

# Intelligent Transport Systems UK

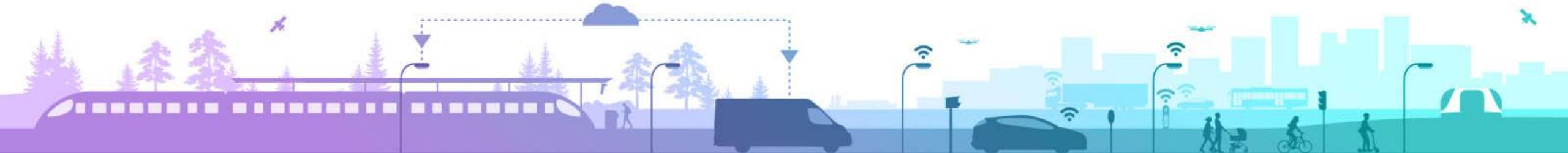
## State of Industry Survey

5 January 2026



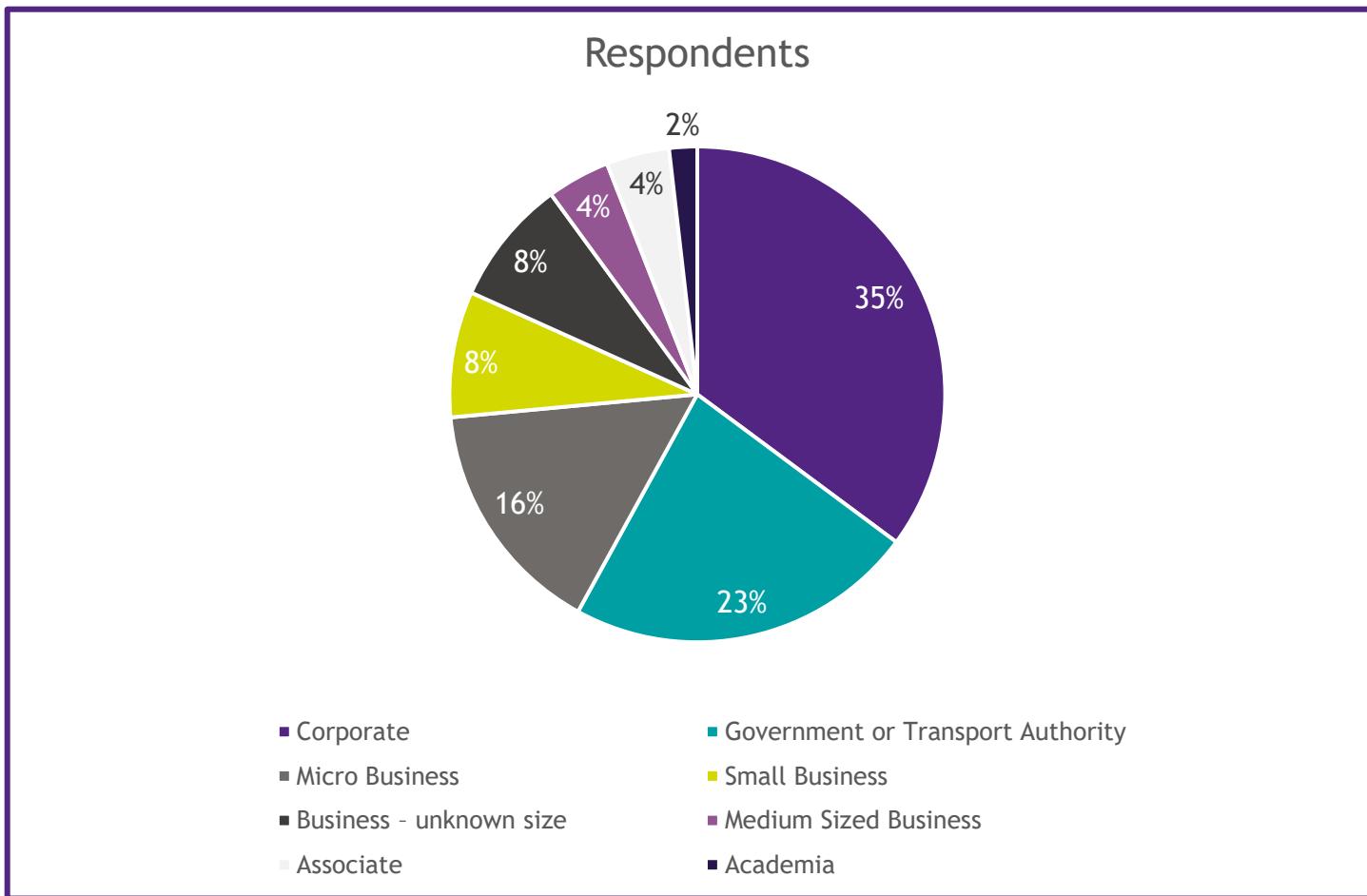
# About

- Independent **survey of transport technology professionals**, conducted by the Pulse Business.
- Four questions:
  - Confidence in future growth of the transport technology sector
  - The biggest barrier to growth for the sector
  - The biggest opportunity for growth for the sector
  - What, if anything is keeping you awake at night
