE – TOTAL IMPORTANT %

	EUROPE						
Roadside assistance to your vehicle	85	82	86	72	86	91	92
Replacement car in case of breakdown, theft, accident	83	81	84	73	82	89	88
Mobility services for you and your passengers if your vehicle is immobilized	76	68	78	59	72	89	88
Stolen vehicle tracking	75	68	70	59	80	88	81
Tyre protection	71	63	67	56	73	82	83
Steering to a preferred / agreed network of workshop for repairs	69	62	69	46	68	82	82
Breakdown / emergency call	68	56	61	55	80	79	78
Car Pick-up & Delivery for maintenance / servicing	63	50	62	51	66	78	72
Pick-up & Delivery	57	40	53	47	61	70	71

# OVERALL, A STRONG INTEREST FOR ROADSIDE ASSISTANCE...

## RECAP - IMPORTANCE OF SERVICES – TOTAL IMPORTANT %

### EUROPE



### IN CAR ACQUISITION

#1	Roadside Assistance 87%	Roadside Assistance 85%	Roadside Assistance 86%	Roadside Assistance 78%
#2	Replacement car 84%	Replacement car 85%	Replacement car 84%	Replacement car 74%
#3	Stolen vehicle tracking 77%	Stolen vehicle tracking 72%	Mobility services 76%	Stolen vehicle tracking 63%

### IN CAR INSURANCE

#1	Roadside Assistance 85%	Roadside Assistance 82%	Roadside Assistance 86%	Replacement car 73%
#2	Replacement car 83%	Replacement car 81%	Replacement car 84%	Roadside Assistance 72%
#3	Mobility services 76%	Stolen vehicle tracking 68%	Mobility services 78%	Stolen vehicle tracking 59%

# ...AND REPLACEMENT CAR SERVICE WHETHER IT IS WHEN CHOOSING THE CAR OR ITS INSURANCE

## RECAP - IMPORTANCE OF SERVICES – TOTAL IMPORTANT %

### EUROPE



### IN CAR ACQUISITION







#1	Roadside Assistance 87%	Roadside Assistance 87%	Roadside Assistance 91%	Roadside Assistance 92%
#2	Replacement car 84%	Replacement car 84%	Replacement car 88%	Mobility services 88%
#3	Stolen vehicle tracking 77%	Stolen vehicle tracking 81%	Mobility services 88%	Replacement car 87%

### IN CAR INSURANCE

#1	Roadside Assistance 85%	Roadside Assistance 86%	Roadside Assistance 91%	Roadside Assistance 92%
#2	Replacement car 83%	Replacement car 82%	Replacement car 89%	Replacement car 88%
#3	Mobility services 76%	Stolen vehicle tracking 80%	Mobility services 89%	Mobility services 88%

# PERSON-BASED MOBILITY ASSISTANCE AND PICK-UP & DROP-OFF ARE THE MOST DIFFERENTIATING SERVICES WHEN SELECTING AN INSURANCE COMPANY.

## CRITERIA CHOOSING INSURANCE COMPANY – MAKE THE DIFFERENCE %

	EUROPE						
A person-based mobility assistance	30	23	29	16	29	42	39
Pick-up & drop-off	29	19	30	21	27	44	33
Access to a selected network of garages	24	16	27	13	21	37	32
Digital access to the roadside assistance services	20	12	19	13	19	32	25
Access to safety and maintenance tips	17	9	16	13	18	23	24
Teleconsultation with a medical professional	16	10	12	12	18	24	21
Concierge services	12	7	10	8	14	19	15

