

opinionway,

— FOR —

CleanCities



Mobility within the European capitals

January 2026





Methodology

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Methodology

Any publication, total or partial, must contain the following mention:

« OpinionWay survey for Clean Cities »

and no resumption of the survey can be dissociated from this title.



Study carried out on a sample of **8,418 people** in the 9 following cities :



BERLIN
N = 1,047



BRUSSELS
N = 821



BUDAPEST
N = 849



LONDON
N = 1,048



ROME
N = 1,000



MADRID
N = 1,000



PARIS
N = 1,002



SOFIA
N = 842



WARSAW
N = 809

The samples were drawn up according to the quota method, regarding the criteria of sex, age and residence.



The interviews were performed using a **self-administered online questionnaire via the CAWI** (Computer Assisted Web Interview) system.



The interviews were conducted from **November 13 to 25, 2025.**



OpinionWay carried out this survey by applying the procedures and rules of **ISO 20252**



OpinionWay also points out that the results of this survey must be read taking into account the margins of uncertainty : 1.5 to 3.5 points for a sample of 800 respondents and 1.4 to 3.1 points for a sample of 1000 respondents.












Sample profile










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Profile of the sample

Global population aged 18 and over.

Gender	 BERLIN	 BRUSSELS	 BUDAPEST	 LONDON	 ROME	 MADRID	 PARIS	 SOFIA	 WARSAW
Men	49%	48%	46%	48%	47%	47%	47%	47%	45%
Women	51%	52%	54%	52%	53%	53%	53%	53%	55%

Age	 BERLIN	 BRUSSELS	 BUDAPEST	 LONDON	 ROME	 MADRID	 PARIS	 SOFIA	 WARSAW
18 to 24 years old	9%	11%	8%	12%	7%	9%	12%	9%	7%
25 to 34 years old	20%	22%	17%	23%	13%	15%	17%	21%	20%
35 to 44 years old	17%	20%	21%	19%	17%	18%	21%	21%	23%
45 to 64 years old	31%	30%	30%	30%	37%	35%	31%	28%	26%
65 years and over	23%	17%	24%	16%	26%	23%	19%	21%	24%

Zone	 BERLIN	 BRUSSELS	 BUDAPEST	 LONDON	 ROME	 MADRID	 PARIS	 SOFIA	 WARSAW
Centre	56%	52%	47%	36%	13%	60%	33%	58%	36%
Periphery	44%	48%	53%	64%	87%	40%	67%	42%	64%



