



2021 Trend Analysis

Mobility in the City

Photo: pixabay.com

2021 'Mobility in der City' Trend Analysis

Key Insights

76%

are out shopping in the town / city centre or shopping en route, 45% visit bars, cafés and restaurants.

53%

are out and about in the city centre on a daily basis or several times a week.

62%

are out and about in the city centre in the afternoon, 35% in the morning, 32% in the evening.

57%

miss going to bars, cafés or restaurants, 51% miss shopping.

74%

would support local businesses with their visit after the lockdown.

55%

would prefer to have more green spaces, parks and recreational areas in the town / city centre.



Photo: pixbay.com

2021 'Mobility in der City' Trend Analysis

Description of the method

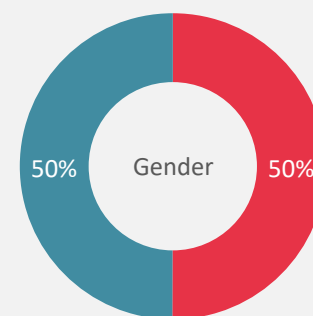
Survey: online (CAWI) / supported survey

Sample: n=999 / people from above 18 years

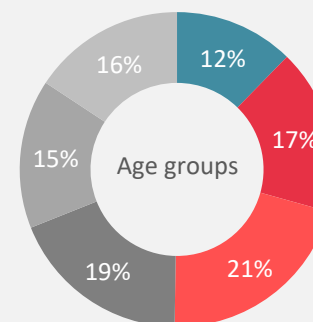
Proportioning: gender, age and federal state

Implementation: dynata (B2C panel)
January 2021 (calendar week 02)

Commissioned by: outmaxx media service AG
Fachverband Aussenwerbung e.V.

