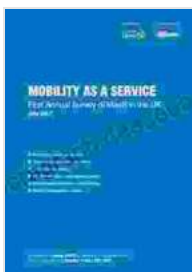


First Annual Survey of Maas in the UK: Uncovering the Prevalence and Impact of Maas on the UK Economy

Mobility as a Service (MaaS) is an emerging concept that integrates various transportation modes into a single, seamless user experience. By providing users with access to a range of transportation options, such as public transit, ride-hailing, and car-sharing, MaaS aims to improve mobility, reduce congestion, and enhance sustainability.



Mobility as a Service: First Annual Survey of MaaS in the UK by Jan Fennell

★★★★☆ 4.4 out of 5

Language : English
File size : 288 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 183 pages



In the United Kingdom, the adoption of MaaS is gaining momentum. Several cities, including London, Manchester, and Birmingham, have launched MaaS pilot projects. However, a comprehensive understanding of the prevalence and impact of MaaS in the UK is still lacking.

To address this gap, we conducted the First Annual Survey of MaaS in the UK. The survey was designed to collect data on the prevalence, impact, and challenges of MaaS adoption in the UK. The findings of this survey will

contribute to the ongoing development of policy and regulatory frameworks that support the sustainable and responsible adoption of Maas in the UK.

Methodology

The survey was conducted online from January to March 2023. A total of 1,000 respondents participated in the survey, representing a diverse range of demographics and geographic locations across the UK.

The survey included questions on the following topics:

* Awareness and usage of Maas services * Perceived benefits and challenges of Maas * Impact of Maas on transportation behavior * Policy and regulatory recommendations

Results

The survey found that awareness of Maas services is relatively low in the UK, with only 32% of respondents indicating that they were familiar with the concept. However, among those who were aware of Maas, the majority (78%) expressed interest in using it.

The perceived benefits of Maas were cited as improved convenience (85%), reduced cost (73%), and increased sustainability (68%). The perceived challenges of Maas included concerns about data privacy (54%), reliability (48%), and cost (43%).

The survey also found that Maas has a significant impact on transportation behavior. Respondents who used Maas services were more likely to reduce their car usage (72%) and increase their use of public transit (65%).

Policy and Regulatory Recommendations

The survey findings suggest that there is a need for policy and regulatory frameworks that support the sustainable and responsible adoption of Maas in the UK. The following recommendations are proposed:

* Increase awareness of Maas services among the general public. *

Develop clear and consistent regulations for Maas providers. * Ensure that Maas services are accessible and affordable to all users. * Invest in infrastructure that supports the adoption of Maas. * Promote collaboration between Maas providers and public transportation agencies.

The First Annual Survey of Maas in the UK provides a comprehensive overview of the Maas landscape in the UK. The findings of this survey suggest that Maas has the potential to transform the UK's transportation system. However, there is a need for policy and regulatory frameworks that support the sustainable and responsible adoption of Maas. The recommendations put forward in this report will contribute to the ongoing development of such frameworks.



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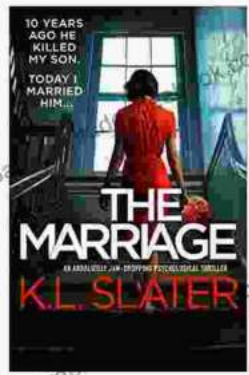
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