- Polling undertaken between **6 October and 2 December 2025**. Sample size: 4,708 | Response rate: 219





# Who responded?



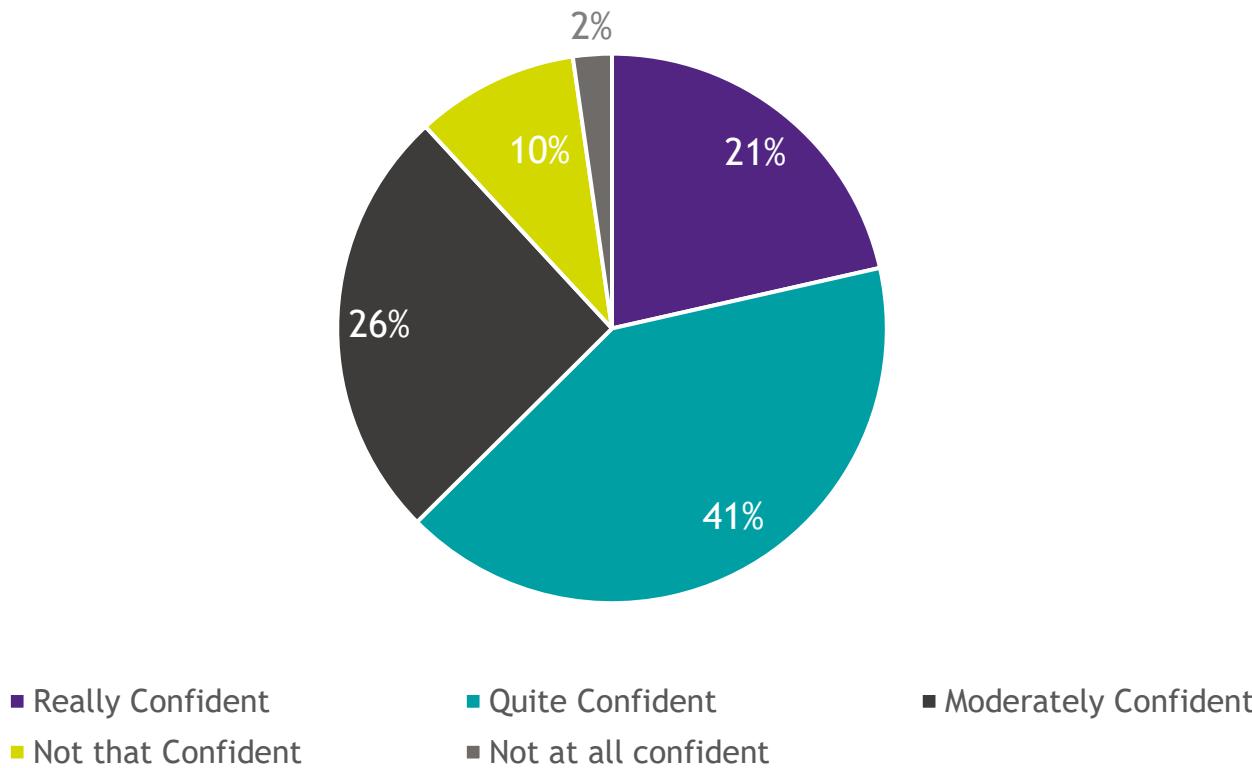
Results	
Corporate	77
Government or Transport Authority	50
Micro Business	34
Small Business	18
Business - unknown size	18
Medium Sized Business	9
Membership/Trade Body	9
Academia	4
<b>Total</b>	<b>219</b>





# 1. Confidence

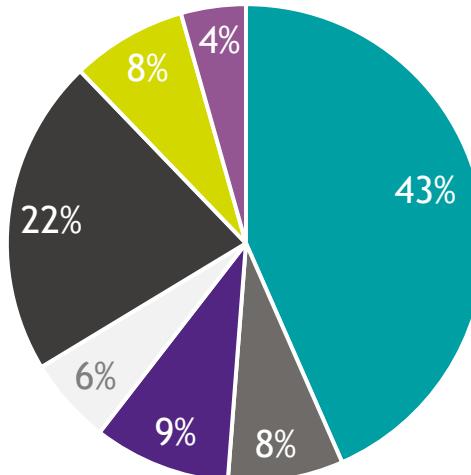
How confident, if at all, are you about the future growth of the transport technology sector in the UK?





