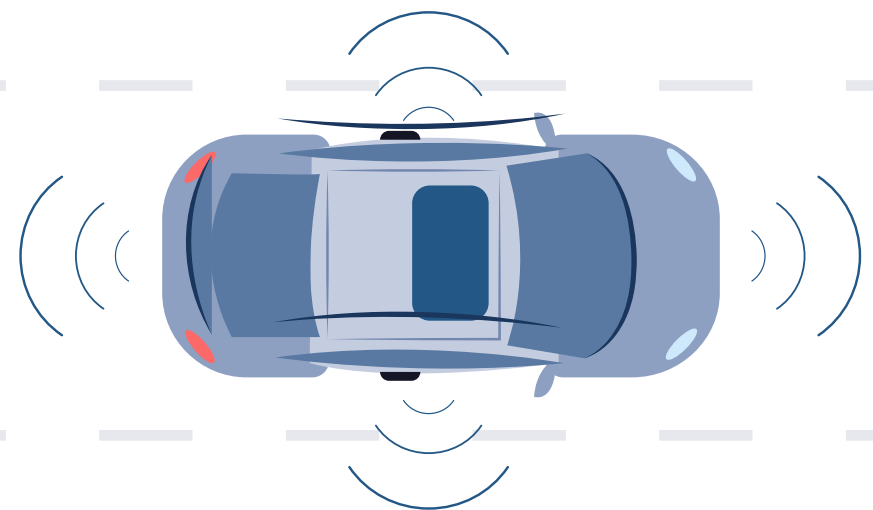
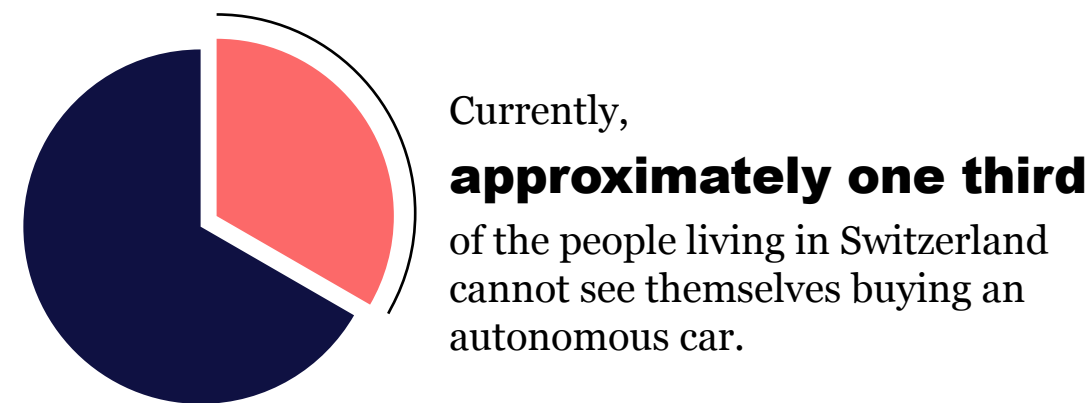


SWISS MOBILITY MONITOR 2024

SELECTED INSIGHTS: THE PRICE OF NEW MOBILITY

Autonomous mobility - Great opportunities, high cost.

Intention to buy is still low.



Concern about losing control.

Autonomous forms of mobility (whether a car, taxi or public transport) are associated with a greater loss of control than their non-autonomous counterparts.

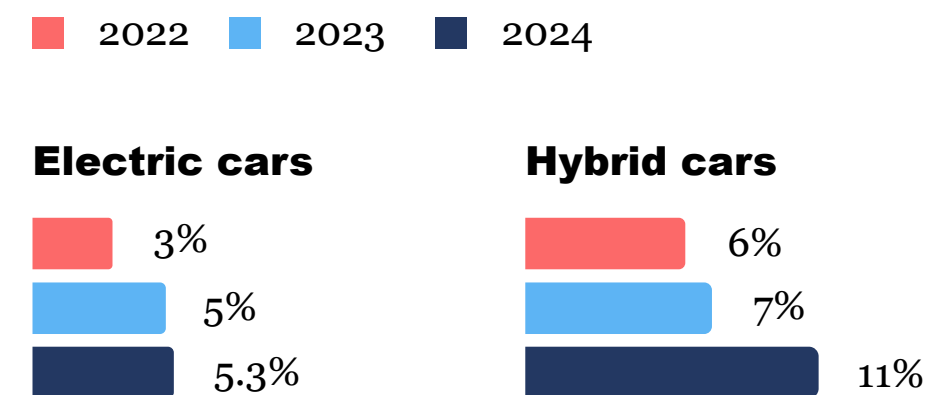


Decreased sense of responsibility.

