

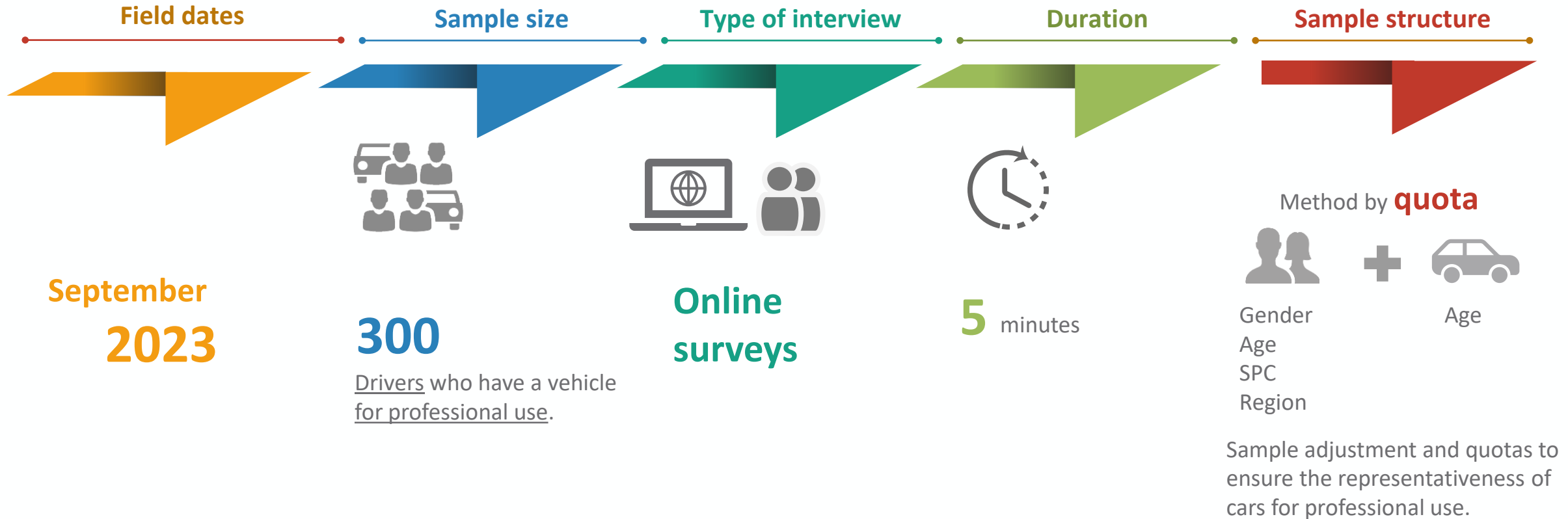


Opinion study on the experience of business travels and the audio-mobility offer

October 3, 2023

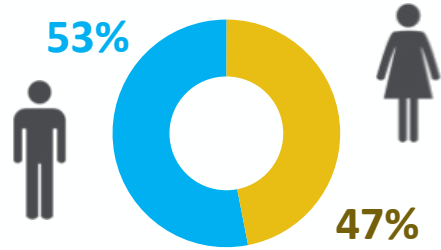
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Methodology