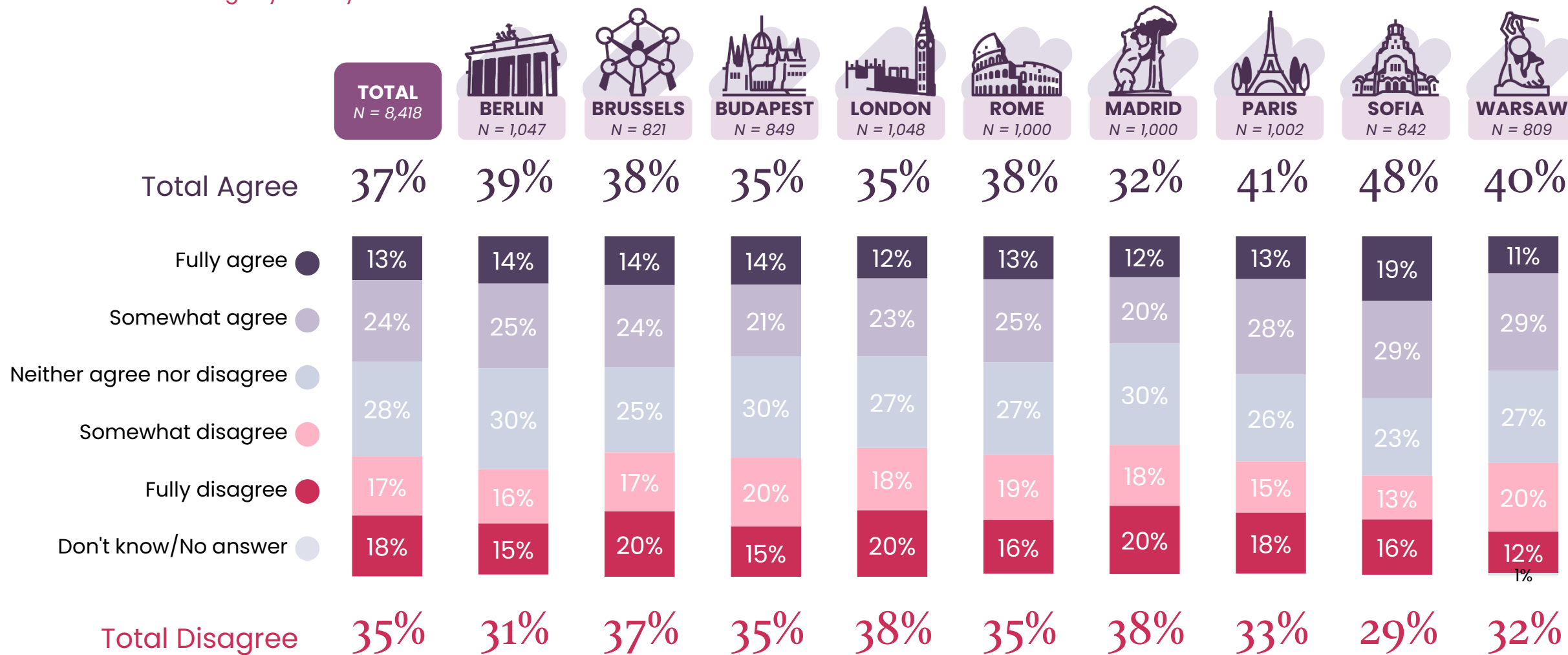
Results

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” Support for Driverless Mobility in the City

Q. How much would you agree to have autonomous vehicles (e.g. driverless cars, robotaxis, public buses, delivery robots) circulating in your city ?