Autonomous mobility results in a decreased sense of responsibility for the vehicle and its occupants in traffic.

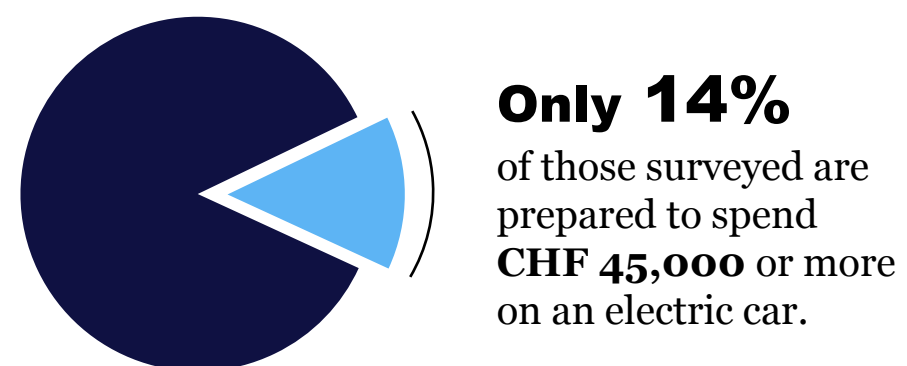
Electromobility - Expensive, but increasingly popular

Hybrid cars are gaining ground faster than electric cars.



The prices for electric cars tend to be perceived as unfair.

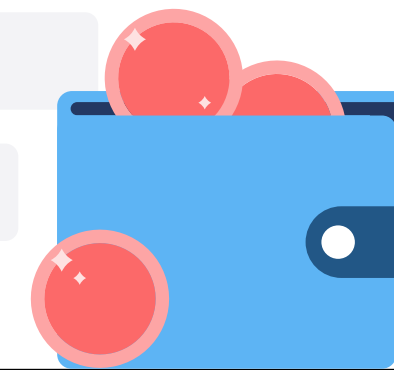
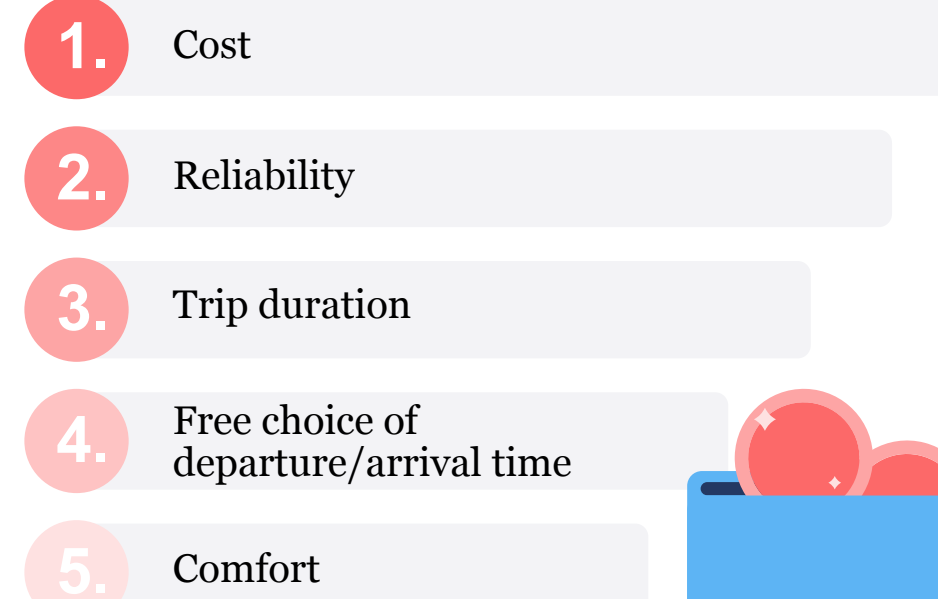
Compared to cars with internal combustion engines or bus and train tickets, the prices for electric cars tend to be perceived as unfair.



