

MOTORISTS CHOOSING TRADITIONAL PAYMENT METHODS OVER APPS AND NEW TECHNOLOGIES WHEN PAYING OR SEARCHING FOR PARKING

- Half (50%) of motorists still prefer to use traditional cash and pay and display machines when paying for parking
 - Nearly three in 10 (28%) say they do not trust new technologies available to pay for parking
- Only 17% have used a parking app to find somewhere to park with nearly twice as many (31%) still preferring to find somewhere themselves.

Over 17 million UK motorists (50%) still prefer to use traditional cash and pay and display machines when paying for parking, according to research commissioned by the British Parking Association (BPA).

Nearly a quarter of motorists (23%) are happy to use their credit / debit card at the pay and display machine, but are less comfortable with newer tech methods, with just 17% saying they would prefer to use a mobile phone app, paying via text, online or via a parking website.

The reasons motorists prefer using traditional methods to pay for their parking over the newer ways to pay for parking include a distrust of newer technologies (28%). Added to this, just over one in 10 (13%) say they find the apps or websites confusing. A further one in 10 (12%) worry it will cost them more than necessary if they used a less traditional method.

44% of motorists say that finding somewhere to park is a stressful experience, with only 28% saying it is stress free. Yet, just 17% of motorists have used a parking app to help them find a place to park and a quarter (25%) said they are not aware that these apps and website even exist.

Patrick Troy, Chief Executive of the BPA, comments: "Our previous research shows that the majority of our members feel emerging technology will change or influence their organisation and the parking profession, with nearly three quarters involved in developing or encouraging future technology in areas such as intelligent mobility.

"Whilst this new research shows that most motorists still prefer to use cash when paying for parking, the BPA's aim is to build public confidence in using newer payment technologies which can make finding places to park and paying for parking so much easier and more convenient and without the fear of something going wrong

"The BPA will bring together consumers and our members to ensure these innovations are used in a socially responsible manner and that the public values them. New technology can make life so much easier for motorists, getting them to their destinations quicker thus reducing congestion on our roads."

Ends

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Notes to Editor

*Motorists refer to those who drive a car regularly; 1,372motorists / 2,000 all UK adults = 69% * 51,339,000 (ONS UK adult population) = 35,218,554 motorists * 50% motorists who prefer to use cash at the pay and display machines = 17,609,277 or 17.6m.

**The research was conducted by Opinium Research amongst 2,000 UK adults (aged 18+) between 8-11 November2016, of which 1,372 were drivers. Results have been weighted to nationally representative criteria.

About the BPA We are the largest, most established and trusted professional association representing parking and traffic management in Europe. The Association is the recognised authority within the parking profession which uses its influence to represent the best interests of the sector. The BPA also provide an extensive range of membership services to support parking professionals & organisations in their day-to-day work.