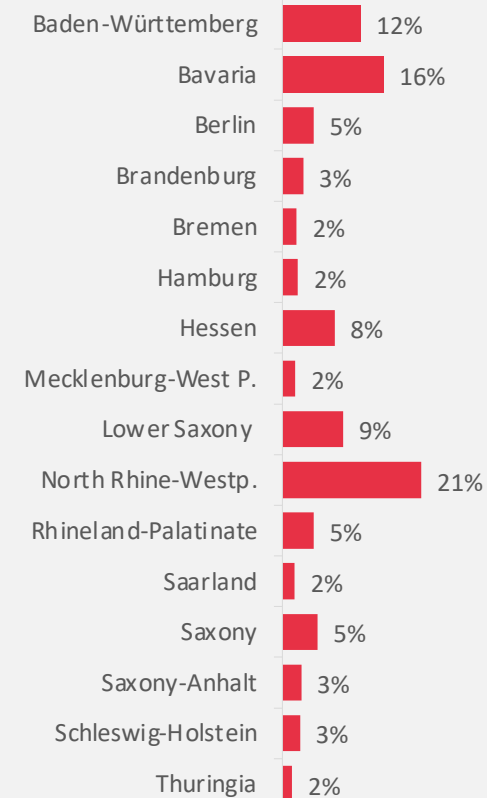


■ Male ■ Female



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

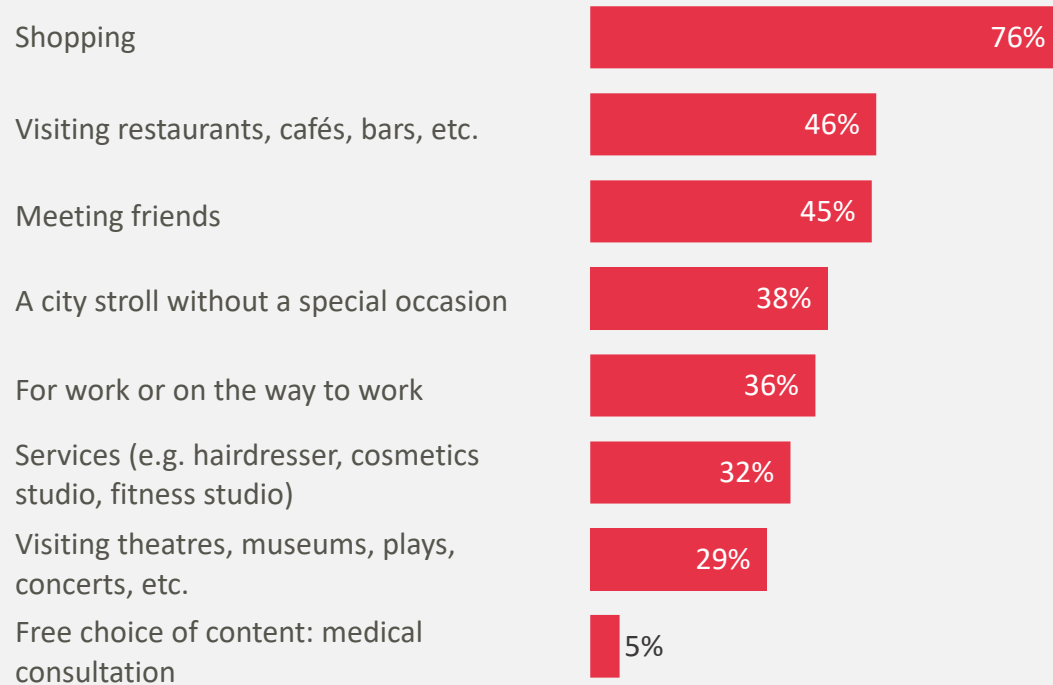
Federal States / Region



2021 'Mobility in der City' Trend Analysis

Reason for the visit

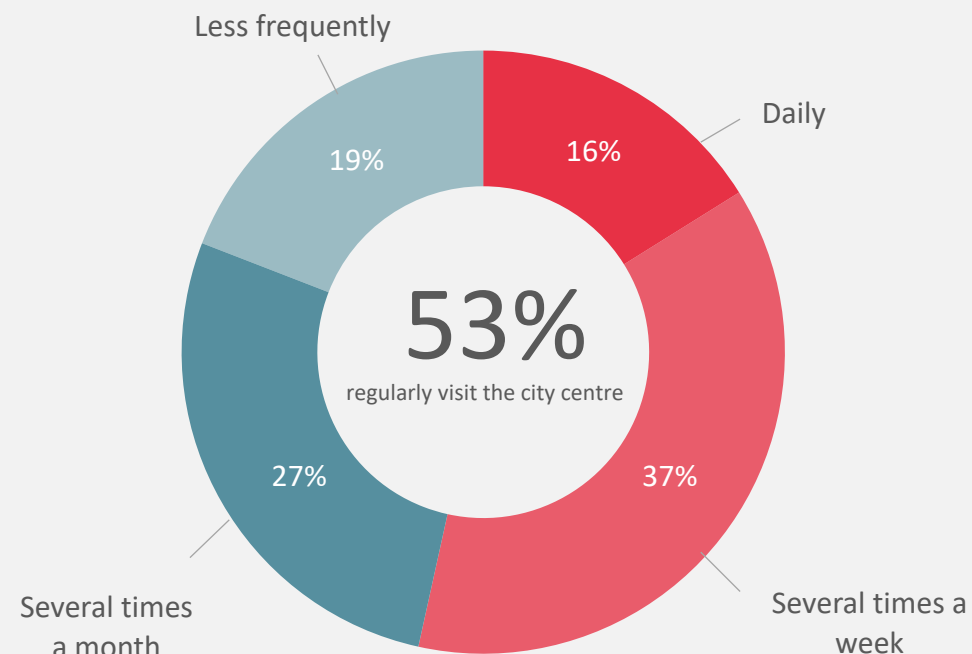
For which reasons do you usually visit or are you out and about in the nearest town / city centre? (multiple answers are permitted)



(All interviewees n=999)

Frequency

How often do you normally visit or are you out and about in the nearest town / city centre ?

