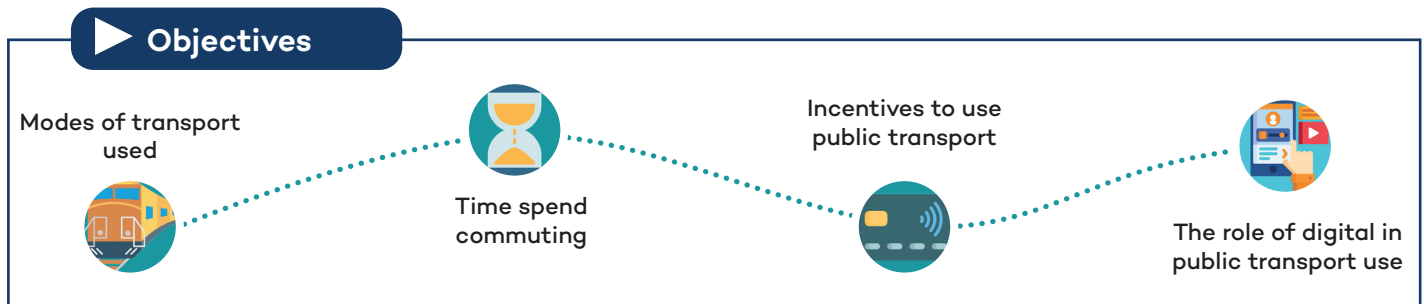




Identifying the levers of action for more sustainable mobility in European metropolises, with the example of 5 European capitals

As part of the European Mobility Exhibition, taking place in Strasbourg from October 1 to 3, 2024, GART, UTPF and GIE Public transport Objective asked Ifop to carry out a quantitative survey to provide comparative data on the uses and perceptions of daily public transport use in 5 capital cities: Berlin, Madrid, Paris, Stockholm and Warsaw.



	Number of resident	Available transport	Price of a transport ticket	Price of a monthly subscription
Paris	Approximately 2.1 million	Underground / RER / Tramway / Bus	2,15€	84,10€
Stockholm	Approximately 975 000	Underground / Tramway / Bus / Ferry	3,70€	90€
Berlin	Approximately 3.5 million	Underground / Urban train / Tramway / Bus	3,50 to 4,40€	99 to 119€
Warsaw	Approximately 1.8 million	Underground / Tramway / Bus	0,80 to 1,63€	26 to 42€*
Madrid	Approximately 3.3 million	Underground / Tramway / Bus	1,50 to 3,00€	54,60 to 131,80€*

* 1 zone and more

TRAVEL HABITS

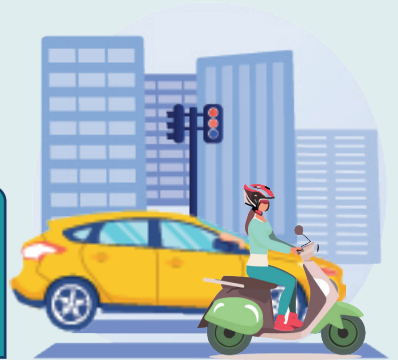


The residents of the 5 capitals use public transport to a very large extent for their daily journeys.



