

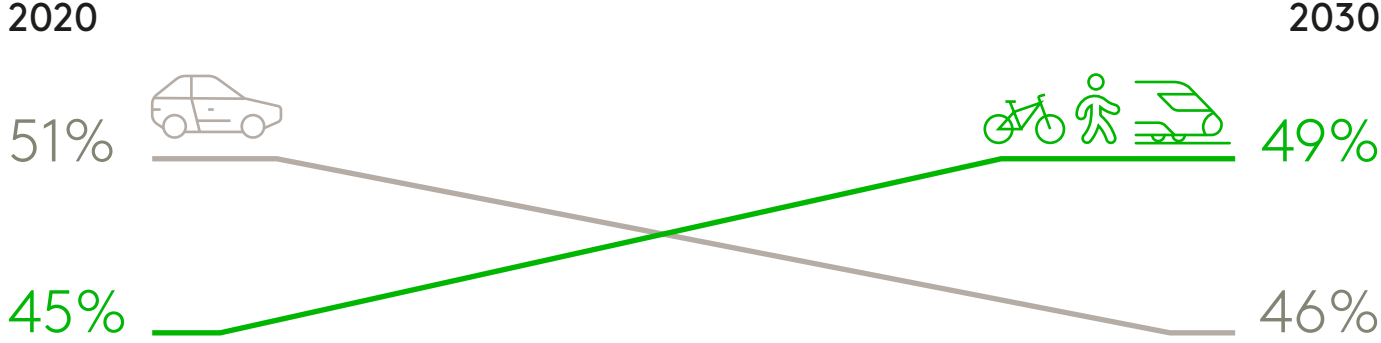
Mobility Futures  
2030 Forecast

Kantar reveals what urban mobility in 31 cities across the world will look like in 10 years from now

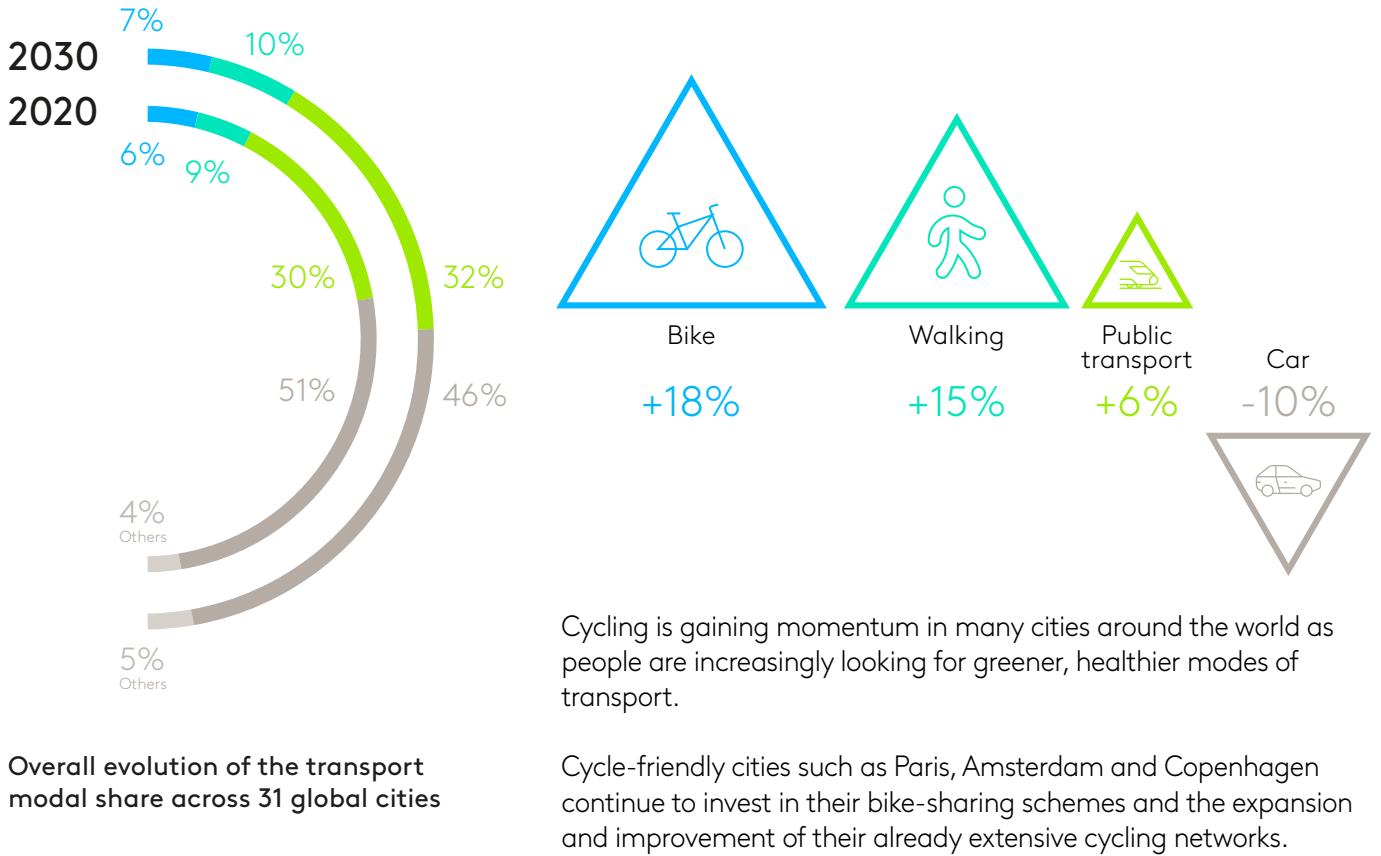
Sustainable transport on track to overtake cars by 2030, according to new analysis from Kantar's Mobility Futures study