# 5.

## ASSISTANCE SERVICES

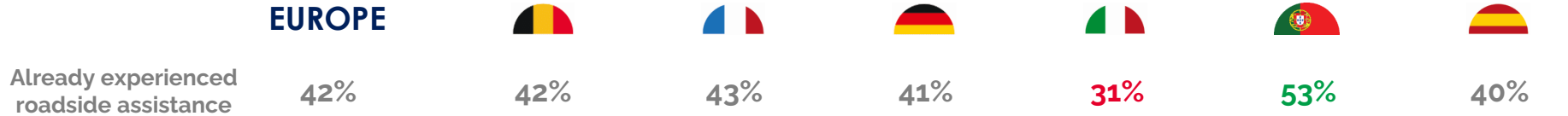


## KEY INSIGHTS

- Phone is by far the preferred contact channel to assistance services, way ahead digital channels.
- Roadside assistance, replacement car, change of battery on spot and mobility services are the most important assistance services from a roadside assistance cover.
- Pick-up & delivery service preferred use case is for repairs/maintenance by a workshop or garage. Overall, almost half of respondents would be willing to pay for such a service.
- A Europ Assistance car certification would reinforce trust and willingness to buy for more than half of respondents.

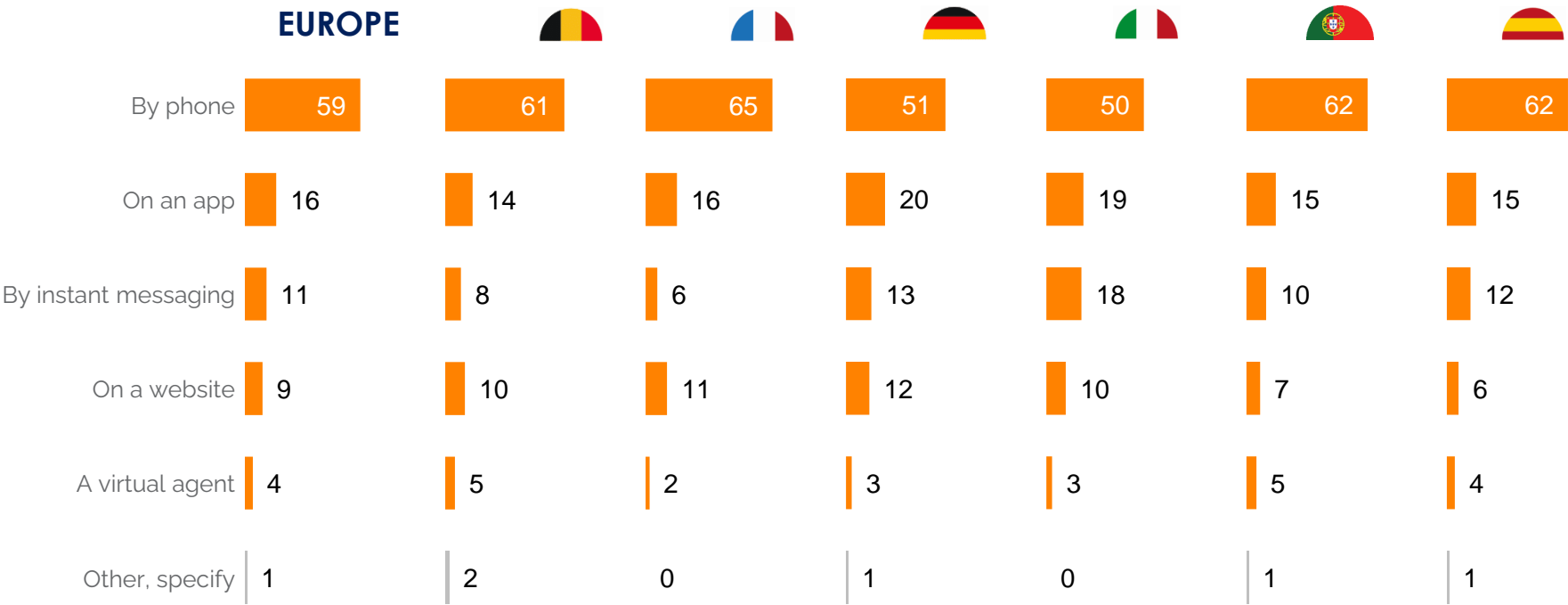
OVERALL, 4 OUT OF 10 RESPONDENTS DECLARE HAVING ALREADY EXPERIENCED ROADSIDE ASSISTANCE.