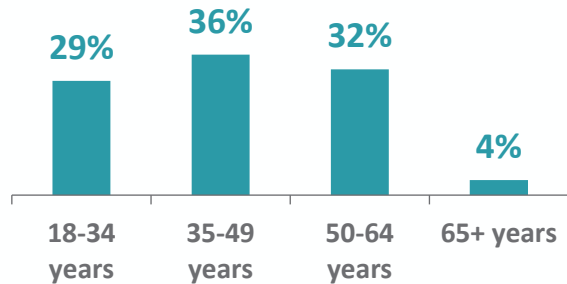


Profile of interviewed drivers

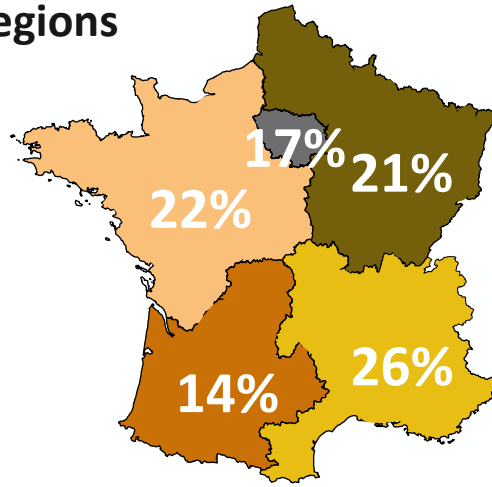
Gender



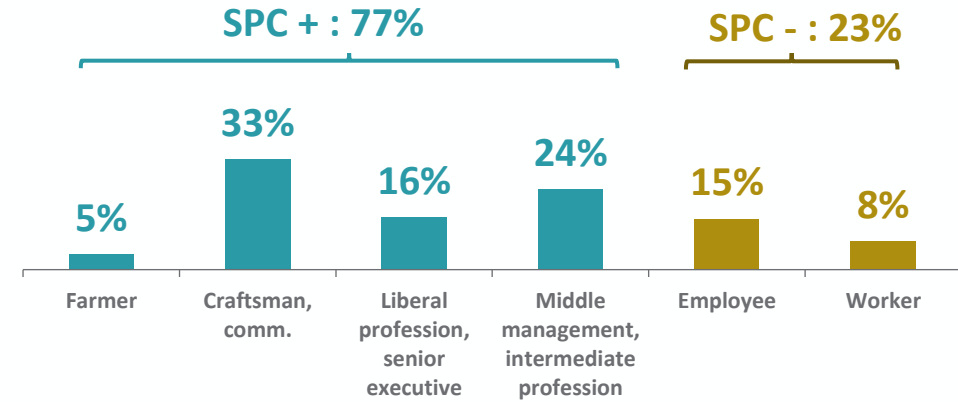