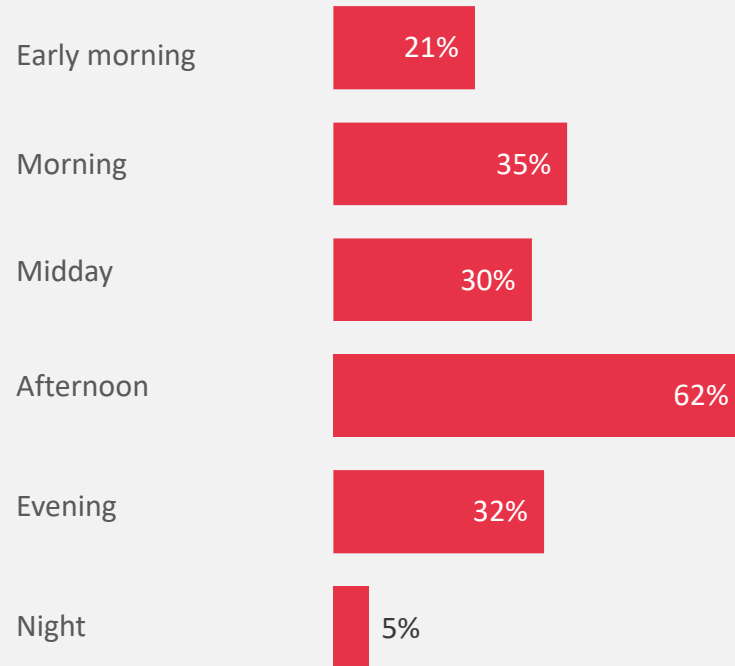


(All interviewees n=999)

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Time of day

What time of the day do you usually spend time in the town / city centre? (multiple answers are permitted)



(All interviewees n=999)

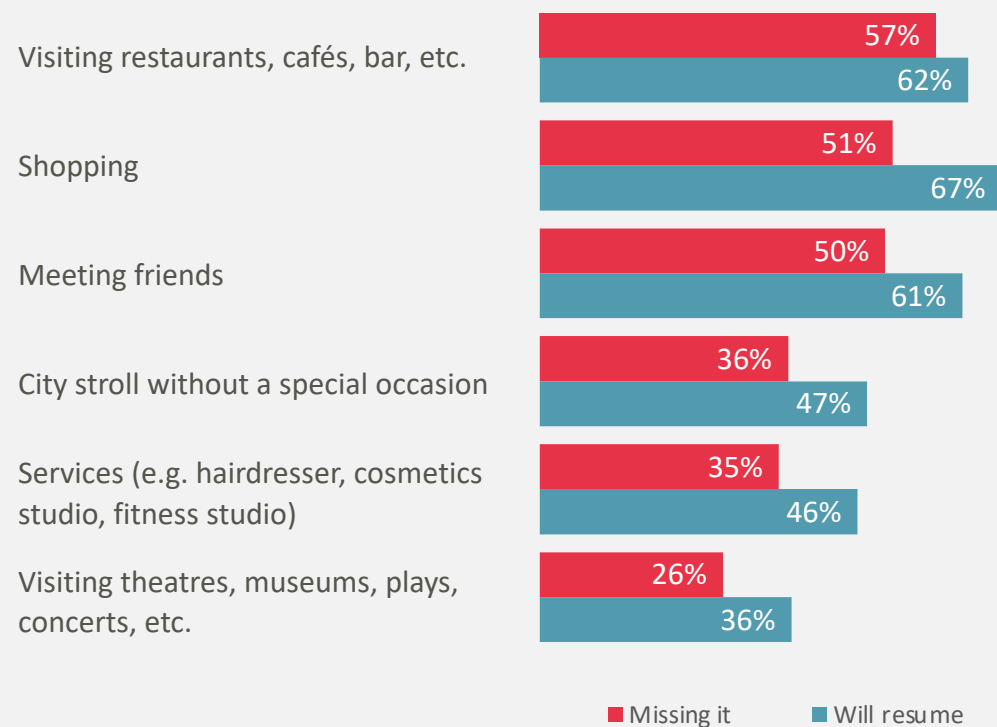


Photo: pixabay.com

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Habits so far

What habits in connection with visiting the city centre do you miss most because of the lockdown or will you resume after the lockdown? (multiple answers are permitted)