ROADSIDE ASSISTANCE EXPERIENCE









# PHONE IS THE PREFERED CHANNEL TO ACCESS TO ROADSIDE ASSISTANCE, FAR AHEAD OTHER CHANNELS

## CHANNEL ACCESS TO ASSISTANCE SERVICES – PREFER %









# ROADSIDE ASSISTANCE AND REPLACEMENT CAR ARE THE MOST VALUED SERVICES

## IMPORTANCE OF ASSISTANCE SERVICES – TOTAL IMPORTANT %

	EUROPE						
Roadside assistance to your vehicle	88	85	87	79	86	92	92
Replacement car	84	85	87	72	81	90	87
Change of battery on spot	80	79	77	69	79	86	85
Mobility services for you and your passengers if your vehicle is immobilized	77	73	80	60	72	88	89
Over the phone resolution / car problem fixing	76	71	75	62	78	86	78
Access to garages which quality is certified	73	67	75	60	69	83	82
Tyre protection	72	67	66	60	73	85	83
Car minor repairs or maintenance at home or workplace	68	59	60	58	69	82	75
Car Drop-off	64	51	63	52	68	77	73
Possibility to upgrade roadside assistance benefits at your own cost	59	45	58	44	55	73	74
Access to financing solutions for vehicle repairs	59	47	57	43	60	73	70
Access to financing solutions for a new vehicle acquisition	58	47	56	43	61	71	70
Access to commercial offers for vehicle acquisitions	52	39	49	38	58	64	63







# ROADSIDE ASSISTANCE AND REPLACEMENT CAR ARE THE MOST VALUED SERVICES

## IMPORTANCE OF ASSISTANCE SERVICES – VERY IMPORTANT %

	EUROPE						
Roadside assistance to your vehicle	39	38	39	28	34	46	46
Replacement car	39	36	46	26	31	50	42
Change of battery on spot	28	26	27	19	27	34	34
Mobility services for you and your passengers if your vehicle is immobilized	29	23	30	17	23	42	39
Over the phone resolution / car problem fixing	23	18	22	13	23	32	26
Access to garages which quality is certified	22	17	25	16	19	29	27
Tyre protection	22	18	18	14	21	32	31
Car minor repairs or maintenance at home or workplace	19	13	16	12	19	27	25
Car Drop-off	21	11	22	12	21	32	27
Possibility to upgrade roadside assistance benefits at your own cost	16	8	16	10	13	23	25
Access to financing solutions for vehicle repairs	16	8	13	10	15	27	21
Access to financing solutions for a new vehicle acquisition	16	10	16	10	16	25	21
Access to commercial offers for vehicle acquisitions	13	8	12	8	13	21	18

# PICK-UP & DELIVERY SERVICE SEEMS PARTICULARLY INTERESTING IN CASE OF REPAIR OR MAINTENANCE.

## INTEREST IN PICK UP AND DELIVERY SERVICES – TOTAL INTERESTED %

	EUROPE						
Have your vehicle repaired, maintained or serviced by a WS / garage	69	59	63	58	72	77	79
Take delivery of your vehicle at your doorstep	58	44	56	44	61	70	66
Sell your vehicle, picking the vehicle from your doorstep and deliver it to the buyer	52	41	47	41	56	61	60
Test drive a vehicle at your doorstep	50	39	46	42	51	59	58

Q50 – Would you be interested in a Car Pick-up & Delivery service: a trusted personnel delivering or collecting your vehicle at your doorstep (home, or office) at your convenience, with you having full service control & visibility on your smartphone, for the following situations?  
Base : Car Owners

# PICK-UP & DELIVERY SERVICE SEEMS PARTICULARLY INTERESTING IN CASE OF REPAIR OR MAINTENANCE.

## INTEREST IN PICK UP AND DELIVERY SERVICES – VERY INTERESTED %

	EUROPE						
Have your vehicle repaired, maintained or serviced by a WS / garage	22	13	19	15	24	31	27
Take delivery of your vehicle at your doorstep	17	8	17	12	16	26	20
Sell your vehicle, picking the vehicle from your doorstep and deliver it to the buyer	15	8	13	10	15	23	19
Test drive a vehicle at your doorstep	14	8	13	10	12	20	17