2030 will be the tipping point for sustainable mobility

Kantar predicts sustainable means of transport to overtake car usage over the next decade, with public transport, cycling and walking representing a total of 49% of all trips undertaken within cities versus 46% for cars.

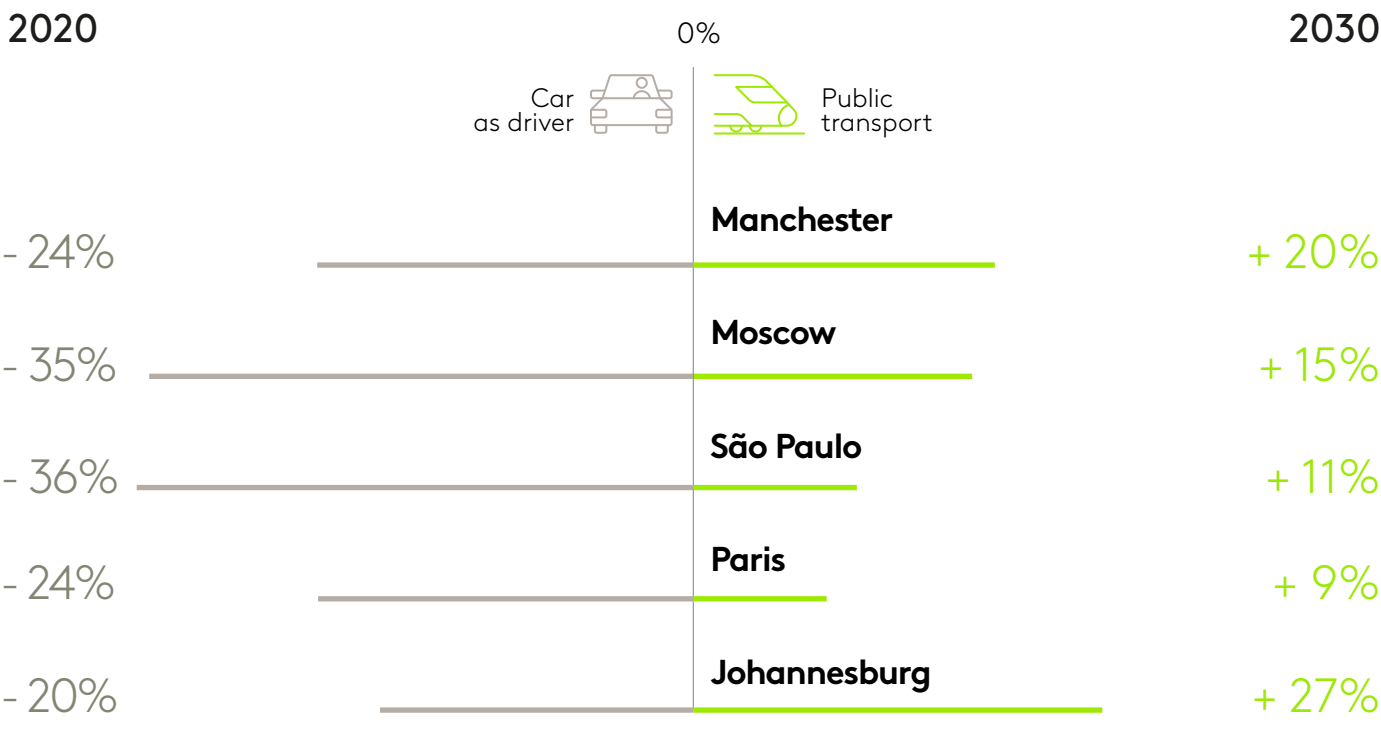


Cycling is predicted to enjoy the largest increase as number of car trips decrease



Manchester will experience the biggest change in mobility behaviour

The most transforming cities in our ranking will see a significant drop in autosolism (between - 36% and - 20%) over the next ten years as their citizens switch to more environmentally-friendly ways to travel such as public transport.