Age of driver



Regions



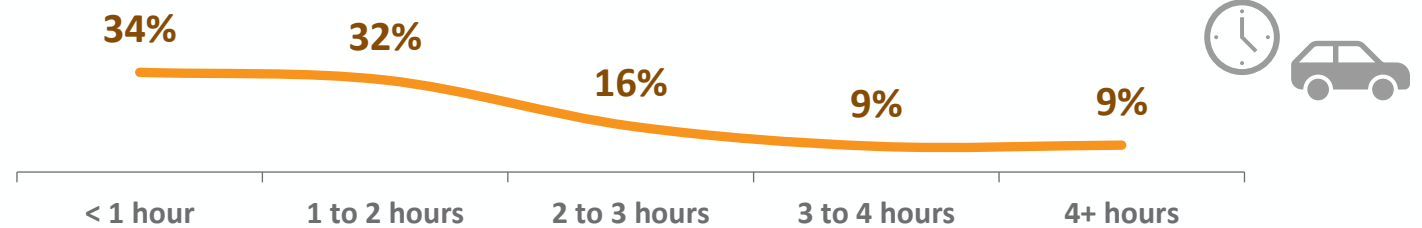
Profession



Average age of car



Daily time spent in the car for business travels

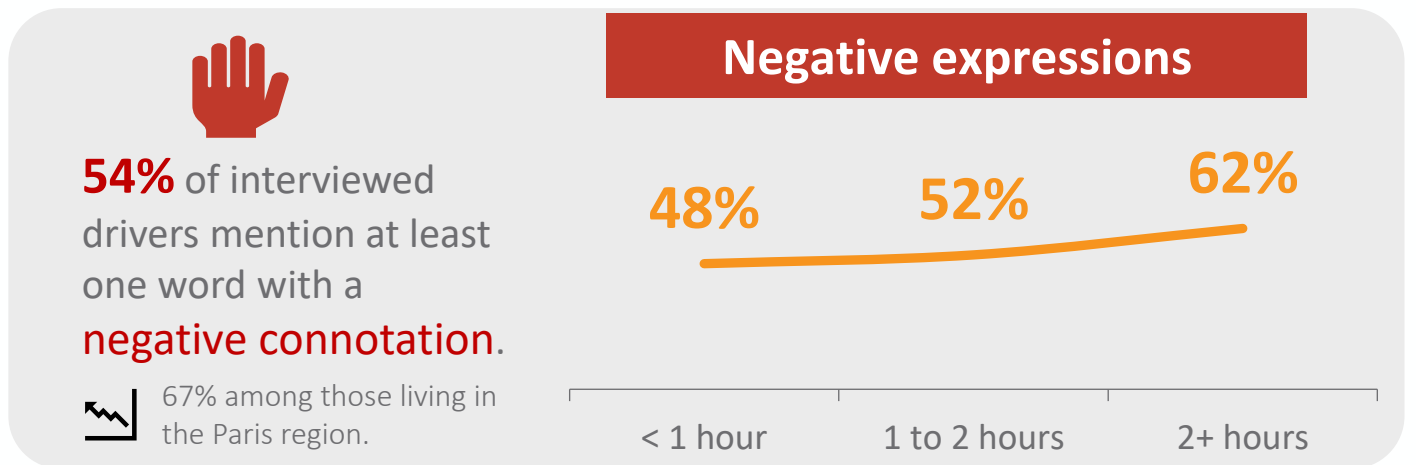
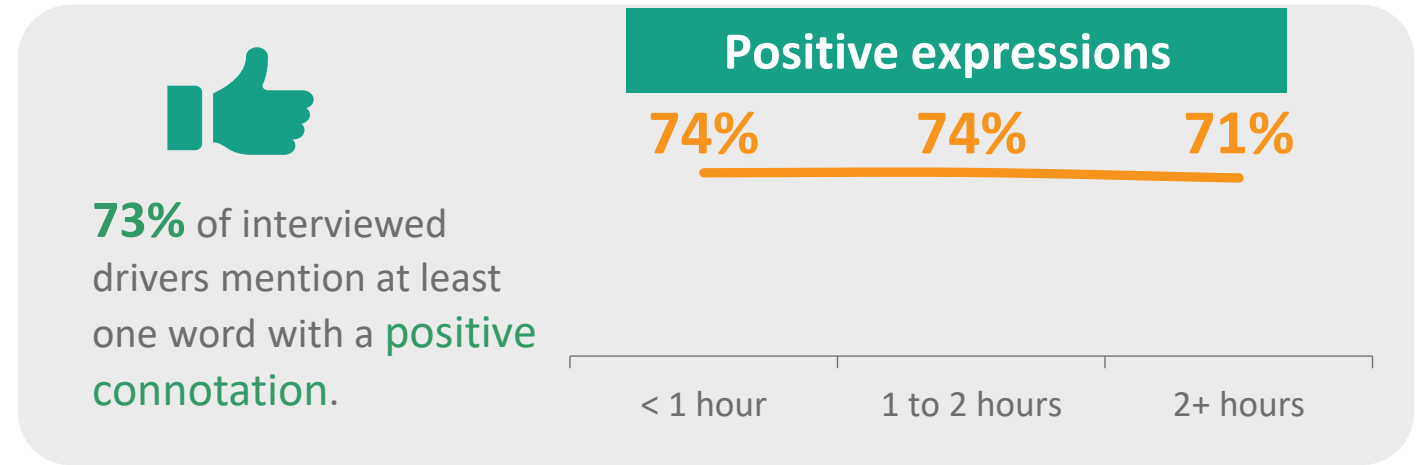
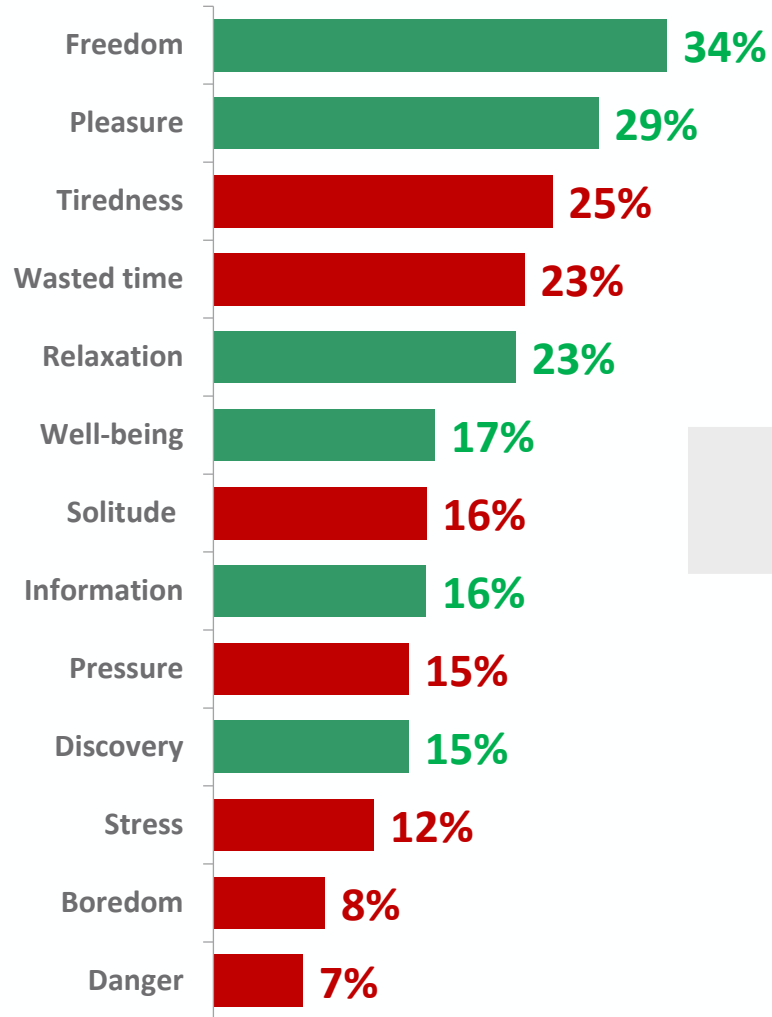


