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## Potential uptake of mobility-as-a-service for different market segments

Mobility-as-a-Service (MaaS) aims at improving urban transportation by providing integrated mobility "as a service". MaaS is fuelled by the rainbow of new on-demand transportation services that are emerging in urban areas, and it is expected to become the drive of the upcoming mobility revolution, contributing to a shift away from the current (privately-owned) car-centred model. Initial pilots suggest that MaaS will reduce private car usage and increase public transport usage. This project aims at investigating individuals' inclination to adopt MaaS. It goes beyond the study of early adopters and it identifies drivers and barriers that can play a role in the adoption of MaaS for a large representative sample (>1,000 individuals) of the Dutch urban population. It also investigates whether public transport or rather other on-demand services are likely to become the backbone in MaaS. First, we present respondents with a series of (carefully designed) MaaS-related attitudinal indicators. Second, we perform a latent class cluster analysis (LCCA) on these, to identify distinct market segments. LCCA is a model-based clustering technique, and it allows to group respondents according to an underlying unobserved (latent) variable. And third, we profile the different segments regarding their socioeconomic characteristics and their current mobility patterns. Study results help evaluate future changes in urban mobility as a result of MaaS, and help design targeted strategies tailored to the distinct segments. Additionally, this project provides a framework to investigate differences in MaaS adoption potential among countries.

### Key Characteristics

Potential uptake of mobility-as-a-service for different market segments