81% of respondents use public transport to get around

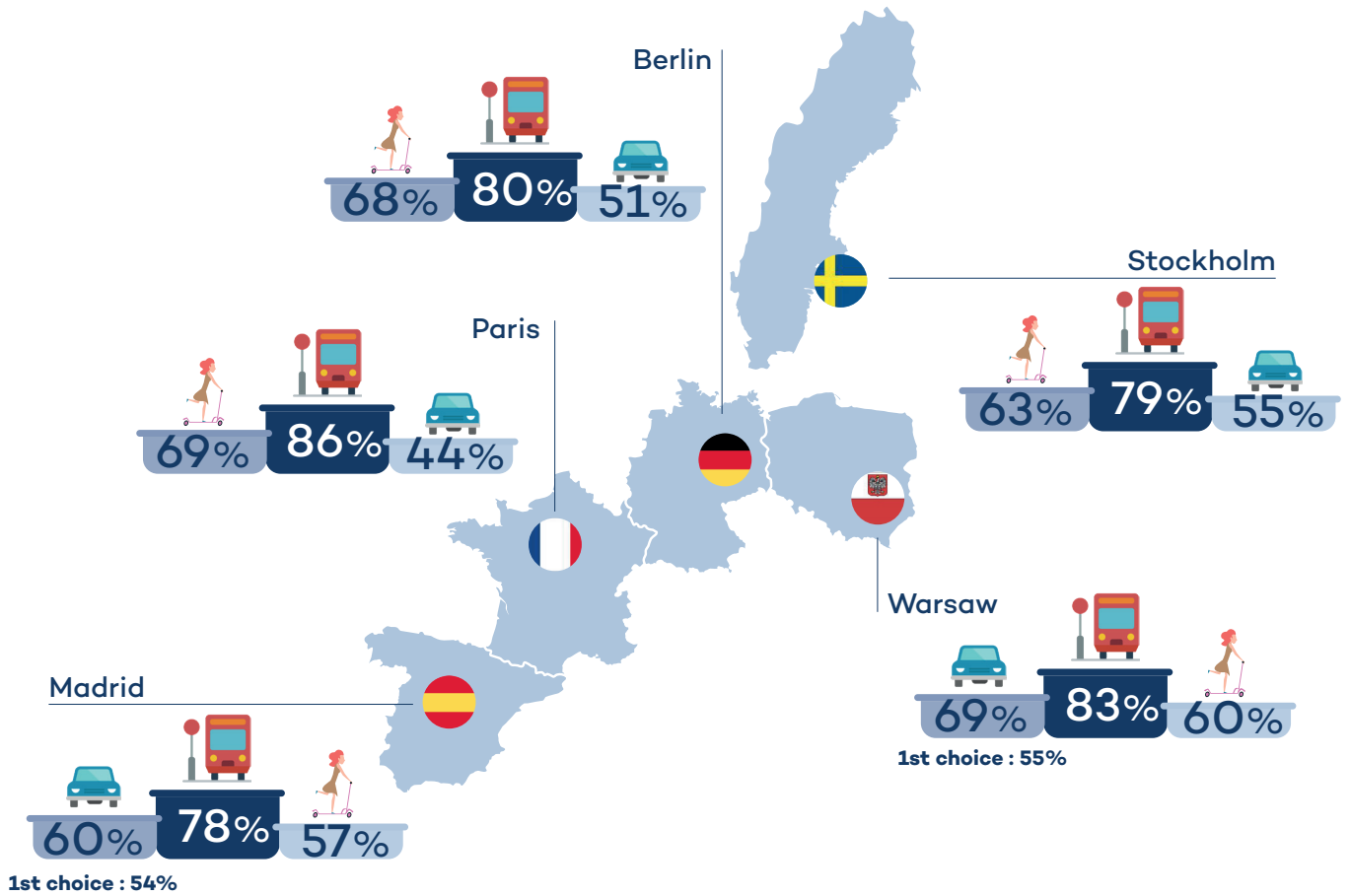
Almost half use public transport as their **first choice**



56% of respondents still use individual motorised modes of transport

32% use them **first**

There are differences in the use of public transport on a daily basis between Stockholm/Berlin and Madrid/Warsaw, with Paris leading the way in the use of public transport.



Bike is used in these 5 major capitals, second only to walking.

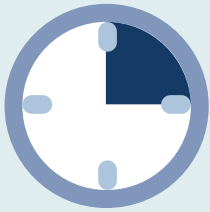
Modes of transport most used for everyday journeys (home-work, activities, school...)

