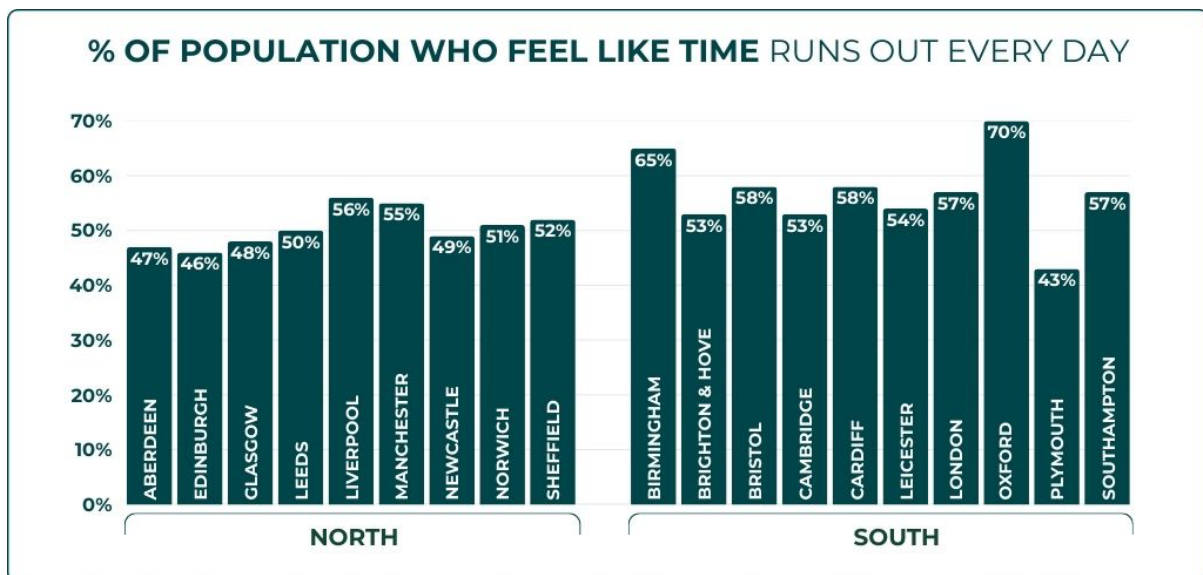


London, 18th August 2025

Who's got the most time on their hands?

Europcar survey finds Southerners have less free time than those in the North, but there's little difference in how they spend that time

Research¹ from Europcar Mobility Group UK has found that while people in the South are more likely than those in the North to feel like they are running out of time in their day, both groups are equally keen to spend any free time relaxing.



Highlights

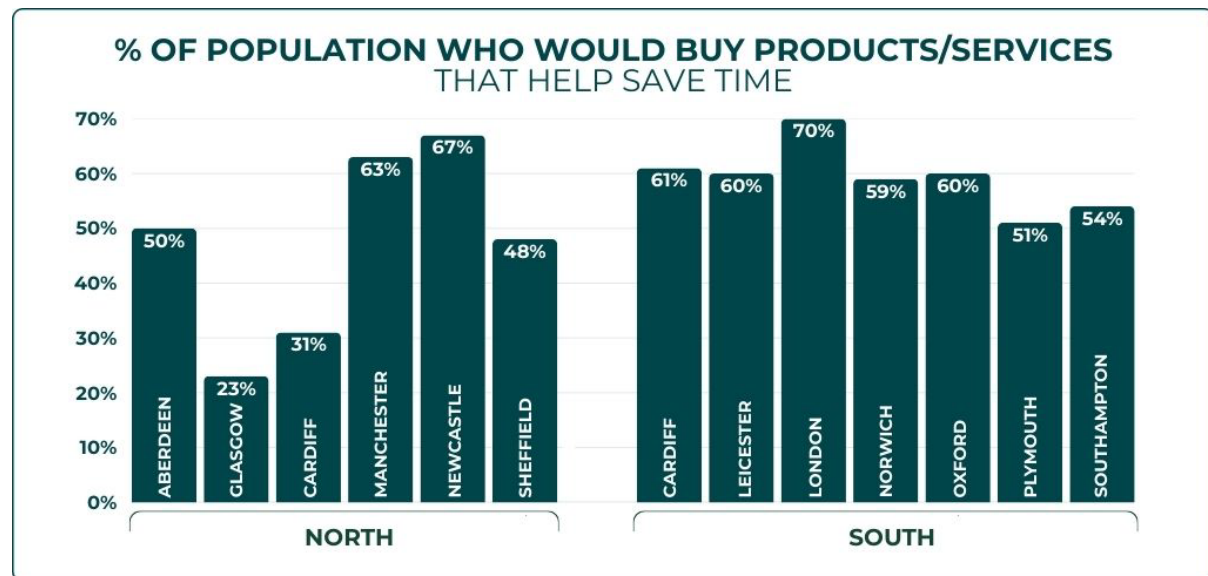
- 57% of respondents based in cities² in the South of the UK said they run out of time most or every day, compared with 50% in the North.
- Just 22% of Northerners feel they have enough time in the day, but only 16% of Southerners say the same.
- A quarter of those in the North would be willing to pay extra on services or products to help save money compared to nearly a third in the South
- People in the South use delivery services 42 days per year to help with time management compared to 37 days for those in the North.