Base : 300

Experience of business travels – Associated expressions



« To describe your business travels, select the words that best describe them »



Base : 300

Experience of business travels – Opinions

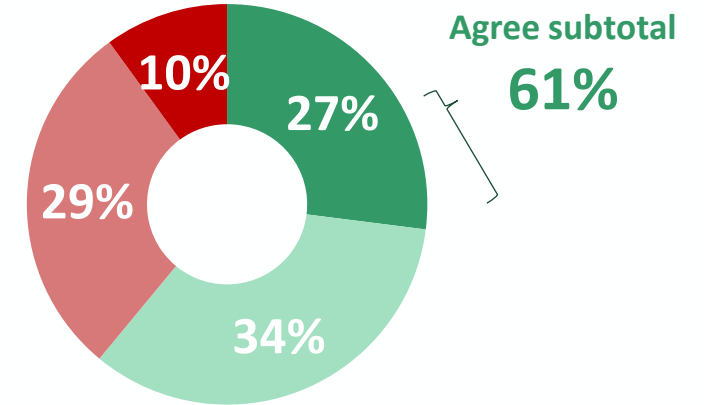


« Regarding your business travels, how much do you agree with following statements? »

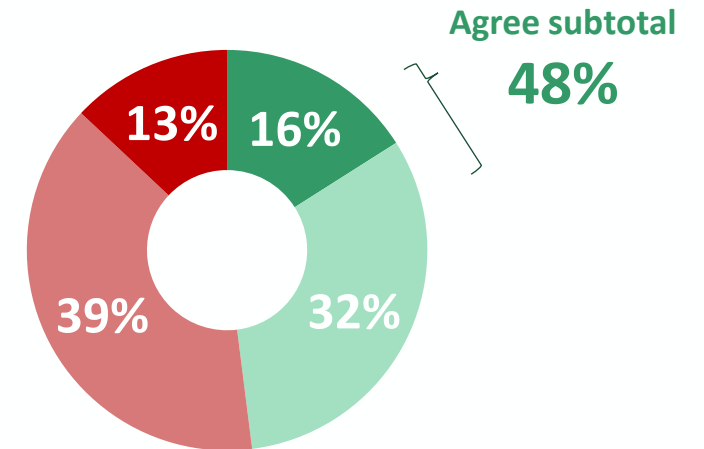
