

ARGENTINA

KEOSCOPIE

BUENOS AIRES

BENCHMARK CITIES: DOHA • SHANGHAI

All survey respondents in Argentina live in the **Buenos Aires urban area**. In the results presented below, this city is compared to the benchmark cities of Doha and Shanghai, as well as to the averages of all 37 cities surveyed worldwide.

ABOUT KEOSCOPE INTERNATIONAL

Keoscope International is a global study based on nearly 6,600 interviews conducted in **37 cities** across **15 countries**. The 20-minute online surveys (except in India, where interviews were conducted face-to-face) were carried out by Ipsos on behalf of Keolis in July and August 2018.

92%

92% of survey respondents in Buenos Aires own a smartphone, slightly higher than the 89% average rate of ownership in all cities surveyed.

77%

77% of respondents in Buenos Aires use public transport at least once a week, well above the 51% average in all cities surveyed.

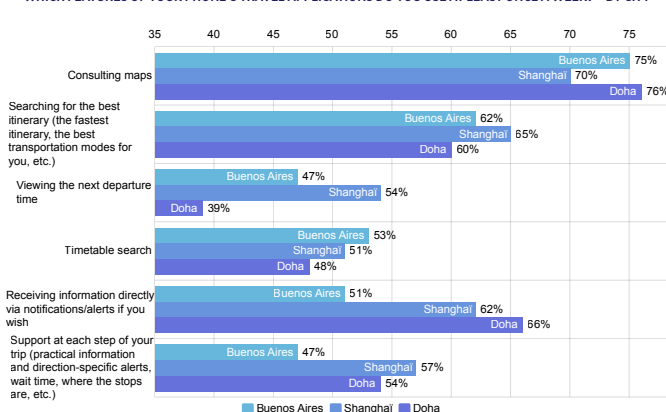
77%

Intermodality is very common. For their daily trips, **77% of Buenos Aires respondents always almost always or occasionally employ other means of transport before public transport**, 5 points more than the global average.

TECHNOLOGY: WHAT ARE THE USES AND ATTITUDES IN ARGENTINA?

90% of Buenos Aires respondents own a computer (13 points higher than global survey average) while 57% own a tablet. Buenos Aires' smartphone users use, on average, 7 types of apps at least once a month, mainly social media (87% of users), maps (79%) and music platforms (64%).

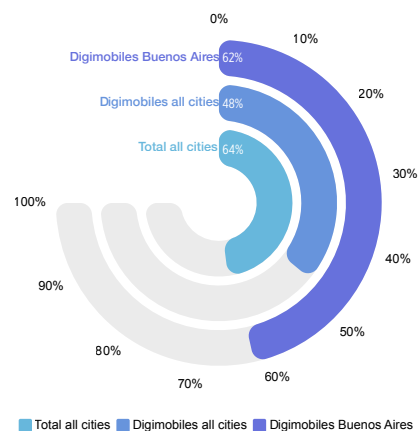
WHICH FEATURES OF YOUR PHONE'S TRAVEL APPLICATIONS DO YOU USE AT LEAST ONCE A WEEK? - BY CITY



A DIGITAL MOBILITY CULTURE

85% of survey respondents use maps and/or transportation app at least once a month, compared to a 70% average for all cities in the study. Argentine survey respondents use, on average, 3 transportation apps at least once a month, primarily to view maps (75% of users), search for the best itinerary (62%) or check transportation timetables (53%).

SHARE OF RESPONDENTS WHO AGREE WITH THE PHRASE: "AT THE SPEED AT WHICH TECHNOLOGY IS DEVELOPING, I FEEL LIKE I COULD SOON BE OUTPACED."



CONCERNS ABOUT DATA USE

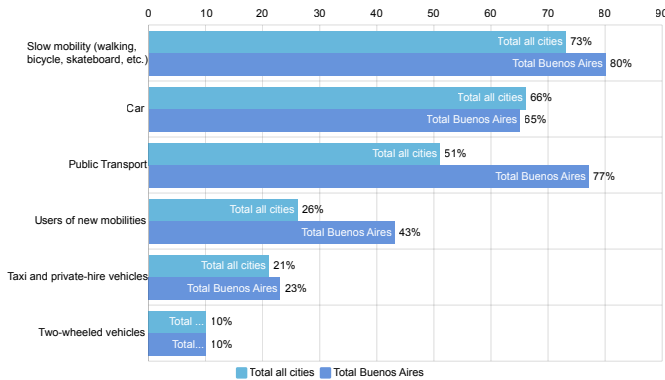
84% of Buenos Aires Digimobiles* are very worried about how companies use their data, compared to 71% of all Digimobiles surveyed. 70% also believe technological advances will create a society that controls how people think and behave.

*Digimobiles: people who own a smartphone, are hyper-connected and fully at ease with this technology, which they use in all or nearly all aspects of daily life.