*Q50 – Would you be interested in a Car Pick-up & Delivery service: a trusted personnel delivering or collecting your vehicle at your doorstep (home, or office) at your convenience, with you having full service control & visibility on your smartphone, for the following situations?*  
 Base : Car Owners

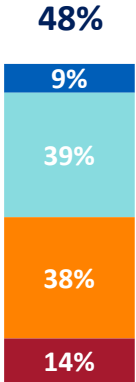
XX significantly superior to European average  
 XX significantly inferior to European average

HALF OF RESPONDENTS WOULD BE WILLING TO PAY FOR SUCH A SERVICE. BELGIANS, FRENCH AND GERMANS, WHO ARE THE LEAST INTERESTED BY THE SERVICE, ARE ALSO LEAST WILLING TO PAY.

PICK UP AND DELIVERY WILLINGNESS TO PAY

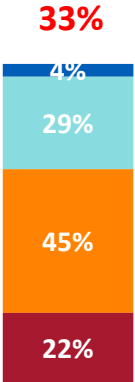
Total YES

EUROPE



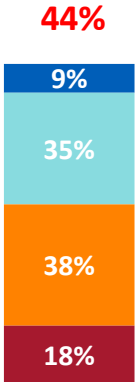
165€

63€



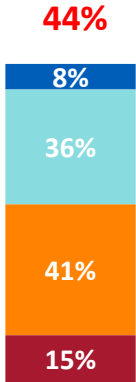
193€

77€



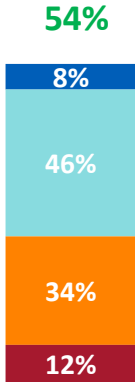
139€

60€



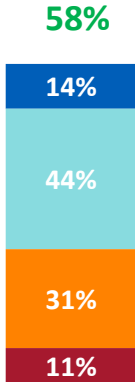
227€

54€



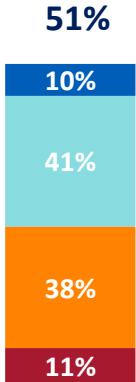
205€

80€



120€

58€



144€

59€

Yes definitely- Yes probably- No probably not- No, definitely not

Average price per year (67% of answers)

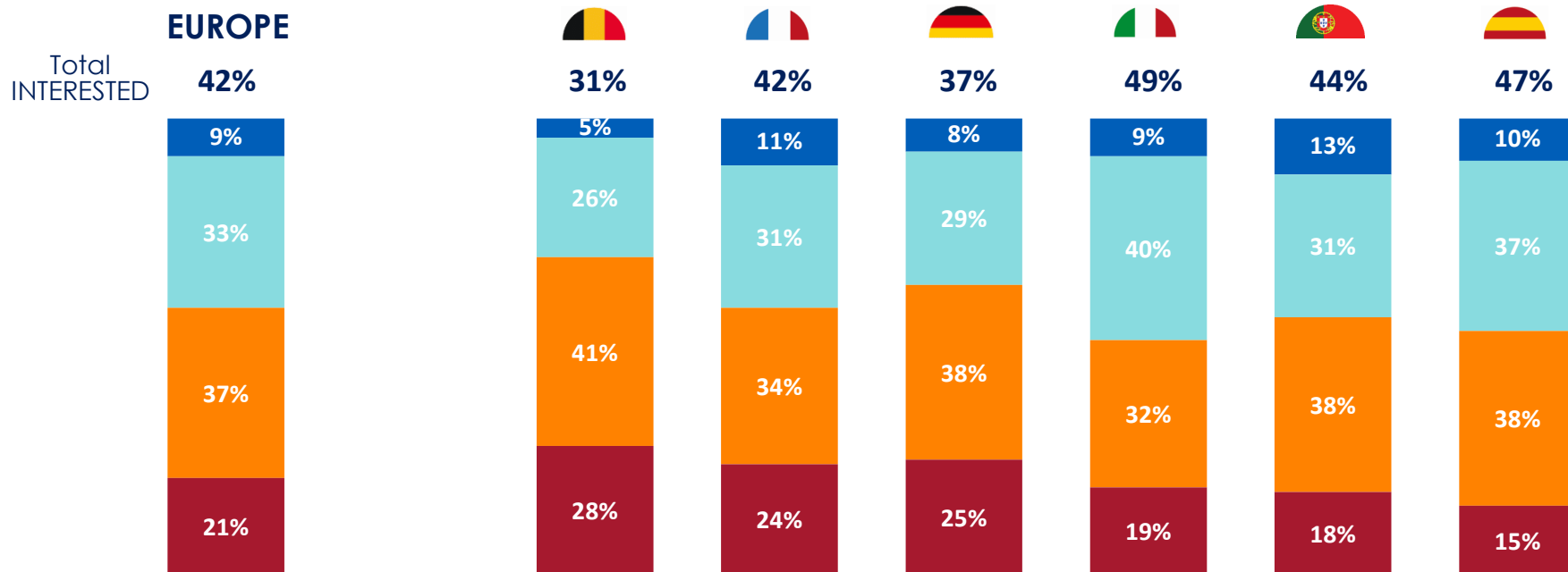
Average price per use (33% of answers)