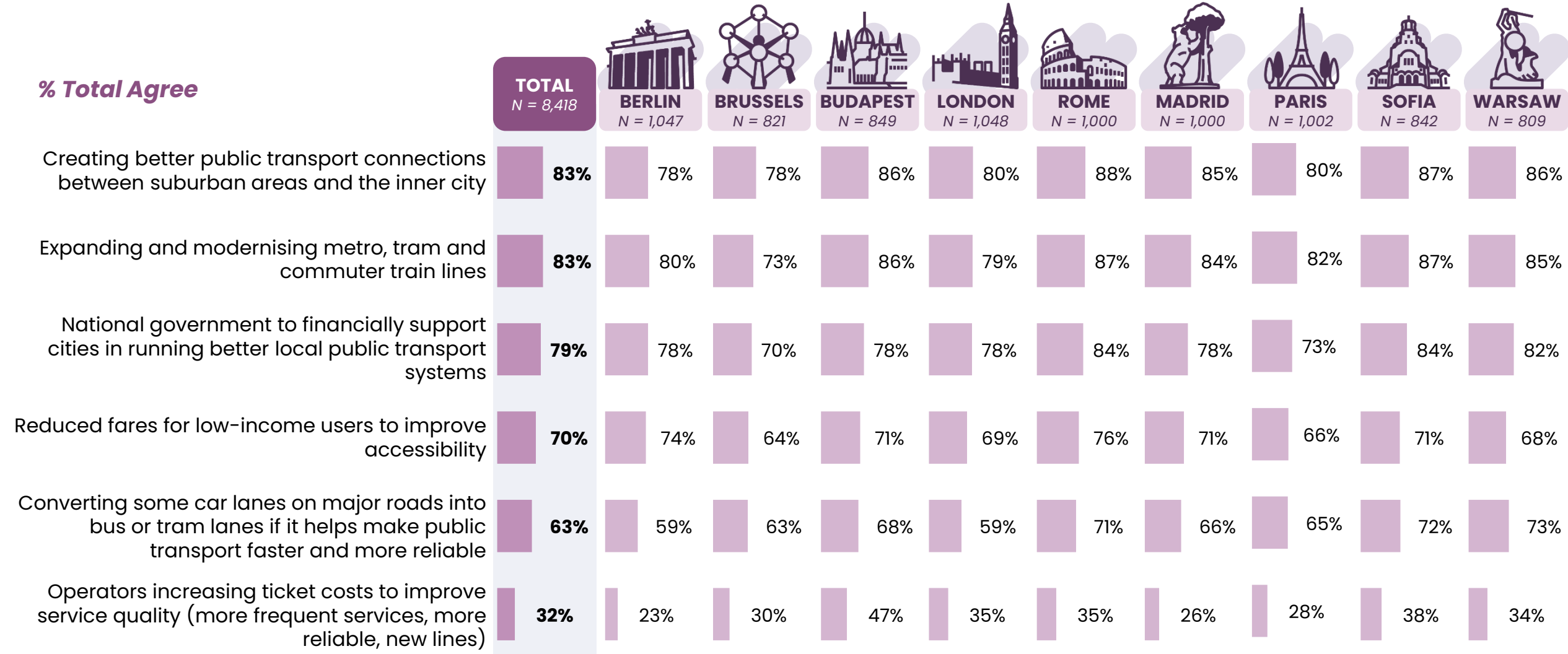




Solutions for more efficient Public Transports

Q. To what extent do you support the following measures to make public transport better and more efficient ?

% Total Agree