Opinions and habits regarding business travels

- A majority of drivers declare they are bored while traveling, and half of them consider the travels to be a significant waste of time.

I sometimes get bored while driving



Business travels are a significant waste of time



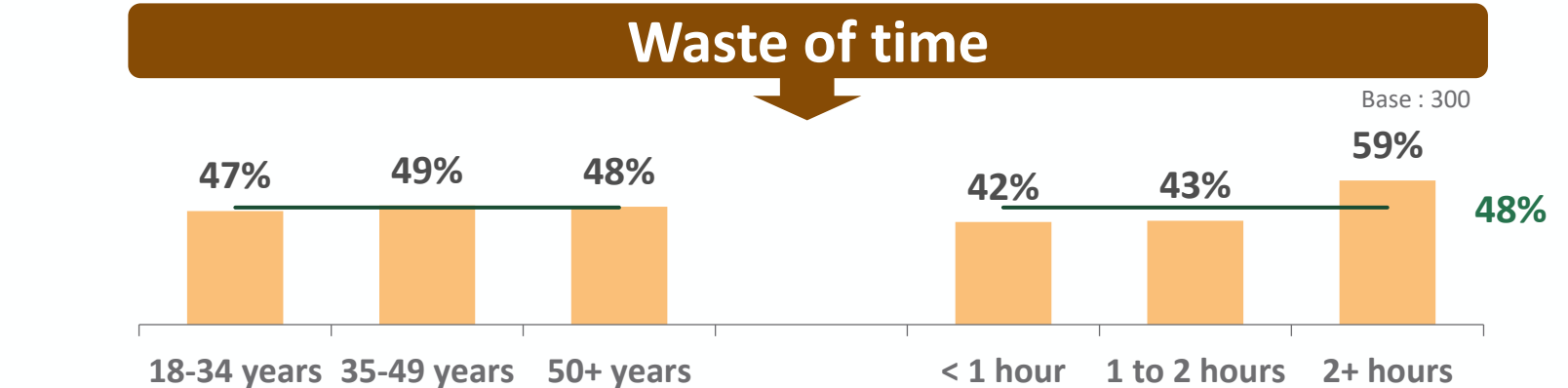
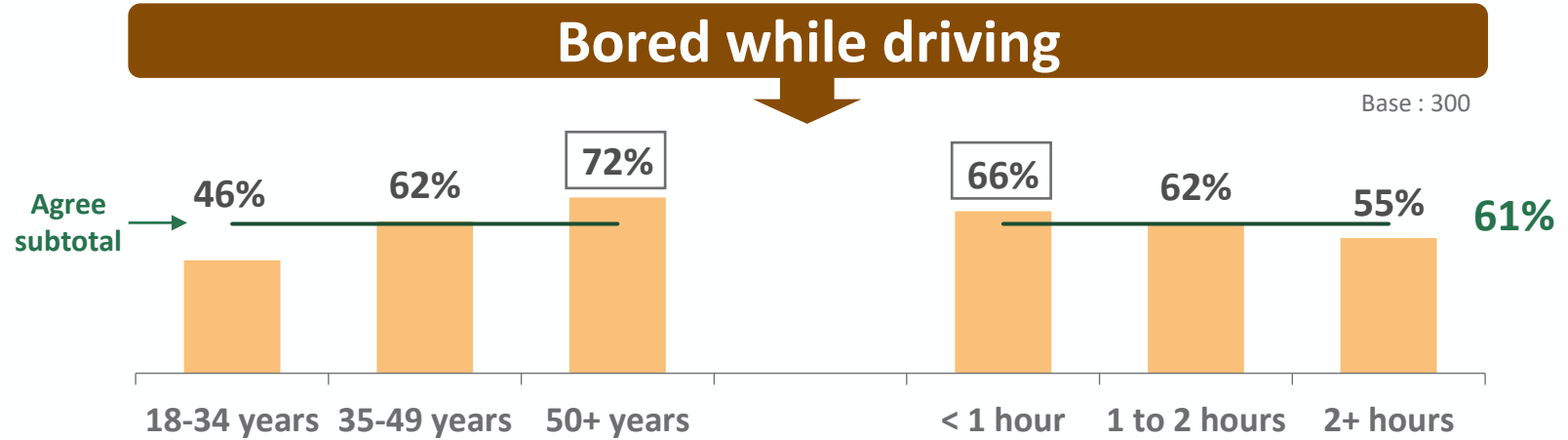
Experience of business travels – Opinions