Q51 - Would you be willing to pay more (in your car acquisition or your motor insurance) for this Pick-up and delivery service ? / Q52 - How much would you be willing to pay for this Pick-up and Delivery service?  
Base : Interested in at least one use of pick up and delivery services / Willing to pay

XX significantly superior to European average  
XX significantly inferior to European average

4 OUT OF 10 RESPONDENTS WOULD BE INTERESTED BY THE POSSIBILITY TO GET A MOBILITY BUDGET INSTEAD OF A REPLACEMENT CAR IN CASE OF CAR IMMOBILIZATION.

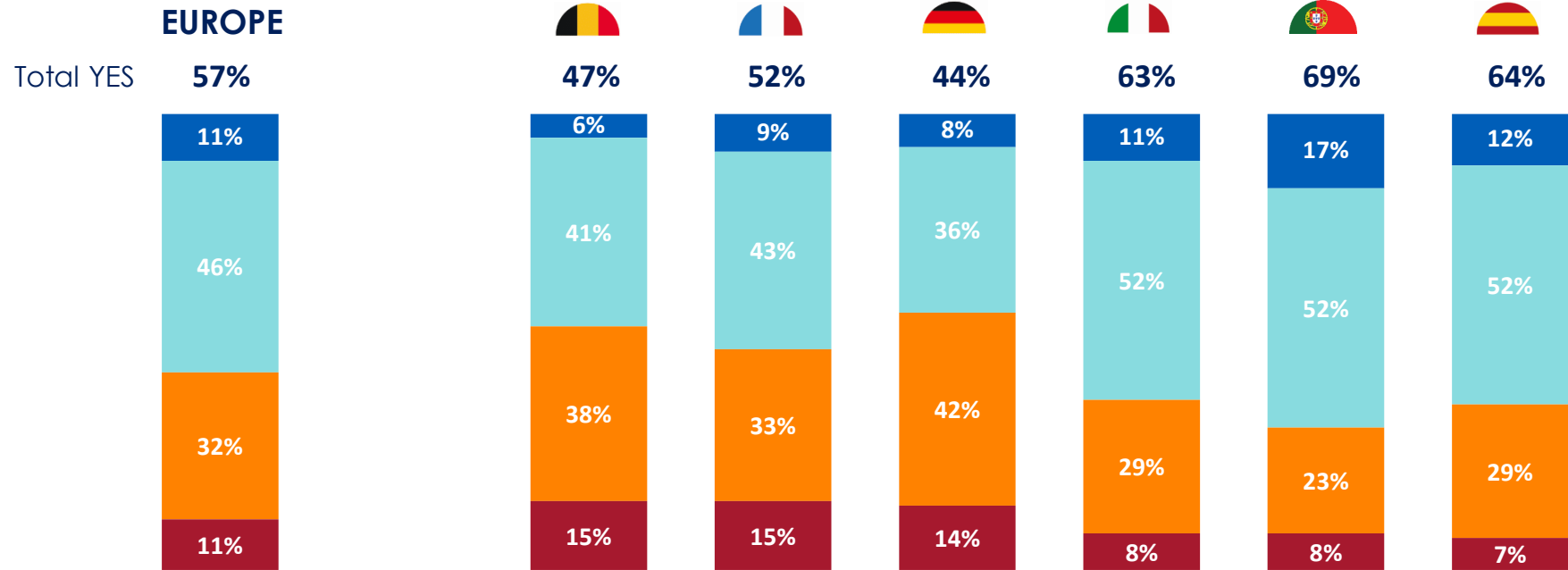
## INTEREST FOR ALTERNATIVE MOBILITY SOLUTIONS (CAR OWNERS)