- Public transport: Underground / Bus / train / Tramway
- Moto Vehicle: diesel / petrol car or hybrid car / 100% electric car / Car-sharing / Motorcycle / Scooter
- Active mobility: walking / bike with or without electric assistant / personal mobility equipment

PROXIMITY



Walking distance from the nearest public transport system plays a crucial role in the choice of transport mode.



95%

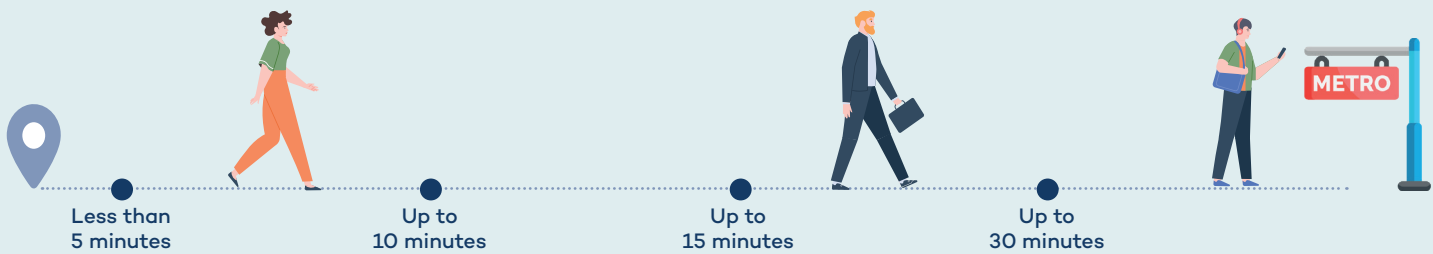
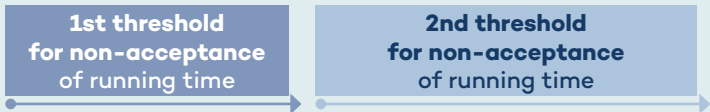
of people living in capital cities are less than 15 minutes walk from a stop



with more than half of them less than 5 minutes walk away, except in Warsaw.



Approval of walking time to a metro stop/ station



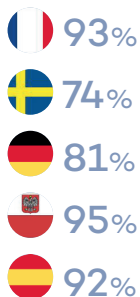
After a 15-minute walk, some residents turn away from public transport, and when the walking time reaches 30 minutes, the loss of passengers becomes even more marked.

INCENTIVE LEVERS

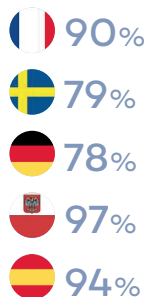
For those who do not use public transport, there are 3 main criteria that could encourage them to change their mode of transport:



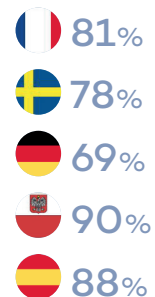
More SECURE, more PLEASANT



FREQUENT TRANSIT



PROMOTIONS / REDUCTIONS



Cost and environmental impact are not the first choices cited when choosing a mode of transport. But respondents are sensitive to promotional offers.

DIGITAL IMPACT ON INFORMATION OF TRAVELERS

¾ of respondents in capital cities think that using digital information to inform public transport passengers is a good solution.



Non-users consider that digital tools are likely to encourage greater use of public transport.

Digital media are the most widely used for:

Planning journey times and routes



80% On average



and almost half use the application or website of their local public transport operator.



Buy travel tickets

42%

On average, 42% of public transport users buy their tickets via digital media (mobile application or website).



Most frequently used purchasing channel



Online in the internet: 25%



Via a mobile application: 48%



Online in the internet: 24%



Via an automate: 34%



Via an automate: 42%

For **at least 85%** of users of digital public transport tools, they are considered **practical...**



... **improving the flow** of passenger journeys for **at least 73%...**

... and **encouraging more people** to use public transport.



Non-users of public transport recognise the advantages of these tools, but mention the complexity of using them.