## 2. Barriers

What do you believe is the biggest barrier, if any, to the growth of the transport technology sector in the UK over the next 12 months?



- Access to funding & the general economic climate
- Managing different types of procurement processes
- Managing public trust and adoption
- Regulation & policy uncertainty
- Skills and recruitment
- Other
- Transport technology sector fragmentation

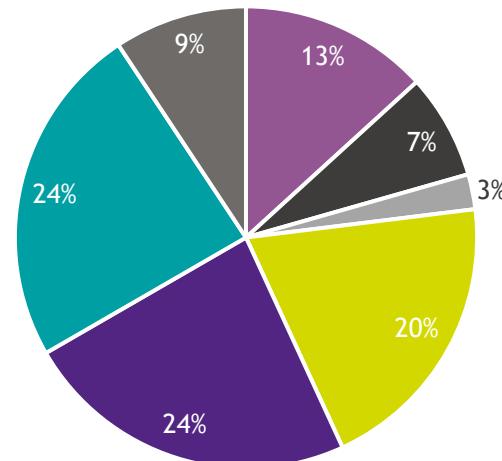
Results	
Access to funding & the general economic climate	89
Managing different types of procurement processes	16
Managing public trust and adoption	19
Other	12
Regulation & policy uncertainty	44
Skills and recruitment	16
Transport technology sector fragmentation	9
Total	205





# 3. Opportunities

What do you believe is the biggest opportunity, if any, for the growth of the transport technology sector in the UK over the next 12 months?



- A continued focus on decarbonisation and sustainability
- Exports Growth
- The digitalisation of transport services
- Other
- A continued focus on transport safety
- Integrating different modes of transport
- The growth of AI and its automation

Results	
A continued focus on decarbonisation and sustainability	27
A continued focus on transport safety	15
Exports Growth	5
Integrating different modes of transport	41
The digitalisation of transport services	48
The growth of AI and its automation	49
Other	19
<b>Total</b>	<b>204</b>





# 4. Keeping you awake

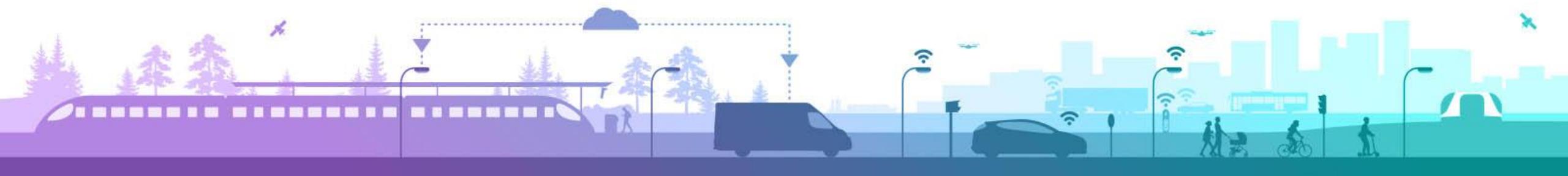
What one thing, if any, is keeping you awake at night right now?



national strategy  
actually change enough gap need overcome  
uncertainty economic  
infrastructure growth  
investment road travel deliver private  
systems making skills new services going  
lack government policy  
public uk ai future innovation local existing adoption  
industry climate funding next political  
opportunities market really outside impact business  
things vehicles

# Some interesting findings...

- **The private sector is more confident of growth than the public sector.** 10% of public bodies said they were 'really confident', compared to 23% of businesses. And 65% of businesses said they were either 'really' or 'quite' confident, compared to 58% of the public sector.
- **Larger businesses were slightly more confident of growth.** 69% of corporate and medium sized businesses were either 'really' or 'quite' confident compared to 62% of small and micro businesses.
- **Funding remains the biggest issue.** Across public sector (39%), large and medium sized businesses (48%) and small and micro businesses (49%) 'access to funding & the general economic climate' was seen as the biggest barrier to growth.
- **Public sector focusing on integration whilst businesses look to AI & digitalisation.** When asked the biggest opportunity in the coming year, public sector respondents listed 'integrating different modes of transport' at the top (33%). For the private sector, the growth of AI and automation (27%) and the digitalisation of transport services (23%) ranked highest.



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