

# What factors determine the adoption of a digital transport service among young adults?



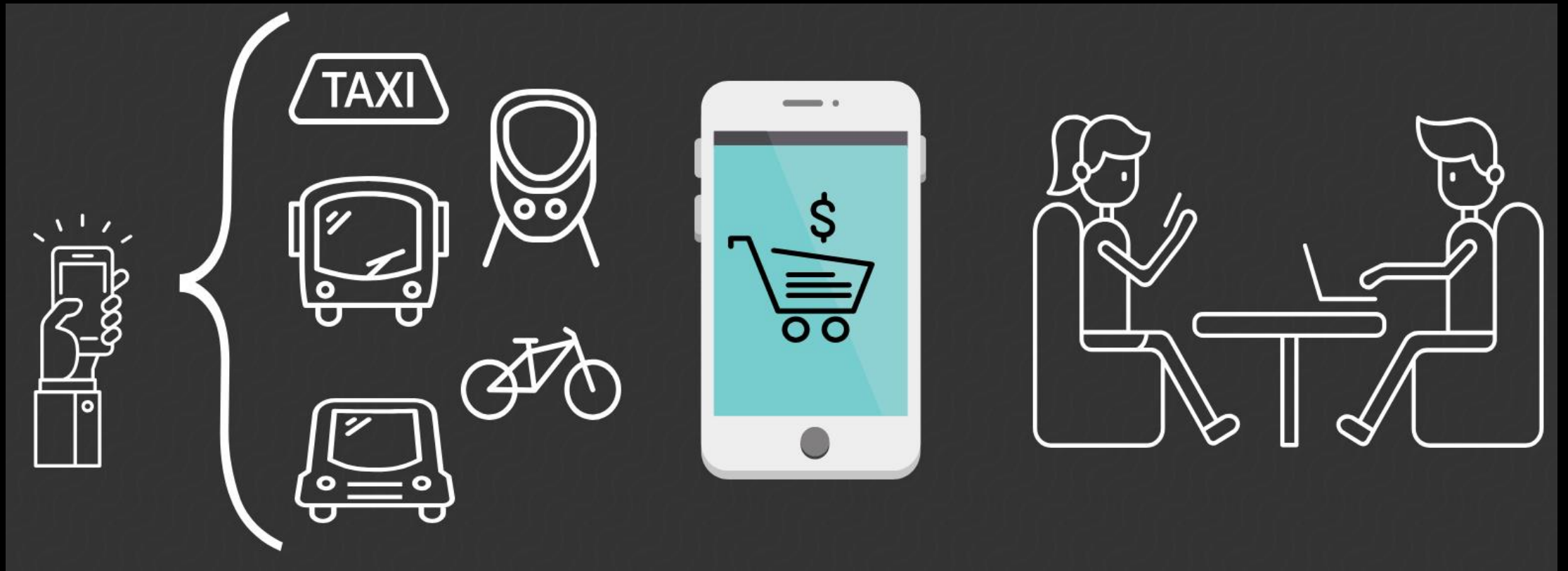
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# What is Mobility-as-a-Service (MaaS)?



1. Integration

2. Subscription  
Payment

3. User-centric



# Why MaaS?

- Young adults are driving less – delaying license and car ownership.  
Chatterjee et al. (2018)
- Information and Communication technologies.
- Increase use of public transit and active travel modes. Ho et al. (2018)
- Potential reduction of CO2 emissions – shared mobility services.
- Automotive Industry - modifying its business model to account for the rise in car-sharing and ride-hailing services taking over cities.





# How can we speed up this transition?

## West Midlands - Birmingham

- Factors determining the adoption of shared mobility services.
- Average profile of a MaaS user - young public transport user or flexible traveller making commuting and business trips. Jittrapirom et al., 2017
- Current travel behaviour and contextual factors.
- Intention and attitudes towards using shared mobility services.



# Key Points



- Mobility-as-a-Service offers real-time information about travel options, time and cost so people can select the mode that suits their needs and then book and pay for their trip, all from a digital platform.
- There are still many obstacles to overcome before we can see this transition to using mobility services and to have a society where private car ownership is no longer a necessity.
- Determining the factors influencing the adoption of shared mobility service among young adults can help us understand how the transition towards shared mobility can be accelerated.



# Thank you for listening. Questions?



*Transitioning to a more  
connected and sustainable  
mobility system.*

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