Over the next 10 years, 10% of people will change their mobility behaviour

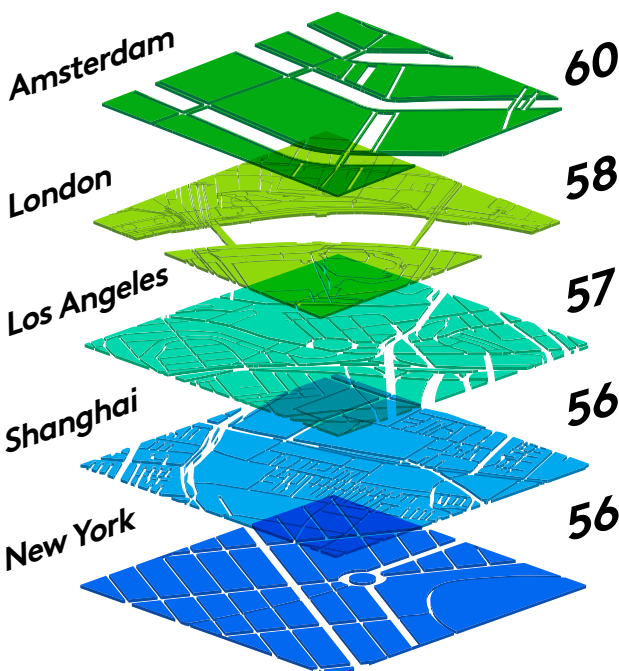
Across the 31 cities surveyed, while 25% of people would like to use a different mode of transport now, we predict that 10% will change the way they travel – ranging from 21% in São Paulo to 2% in Beijing.

36,702,331

citizens will change their mobility behaviour by 2030

Amsterdam is the best-prepared city for the future of sustainable mobility

Tech-Ready City index



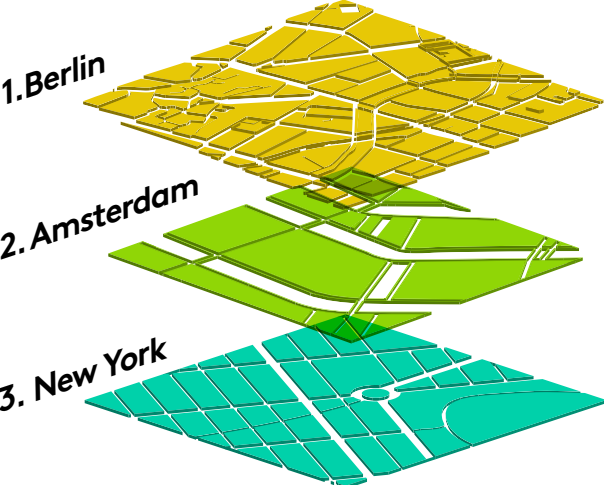
Promoting and investing in technology for urban mobility will enable cities to facilitate the transition to smarter and more sustainable transport solutions over the next 10 years.

Mind the gap: Tech-ready cities vs. citizen confidence

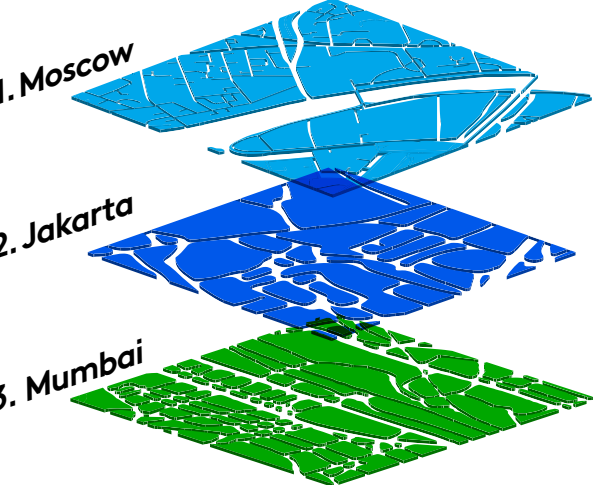
Among the cities that are best prepared for the future of mobility, some of them are facing a lack of confidence from their citizens in their municipality's efforts towards sustainable mobility - which could potentially hold back progress.

Conversely, a number of cities have the trust and backing of their citizens in facilitating the adoption of sustainable mobility solutions, while our analysis shows that these cities aren't quite prepared for the future of mobility.

Cities that are ready for change but need to gain their citizens' trust



Cities that have the trust of their citizens but need to accelerate their mobility transformation



People are ready for innovative solutions, but new mobility concepts resonate differently around the world

We developed and tested 20 concepts covering innovative vehicles, new mobility services, regulations, etc. While MaaS performed well globally, the varying results highlight the fact that more time and effort will be required for citizens in car-centric cities, such as Auckland and Phoenix, to switch to sustainable solutions.

MaaS - Concept performance index



Are you ready for the future of mobility?

Want to know more about urban mobility and why people make the choices that they do?  
Visit [kantar.com/mobility-futures](https://kantar.com/mobility-futures)  
Get in touch at [mobilityfutures@kantar.com](mailto:mobilityfutures@kantar.com)