

# Appetite is high for a single parking app



With ongoing frustrations around paying for parking, UK drivers want consolidated app choice to avoid payment hassle. More than eight in 10 (83%) parking app users would prefer to use a single app across the UK.



# Appetite is high for a single parking app, with 83% preferring a one-stop shop

This finding comes from new research into parking experiences across the country. The majority (69%) of UK motorists feel frustrated when they have to download a new app or re-download an app to pay for parking. Across work, leisure activities, errands and family commitments, 82% of UK motorists pay to park at least once a month. However, many of them are irritated when they park. Fixing the parking experience is critical on a national scale, with more than one third (37%) of drivers stating they often have bad experiences with parking apps. These frustrations are creating barriers for app uptake and deterring people from visiting retail and leisure destinations. This is especially true for senior drivers, with 86% of those aged 55+ calling for a 'one-stop shop' parking app. To help improve app uptake and make technology more accessible, parking providers need to bring more choice to the industry through the Open Market.

An Open Market for parking would bring more convenience, as motorists are realising that parking apps can provide good quality value-added services. Drivers have high expectations for app service delivery, with 49% calling for an option to extend their parking session without returning to the car. Furthermore, 44% want apps to share live parking space availability data, to help reduce unnecessary circling for a free parking space.

## Methodology

RingGo surveyed 2,000 UK adults aged 18+ through Opinium. Results were weighted to be nationally representative.

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*Apps can offer greater convenience than other payment methods, but research shows that motorists want a simpler cashless experience. On top of this, we've had reports of drivers with more than a dozen parking apps on their phones. This is why promoting the Open Market is vital.*

*“In the parking industry, the Open Market encourages healthy competition between providers and incentivises innovation in parking. It improves the experience for drivers, as they make cashless payment choices based on their personal preferences – price, quality or value-added services.*

*“The future of parking involves increased choice for motorists, either via traditional payment machines or through digital channels, and the Open Market can provide this in the palm of your hand. As the uptake of digital services increases across the UK, we expect many more local authorities to make the switch to this new parking model.*

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Peter O'Driscoll, Managing Director, RingGo

# About RingGo

RingGo is the UK's leading cashless parking solution, serving over 19 million customers in more than 500 towns and cities nationwide. It is part of the global EasyPark Group, available in over 3,200 cities and with more than 5,000 operators worldwide. EasyPark Group solutions make finding, accessing and paying for parking quick, simple and effortless. It is the Group's purpose to make cities more liveable.

## For more information

Visit: [www.ringgo.co.uk/open-market](http://www.ringgo.co.uk/open-market)

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