

QATAR

DOHA

BENCHMARK CITIES: ALL

KEO
SCOPIE

The survey in the Qatar zone covers the inhabitants of Doha and the surrounding area. In the results presented below Doha is compared to the average 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.

89%

89% of Qatari respondents own a smartphone, in line with the worldwide average. However, computer ownership is significantly less widespread (63% vs 77% worldwide) as is tablet ownership (35% vs 52%).

26%

Only 26% of Qatari respondents are weekly users of public transport, very low compared to the worldwide average (51%).

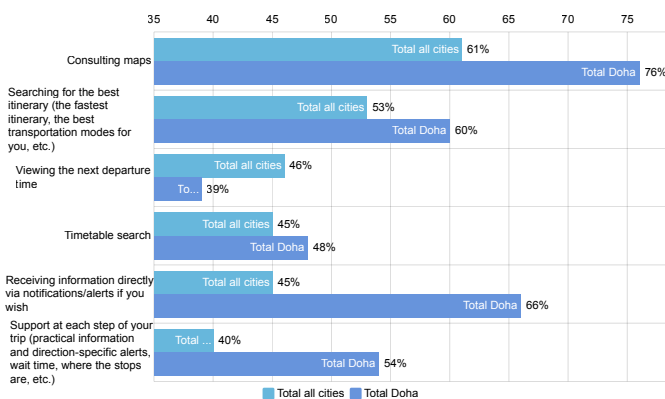
90%

For their daily trips, **90% of Qatari users of public transport always, almost always or occasionally employ other means of transportation before public transport** (vs 72% worldwide). However, survey results were based on a lower than usual sample size due to fewer public transport users.

TECHNOLOGY: WHAT ARE THE USES AND ATTITUDES IN QATAR?

Qatari smartphone respondents use an average of 6 types of mobile apps at least once a month, mainly for social media (81%), maps (56%), and music (54%).

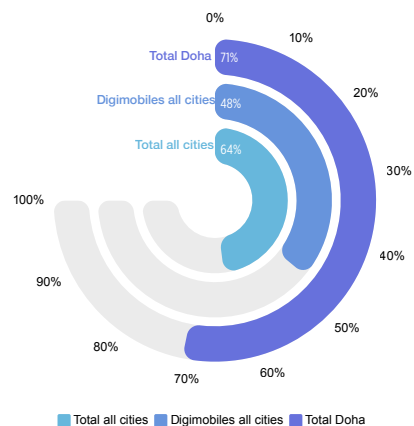
WHICH FEATURES OF YOUR PHONE'S TRAVEL APPLICATIONS DO YOU USE AT LEAST ONCE A WEEK?



DIGITAL DEVICE USAGE LOWER THAN IN REST OF WORLD

While Qatari respondents report a smartphone ownership rate similar to the worldwide average, computer ownership is significantly less widespread (63% vs 77% worldwide average) as is tablet ownership (35% vs 52%).

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



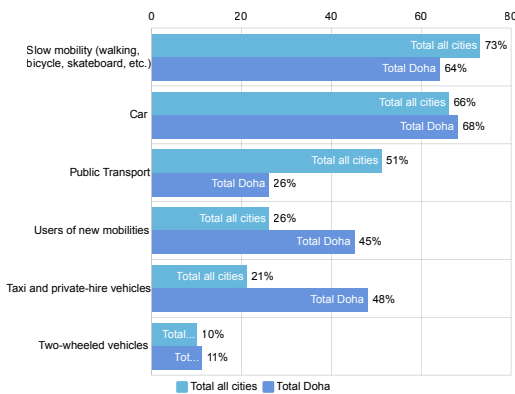
QATARIS SEE TECHNOLOGY AS POTENTIALLY POSITIVE BUT SHARE SEVERAL KEY CONCERNS

While a vast majority of Qatari respondents declare that technology makes life simpler (89%) and helps them access more knowledge (93%), 80% worry about the way companies use their personal data.