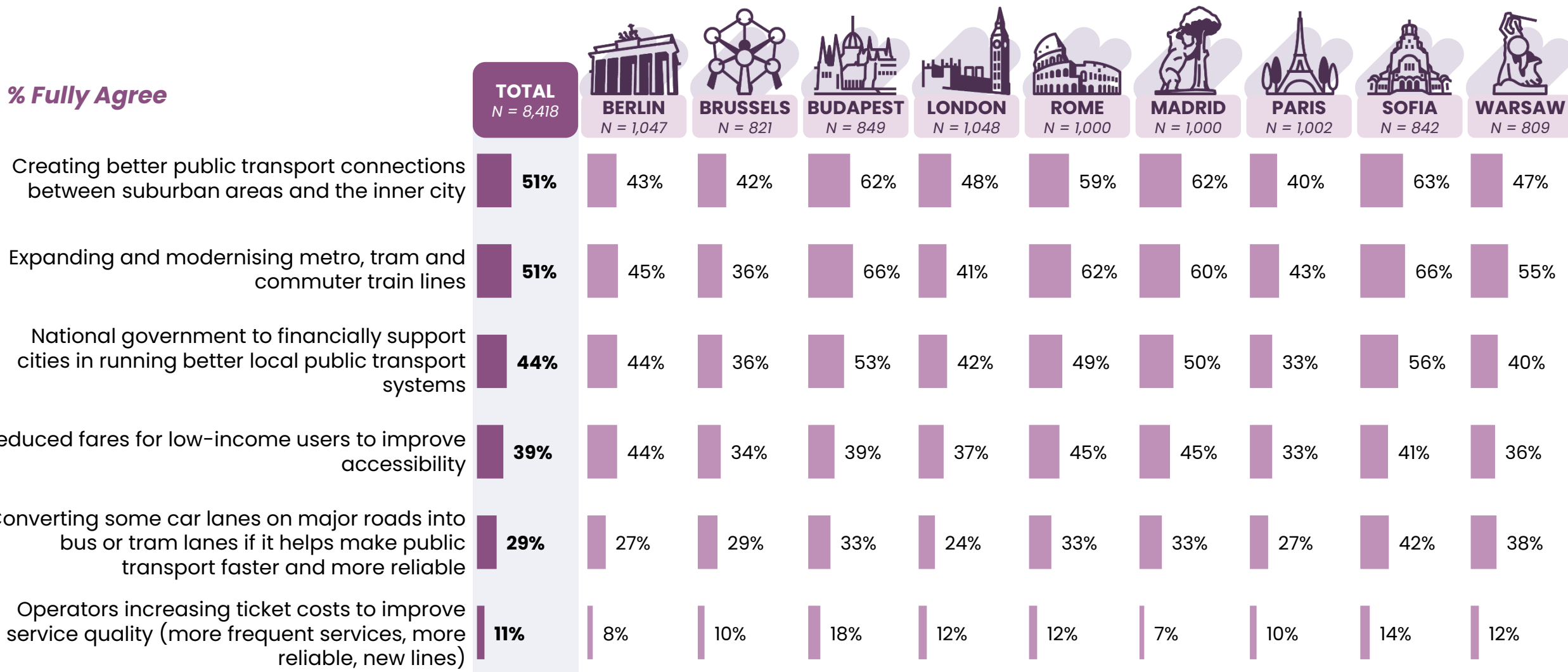




Solutions for more efficient Public Transports

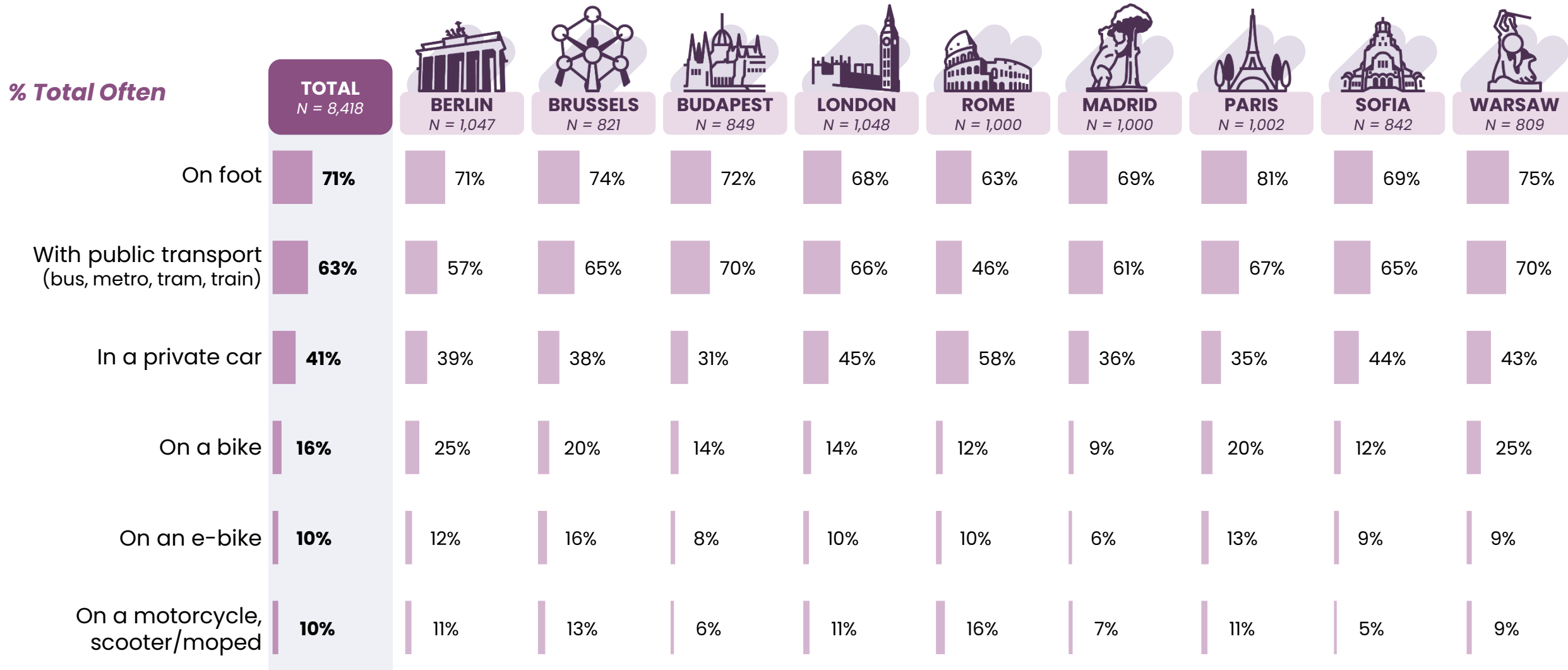
Q. To what extent do you support the following measures to make public transport better and more efficient ?