(All interviewees n=999)



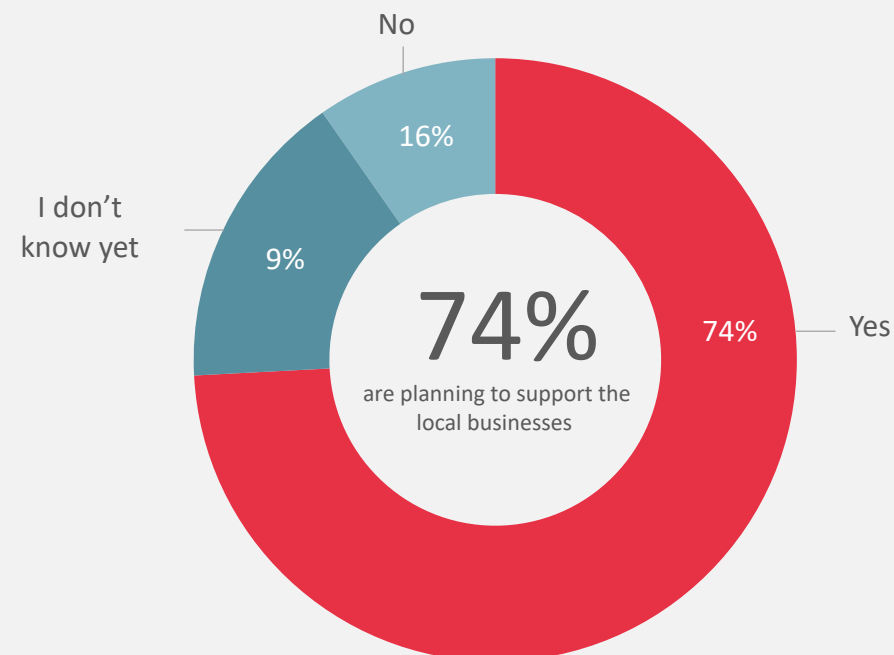
Photo: pixabay.com

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Support of local businesses

Will you consciously support local businesses in the city (retailers, service providers, gastronomy) after the lockdown?



(All interviewees n=999)

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City planning

Which offers in the cities are important to you and / or should be expanded, so that a visit to the town / city centre becomes even more attractive?
(multiple answers are permitted)

Green spaces and parks / leisure areas

55%

Pedestrian zones / low-traffic zones

52%

Connection of the surrounding area to the local public transportation system

41%

Cycling paths

37%

Night-time public transportation services, e.g. night busses

29%

Park & Ride facilities

29%

(All interviewees n=999)

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Taking a look at the younger target groups

Based on all the interviewees...

...most of the younger people live and are in residence in the city

...the younger people are out and about in the city centre at least several times a week and often every day

...especially the younger people miss meeting friends in the city during lockdown

...meeting friends in the city after the lockdown has a high priority

...the younger target groups in particular want better night-time public transportation options

...the younger people also want to consciously support the local businesses on site after the lockdown

| 18-24 years | 25-35 years | Total 18-99 years |
|-------------|-------------|----------------------|
| 61 % | 58 % | 49 % |
| 62 % | 67 % | 53 % |
| 59 % | 53 % | 50 % |
| 66 % | 59 % | 61 % |
| 33 % | 34 % | 29 % |
| 70 % | 70 % | 74 % |

(All interviewees n=999)

Contact and additional information

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