

High Energy Prices: People Are Worried about the Affordability of Their Mobility



PUBLISHED JUN 30, 2022
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“The Mobility Study 2022 shows that people are in favor of the transformation toward low-emission or emission-free mobility that has begun and are prepared to take that route as well,” explains Steffen Schwartz-Höfler, head of Sustainability at Continental, regarding the findings. “At the same time, however, the results of this year’s Continental Mobility Study worldwide show that private consumers are unwilling to bear the financial burden of this mobility transformation alone. If this project is therefore to succeed at the necessary pace, the new forms of sustainable mobility must be affordable. Only then will they be positively received.”

Cars are the big winner in the pandemic – and are set to remain the most important form of mobility

The Continental Mobility Study 2022 clearly reveals that cars are the big winner in the pandemic – and are set to remain the most important means of mobility in its wake. The vast majority of respondents reported using their car at least once a week. In the US, more than half (59 percent) even use theirs every day. Only around a fifth of respondents use public transport at least once a week, and only one in ten use it daily. The decisive factor here according to the study is that cars will maintain their prominent position in the future, and may even expand it. A vast majority of those who reported having traveled during the pandemic asserted in the survey that they intend to continue either using their car just as much (84 percent) or even more (60 percent) once the pandemic is over.

Cars are an increasingly important part of people’s personal living space

A majority of people in Germany define the car as an essential part of their mobility and their personal living space. Here, there is a strong

desire to have the latest technologies in their vehicle. A majority, for example, would like their car to be connected to the internet in order to download the latest software as well as traffic and environmental information. Half of the respondents see electronic assistance systems as desirable or even as necessary basic equipment. One in four would like functions such as automated driving during traffic jams.

Here again, however, people have reservations. They are worried about potentially uncontrollable consequences resulting from the use of technology – for example, not only that errors in the software could impair the functionality or safety of the car, but also that technology could make cars too complex to operate. However, the majority also think that automated driving can prevent accidents. “The general trend revealed by the study is that cars themselves, as well as the technology built into them, must remain intuitive to operate, safe and affordable,” says Gilles Mabire, chief technology officer, Continental Automotive. “The majority of respondents indicated that connectivity, automation and the user experience play a decisive role when purchasing a new vehicle. Comfort and convenience functions therefore become key factors in customers’ purchasing decisions. We believe that, with our new Automotive strategy, we are well positioned and prepared for the challenges of the future.”

Since 2011, technology company Continental has carried out the Continental Mobility Study on various key topics at regular intervals. For the 2022 edition, together with the market and social research institute infas, Continental surveyed a total of 6,000 people over the age of 18 across Germany, France, Norway, the US, Japan and China in May 2022 on their personal mobility requirements. In each country, the respective sample is representative of the population; for China, it is representative of the urban population. The aim of the Continental Mobility Study, now in its seventh edition, is to provide an international comparison of people’s attitudes toward current and future developments in mobility and their personal usage habits. The topics covered in this year’s mobility study include general mobility needs, attitudes toward sustainability aspects, particularly in terms of electric mobility, as well as economic and technological developments related to cars. Against the backdrop of the coronavirus pandemic, a particular focus of the study was on the role of cars as a possible sanctuary and place of retreat in connection with travel and vacations.

Press release distributed by Wire Association on behalf of Continental

AG, on Jun 30, 2022. For more information subscribe and [follow us](#).

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