**Very interested – Rather interested – Rather not interested – Not interested at all**

A EUROP ASSISTANCE CERTIFICATION WOULD BE A SIGNIFICANT TRIGGER OF PREFERENCE WHEN BUYING A CAR FOR 6 OUT OF 10 RESPONDENTS.

INTEREST FOR EUROP ASSISTANCE CERTIFICATION



Yes, definitely – Yes, probably - No, probably not – No, definitely not

Q54 – Would you rather buy a car if the car is certified by Europ Assistance, a motor assistance expert?  
Base : Car owners

# 6.

## ATTITUDES

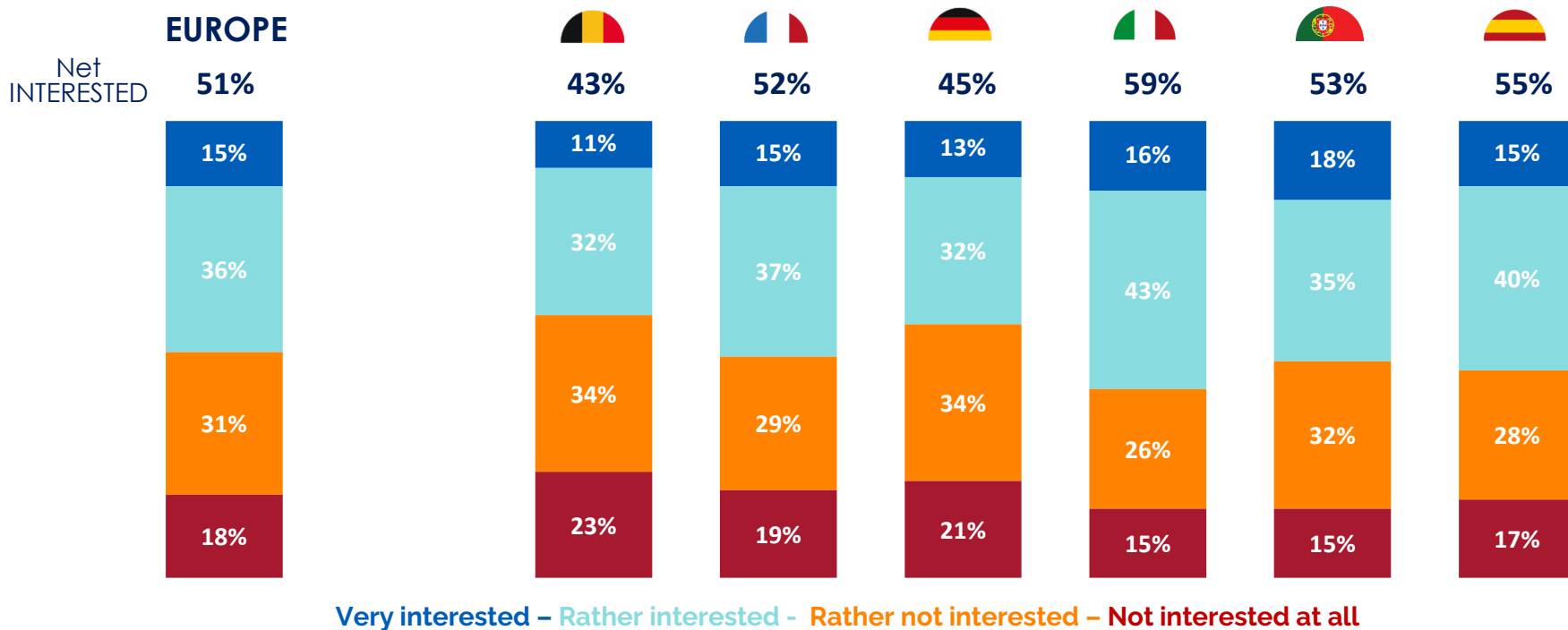


## KEY INSIGHTS

- Half of employed Europeans would be interested by a mobility budget provided by their company.
- Even if Europeans are aware that environment needs to be a priority and efforts be done to change habits, evolutions at a personal level depend on individual perceptions : only a small proportion really feel bad about using cars, the impact of EV vs thermic vehicles on environment is not obvious...
- ...and changes in mobility habits have also been caused by other factors than environment, such as Covid or inflation.

# HALF OF WORKERS WOULD BE INTERESTED BY A MOBILITY BUDGET

## INTEREST FOR ALTERNATIVE MOBILITY SOLUTIONS (WORKERS)



# A PROGRESSIVE AWARENESS ON ENVIRONMENT : EUROPEANS CLAIM TO PAY ATTENTION TO THE IMPACT OF THEIR DRIVING HABITS, BUT DON'T FEEL GUILTY OF USING A CAR : CHANGES IN DAILY HABITS WILL TAKE SOME TIME....

## ATTITUDES – NET AGREE %

### EUROPE



### ENVIRONMENTAL ATTITUDES

Environmental questions must be a priority for governments	80	70	78	75	81	92	83
I pay attention to the impact my driving habits have on the environment	77	69	75	70	80	87	78
It is a good thing to impose restrictive regulations so that cars become less polluting	74	66	67	67	79	89	76
I have already changed my daily mobility habits to be greener	64	55	60	62	68	72	70
Electric Vehicles are better for the environment than thermic vehicles	62	48	46	51	71	83	73
I feel bad about the ecological footprint linked to the usage of my car	54	40	39	38	60	75	75

### ATTITUDES TOWARD CURRENT CONTEXT

New ways of working must be supported by new mobility alternatives	79	74	77	69	83	91	82
I had to review my mobility habits due to inflation and fuel costs	64	49	63	50	73	82	69