« Regarding your business travels, how much do you agree with following statements? » By age and travel time.

Opinions and habits regarding business travels

➤ A notable difference in experience depending on age and duration of business travels regarding boredom, but also the feeling of time wasted during travel time.



✓ 72% of 50+ year-old drivers agree (totally + somewhat) that they sometimes get bored while driving.

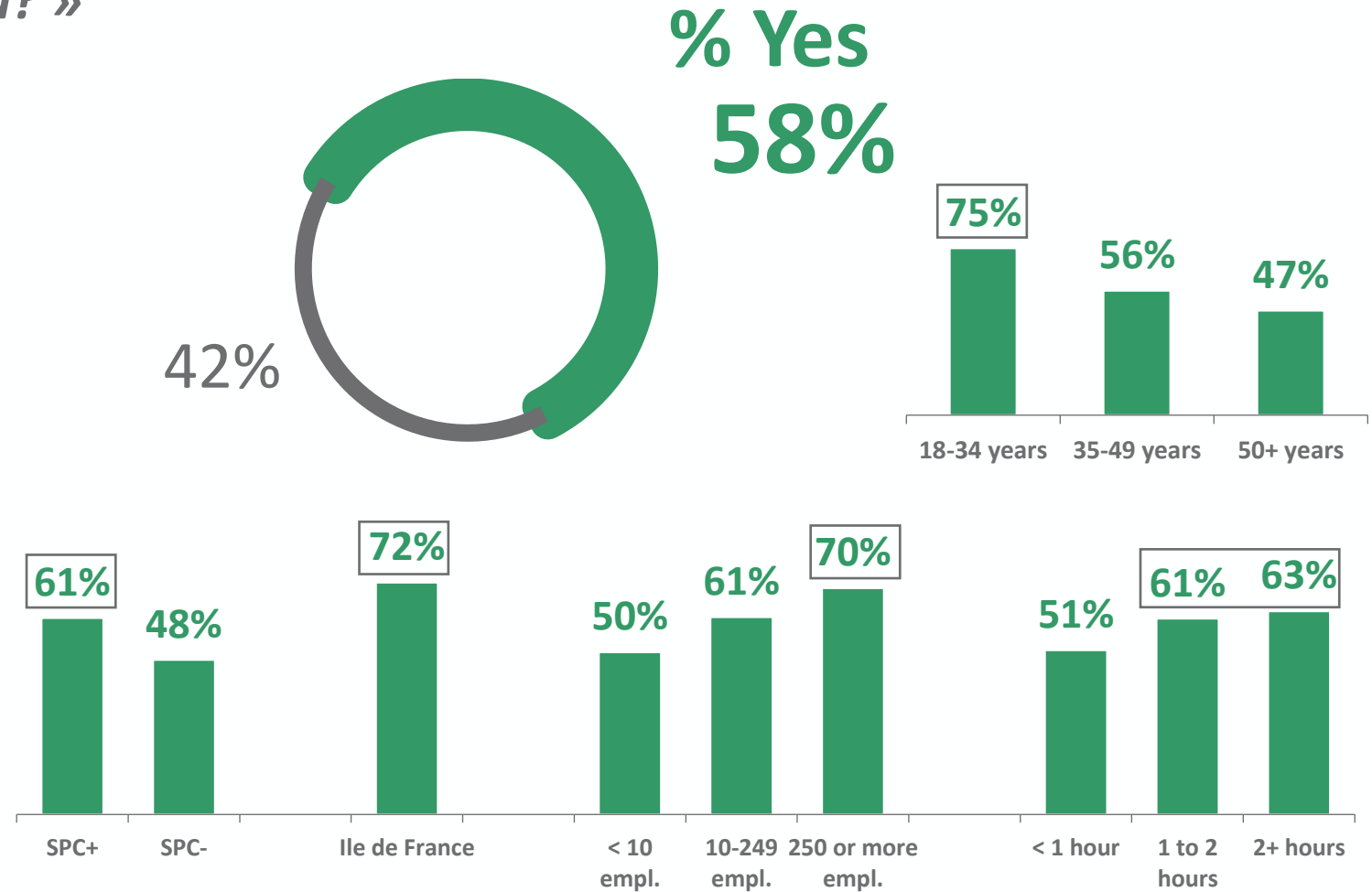
Behaviors and expectations of professionals – Improvement expectations