This is in line with the price of the current top-selling electric car in Switzerland (Tesla Model Y).

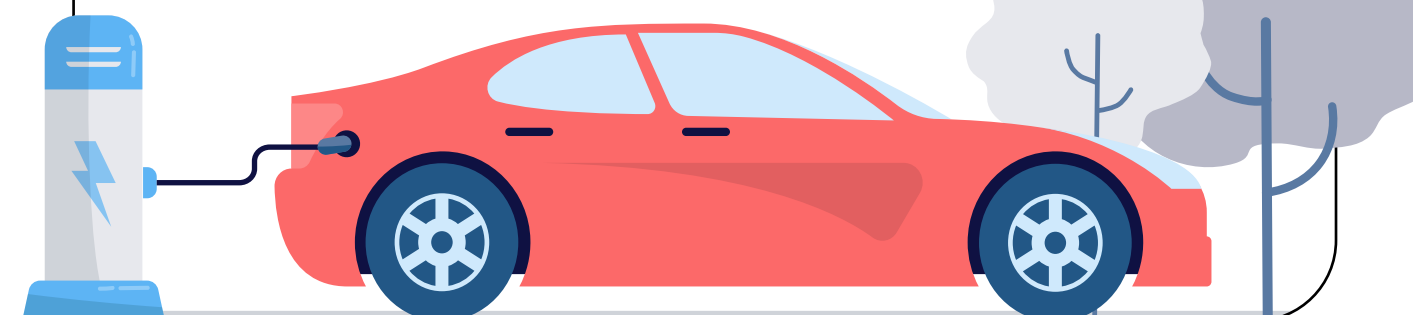
Sustainability - Needs to be affordable

When asked about the most important characteristics of environmentally friendly modes of transport, respondents ranked cost as the most important factor:



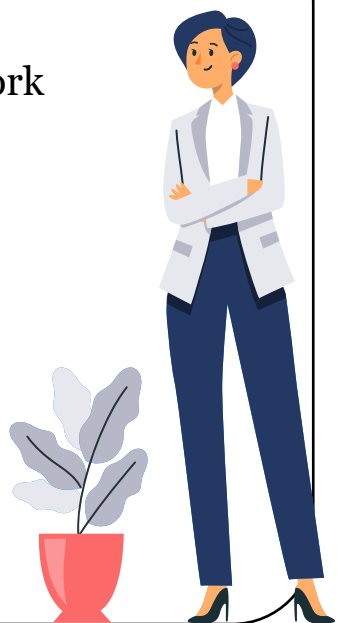
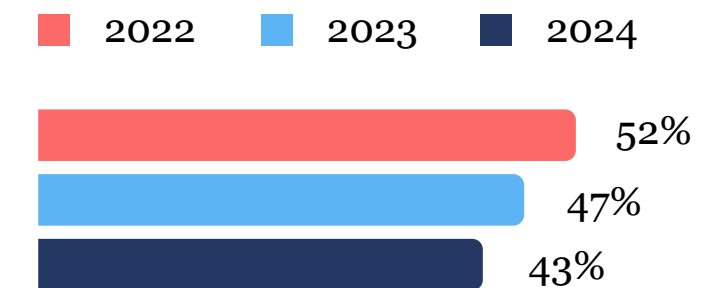
For young people, switching to an electric car is also a lifestyle choice.

In contrast to other generations, Generation Z also believes it is important that the electric car aligns in with their lifestyle and personal convictions.



Owning a car becomes less important for commuting to work

Fewer people use their own car to get to work than in previous years.



Study design

- YouGov online panel from the three language regions of Switzerland
- Representative sample of 1,037 people in Switzerland
- Survey period: 28 February 2024 to 11 March 2024

Authors

Schakols, F., Giger, P., Greifenstein, M., Herger, P., Zazo, A., Hofstetter, R., Herrmann, A. (2024). Swiss Mobility Monitor 2024, University of Lucerne.

Contact

swissconsumerstudies@unilu.ch or swissconsumerstudies.ch

UNIVERSITÄT LUZERN

IWA Institute of Marketing and Analytics

Universität St. Gallen Institut für Mobilität

smg swiss marketplace group

Auto Scout24

ZURICH

YouGov