Covid has changed my way of thinking about mobility	50	36	45	36	58	66	59

## ...AND ARE ALSO LINKED TO OTHER FACTORS THAN ENVIRONMENTAL CONCERNS : COVID, INFLATION, FUEL COSTS

### ATTITUDES – STRONGLY AGREE %

#### EUROPE



#### ENVIRONMENTAL ATTITUDES

Environmental questions must be a priority for governments	35	20	27	32	42	52	39
I pay attention to the impact my driving habits have on the environment	26	16	22	24	28	33	29
It is a good thing to impose restrictive regulations so that cars become less polluting	26	15	18	21	34	40	29
I have already changed my daily mobility habits to be greener	21	14	16	21	24	25	27
Electric Vehicles are better for the environment than thermic vehicles	19	9	10	12	23	34	26
I feel bad about the ecological footprint linked to the usage of my car	15	6	10	9	18	22	28

#### ATTITUDES TOWARD CURRENT CONTEXT

New ways of working must be supported by new mobility alternatives	24	15	18	16	29	38	28
I had to review my mobility habits due to inflation and fuel costs	21	11	18	15	25	32	25
Covid has changed my way of thinking about mobility	14	5	11	9	17	23	17

# APPENDICES



# OUR COMMITMENT



## Professional codes, quality certification and data protection

Ipsos is a member of the following French and European professional Market Research and Opinion bodies:

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- **ESOMAR** ([www.esomar.org](http://www.esomar.org)) the European Society for Opinion and Market Research

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<https://www.ipsos.com/en/privacy-data-protection>

The retention period applicable to interviewees' personal data be as follows, unless otherwise agreed with the client :

- 12 months upon Ad Hoc Study completion
- 3 years upon each wave completion of a Continuous Study.



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- This document was drawn up in accordance with these international Codes and Quality standards. The technical elements relative to the execution of the project are described in methodological approach or survey overview in the report.
- This project was carried out in accordance with these international Codes and Quality standards



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Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**