« Do you think the quality of the time spent on these business travels could be improved? »

Improvement expectations of the quality of the business travels

- An improvement in the quality of business travels is expected by 6 out of 10 drivers.
- This is particularly the case among 18-34 year-olds, les SPC+, employees of companies with over 250 employees and residents of the Île-de-France region.



✓ 58% of drivers believe that the quality of time spent on business travels can be improved.

Base : 300

Behaviors and expectations of professionals – Interest in the offer



« *Would you be interested in a free offer from your employer giving access to innovative AUDIO content?* »

This offer would include a grid of various content such as newscasts, podcasts, business news, personal development ... »

Interest in an audio content offer

- *More than 6 out of 10 drivers are interested in a free offer giving access to innovative audio content.*
- *With an interest rate of 74%, 18-34 year-olds express a much higher than average interest.*



Somewhat interested

Interest

Very interested

16%

ST interested

61%

45%

ST interested
61%

74%

64%

46%

18-34 years

35-49 years

50+ years

✓ 45% of drivers say they are “somewhat interested” in a free offer from their employer giving access to innovative audio content.

Base : 300

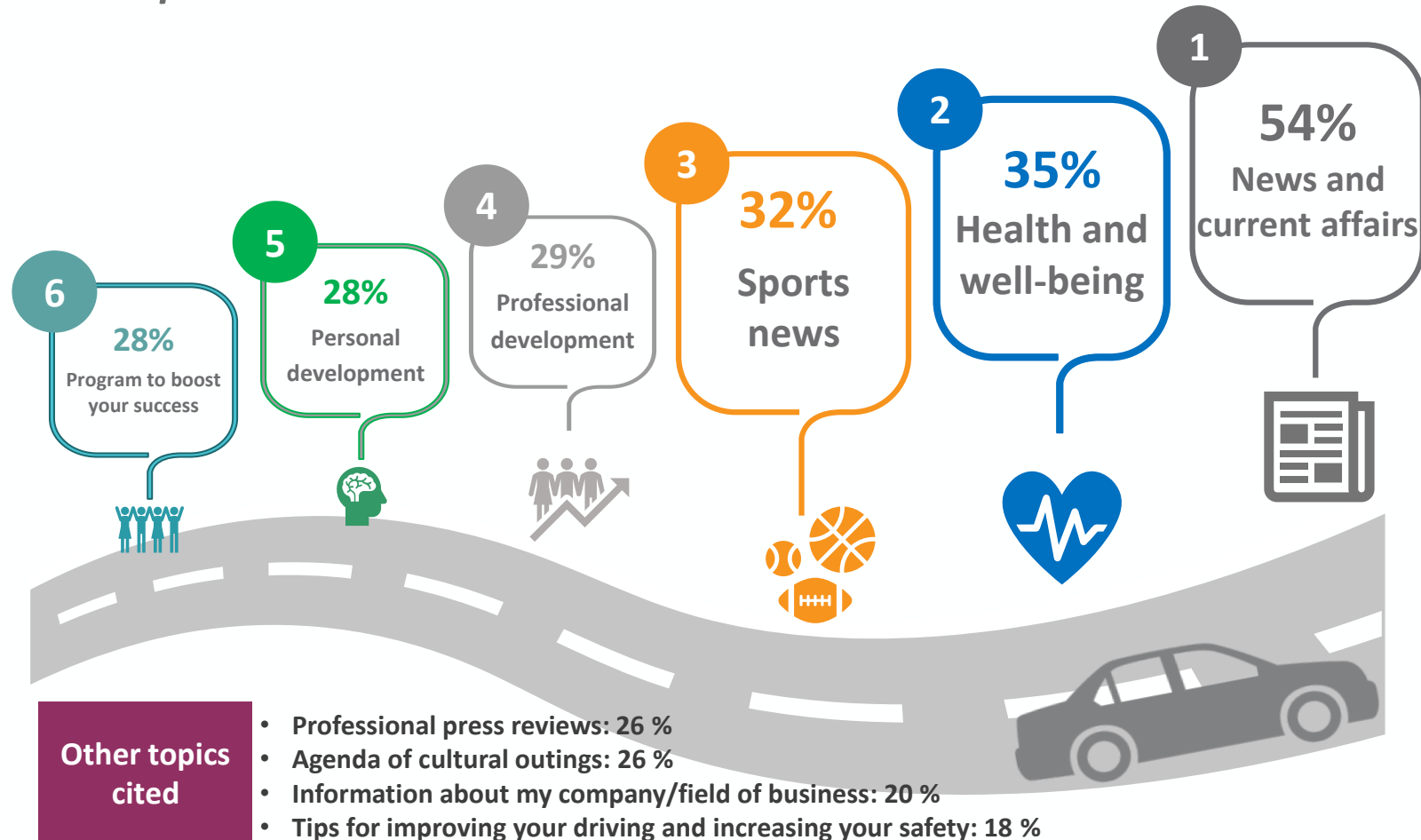
Behaviors and expectations of professionals – Topic preferences



Interest in offering audio content during business travels

Total of the 3 preferred topics

➤ A topic stands out above the others: 'News and current affairs', followed by 'Health and well-being' and 'Sports news'.



✓ 54% of respondents cite "News and current affairs" among the 3 most interesting topic propositions.

Multiple answers possible

Base : 300

Conclusion

Conclusion

An ambivalent experience of business travels.

The majority of drivers, who go on business travels, consider that the quality of time spent on business travels needs to be improved.

- 💡 54% of drivers associate at least one negative element to their business travels (higher rate in Paris region and among those who travel over 2 hours per day on business travels). The notions of “freedom” and “pleasure” are leaders, followed by “tiredness” and “wasted time”.
- 💡 A majority of drivers declare they are bored during their travels (61%) and half of them consider the travels to be a considerable waste of time (48%).
- 💡 An improvement of the quality of business travels is expected by 6 out of 10 drivers. The desire is more notable for 18-34 year-olds, SPC+, employees of companies with over 250 employees and residents of Île-de-France.
- 💡 More than 6 out of 10 drivers are interested in a free offer giving access to innovative audio content.
- 💡 The topic “news and current affairs” is the audio content garnering the most interest, followed by “health and well-being” and “sports news”.

Thank you for your attention



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