% Fully Agree



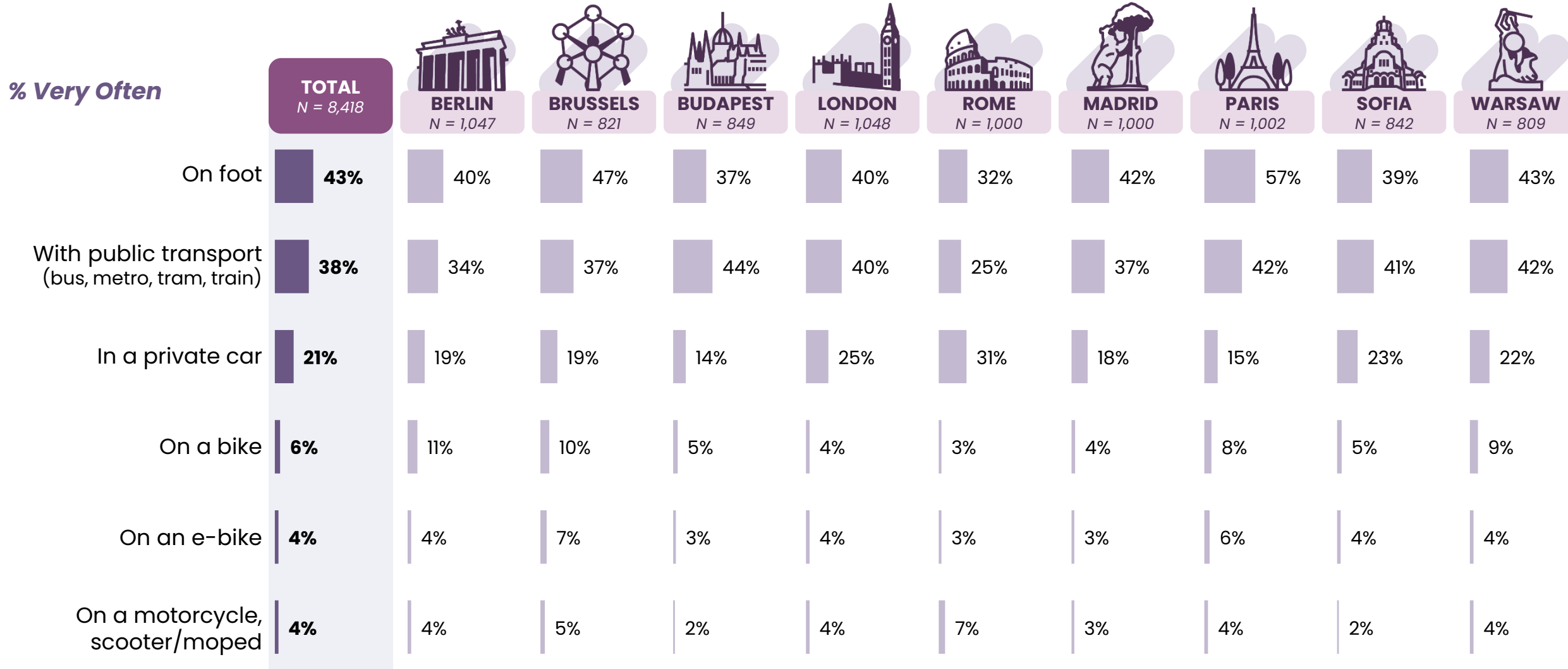
“ Daily Urban Transport Usage Patterns

Q. On a typical day, how often do you use each of the following modes of transport to get around your city?



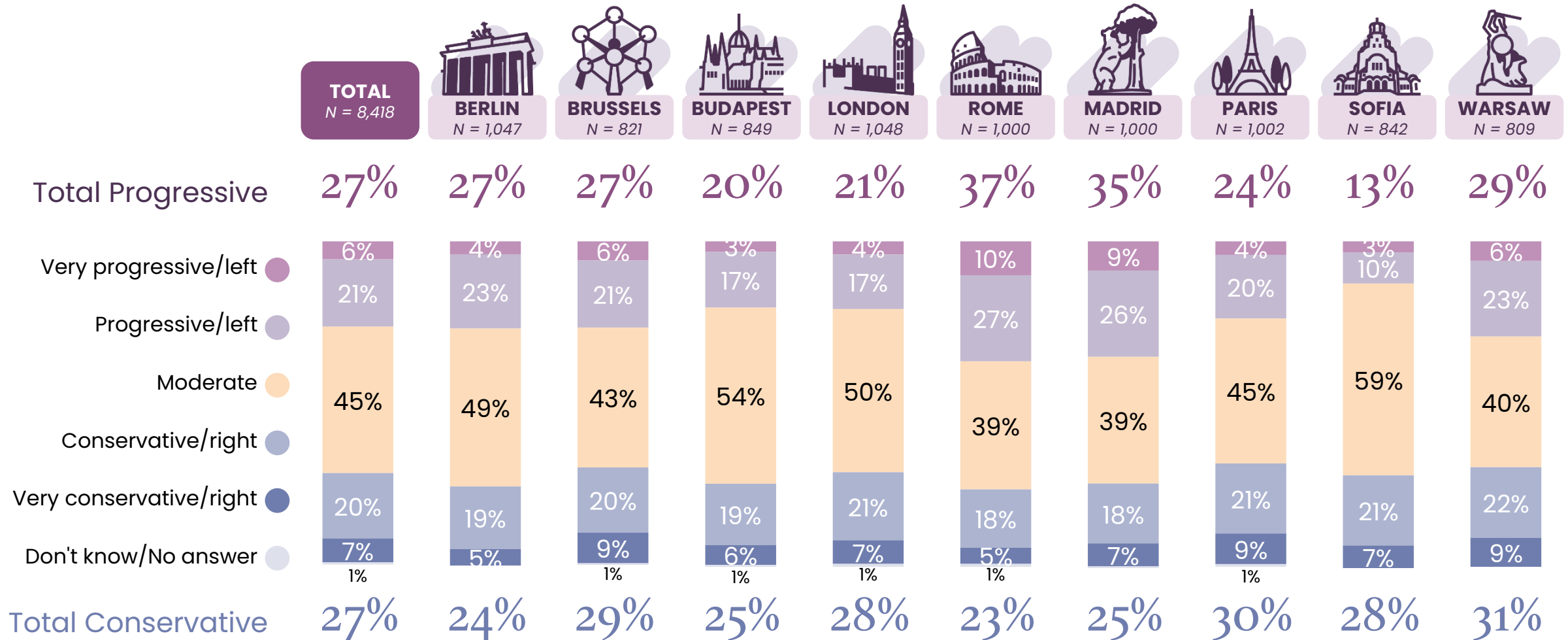
“ Daily Urban Transport Usage Patterns

Q. On a typical day, how often do you use each of the following modes of transport to get around your city?



Self Political Positioning

Q. Many people use the terms "left"/"progressive" and "right"/"conservative" when referring to different political views. Where would you place your own political views?



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Founded in 2000 on what was then a radically innovative idea, OpinionWay was a pioneer in transforming the practices of the marketing and opinion research profession.

Building on continuous growth since its inception, the company has consistently expanded its horizons to better address all marketing and societal challenges. It has incorporated into its methodologies Social Media Intelligence, the use of smart data, creative co-creation dynamics, community-driven approaches, and storytelling. Today, OpinionWay continues its growth momentum by geographically expanding into high-potential regions such as Eastern Europe and Africa.

This mission drives the employees of OpinionWay and underpins the relationships they build with their clients.

The pleasure they take in providing answers to the questions their clients ask, reducing uncertainty in decision-making, tracking relevant insights, and co-creating future solutions fuels every project they undertake. This enthusiasm, combined with a genuine passion for innovation and knowledge-sharing, explains why clients report high levels of satisfaction after each collaboration – 8.9/10 – and a strong recommendation rate – 3.88/4. Enjoyment, commitment, and intellectual stimulation are the three guiding principles of our work.

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