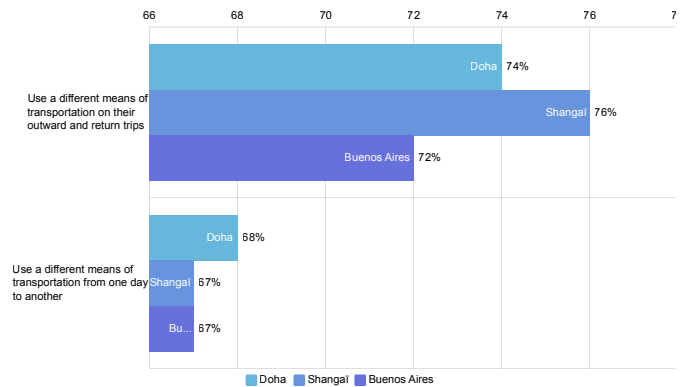
MOBILITY HABITS IN QATAR

63% of Qatari respondents say their work/study days change all the time or occasionally, higher than the global average (54%). They are also more likely to work at night time most of the time or occasionally (48% vs 36%), and less likely to work from home at least once a week (27%).

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



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



LOW USE OF PUBLIC TRANSPORT AS CARS DOMINATE ACROSS OLD AND NEW MOBILITIES

In the surveyed Qatar zone, walking for trips of more than 15 minutes are the number one reported mode of travel (57%), a much lower rate than the worldwide average (68%). The second-most common mode of travel is driving one's own car (48%).

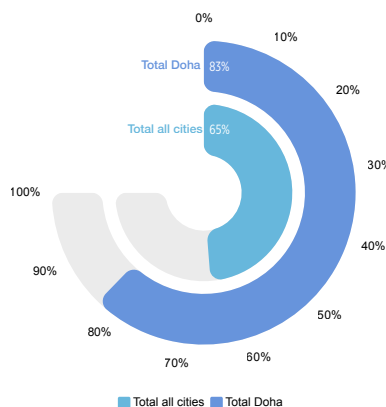
INTERMODALITY AND MULTIMODALITY CLOSE TO GLOBAL AVERAGES

74% of Qatari respondents use a different means of transportation on their outward and return trips (vs. 62% worldwide) and 68% use a different means of transportation from one day to another (vs. 57% worldwide).

TECHNOLOGY'S IMPACT ON MOBILITY IN QATAR

93% of Qatar zone survey respondents think that technology plays an essential role in simplifying their trips. Public transport users and new mobility users are particularly enthusiastic about technology making their journeys simpler and more fluid.

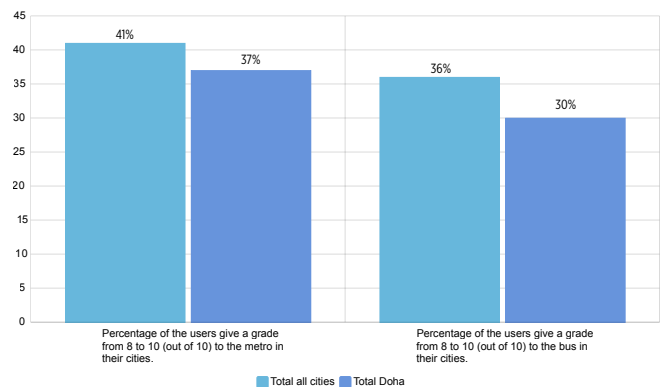
SHARE OF RESPONDENTS WHO SAY THEY ARE INTERESTED IN USING NEW MOBILITIES



WHO ARE THE NEW MOBILITY USERS?

Qatari respondents who use at least one new mobility at least once a week tend to have more fragmented daily rhythms than the general population (72% vs 63%). They also tend to be more intermodal and multimodal.

USER SATISFACTION LEVEL OF PUBLIC TRANSPORT



DEVELOPMENT OF ROAD AND PUBLIC TRANSPORT INFRASTRUCTURE A PRIORITY

Qatari respondents are moderately satisfied with their public transport. Only 37% grade their metro system from 8 to 10 out of 10, lower than the worldwide average of 41%. They strongly support improving both public transport comfort and infrastructure (50% and 48% respectively).

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