MOBILITY HABITS IN ARGENTINA

46% of Buenos Aires respondents say their work/study days change all the time or occasionally, less than the average of all cities surveyed (54%).

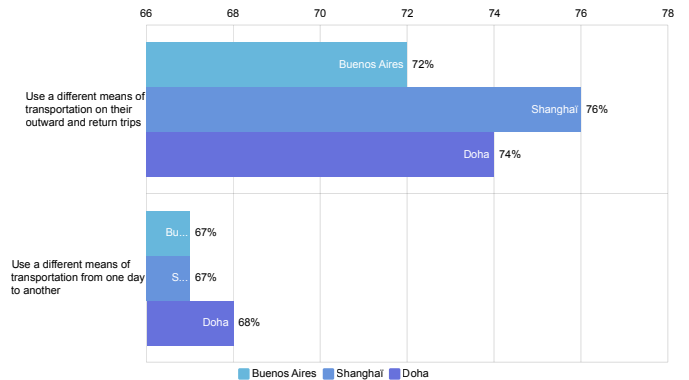
WHICH MEANS OF TRANSPORTATION DO YOU USE AT LEAST ONCE A WEEK?



A STRONG PUBLIC TRANSPORT CULTURE

The most common mode of travel is walking (trips of more than 15 minutes), with 76% of Buenos Aires respondents walking at least once a week. The bus is the second most common, taken at least weekly by 68% of respondents. Driving one's car, at 49%, is in 3rd place before taking the metro (41%).

SHARE OF RESPONDENTS WHO USE DIFFERENT MEANS OF TRANSPORTATION FOR THE SAME TRIP - BY CITY



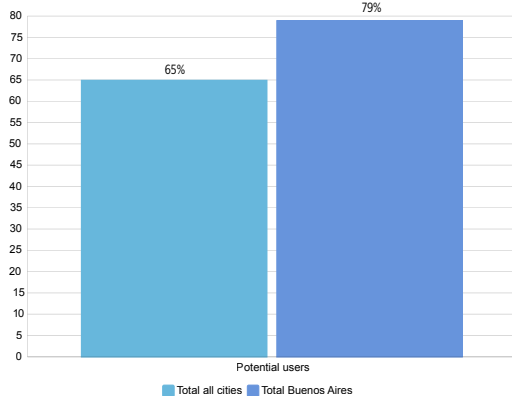
INTERMODALITY AND MULTIMODALITY ABOVE AVERAGE

72% of Buenos Aires respondents use a different means of transportation on their outward and return trips, compared to a 62% average in all cities surveyed. 67% use a different means of transportation from one day to another, 10 points higher than survey average.

TECHNOLOGY AND NEW MOBILITIES IN BUENOS AIRES

43% of Buenos Aires inhabitants surveyed use new mobilities* at least once a week, compared to a 26% average across all cities in the study. Among this zone's respondents who use their personal car, 42% would be interested in carpooling to save money. Among those who are open to new mobilities, 55% express an interest in car rentals (shared or not) and 40% in carpooling.

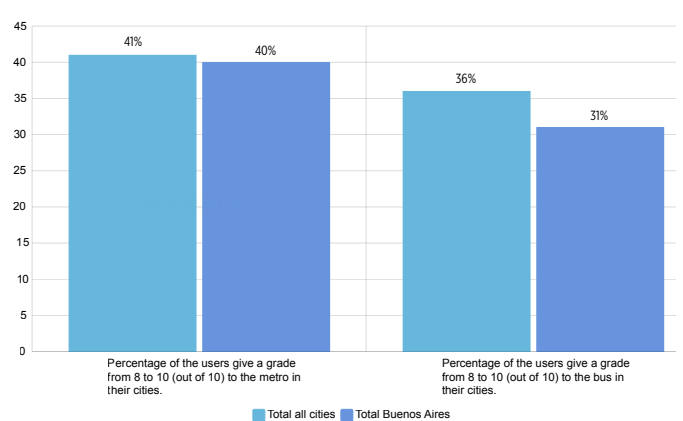
SHARE OF RESPONDENTS WHO SAY THEY ARE INTERESTED IN USING NEW MOBILITIES



NEW MOBILITIES A REAL INTEREST FOR THE LOCAL POPULATION

79% of Buenos Aires inhabitants surveyed are interested in using new mobilities, 14 percentage points higher than the global average (65%).

USER SATISFACTION LEVEL OF PUBLIC TRANSPORT



VERY HIGH EXPECTATIONS FOR PUBLIC TRANSPORT IMPROVEMENTS

66% of Buenos Aires respondents say improvements for pedestrians are among their most important expectations about their city, compared to a 43% average worldwide. 69% have high expectations of improvements concerning the frequency of public transport (vs 45% average), and 65% concerning their comfort (vs 40% average).

*New mobilities: include private driver services, electric bicycle, car sharing, carpooling, folding scooter, Segway, electric unicycle, hoverboard, etc.