¹ Online survey conducted on behalf of Europcar by Research Without Barriers to a survey sample of 2,040 UK adults.

² Cities defined by Research Without Barriers - Aberdeen, Birmingham, Brighton and Hove, Bristol, Cambridge, Cardiff, Edinburgh, Glasgow, Leeds, Leicester, Liverpool, London, Manchester, Newcastle, Norwich, Oxford, Plymouth, Sheffield, Southampton

The ways to spend spare time differ between North and South. In the North, 17% would choose to catch up on work or household chores, whilst Southerners would prioritise spending more time with family or friends (16%)

On average, respondents said an extra 2 hours in the day would help them get through everything they need to do. Most report using time-saving hacks such as batch-cooking to help them day-to-day.



One of the many time-saving techniques used is delivery services for groceries, shopping and car rental, among other things. On average, respondents based in the North use delivery services 37 days of the year, whereas those in the South use them 42 days per year.



“Getting the milk, food shopping and medications delivered to the front door is a fantastic time-saver for busy lives,” commented Sarah Clarke, Senior Consumer Marketing Manager

for Europcar Mobility Group UK & Ireland. "And it's not just the everyday essentials where delivery can help save time. A significant amount of time can be saved by anyone renting a car by having the vehicle delivered and collected instead of having to get themselves to and from the rental location."

Europcar's Delivery & Collection service is available six days a week from branches nationwide. It is quick and easy to book online, and the vehicle can usually be delivered to a work or home address within 24 hours. Delivery & Collection is available on all types of vehicle, including cars, vans and electric vehicles.

Find out more about [Delivery & Collection](#) at [Europcar.co.uk](#)

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Notes to Editors

About Europcar Mobility Group

Europcar Mobility Group is a global mobility player, with 75 years of mobility services expertise and a leading position in Europe.

"We help to change the way you move" is what we stand for and brings us together. More than ever, we're committed to delivering simple, seamless, innovative solutions that make mobility easy, enjoyable and increasingly eco-friendly.

To do this, we offer to individuals and businesses a wide range of car and van rental services, be it for a few hours, a few days, a week, a month or more, on-demand or on subscription, relying on a fleet of more than 280.000 vehicles, equipped with the latest engines including an increasing share of electric vehicles.

Our brands address differentiated needs, use cases and expectations: Europcar® - a global leader of car rental and light commercial vehicle rental, Goldcar® - a frontrunner at providing low-cost car rental services in Europe, Fox-Rent-A-Car®, one of the main players in the car rental market in the US, with a "value for money" positioning, and Euromobil®, a German car rental player. The Group also operates the "myEuropcar" platform for vehicle subscription.

Customers' satisfaction is at the heart of the Group's ambition and that of our more than 9,000 employees, everywhere we deliver our mobility solutions, thanks to a strong network in over 130 countries (including 15 wholly owned subsidiaries completed by franchisees and alliance partners).

More info: www.europcar-mobility-group.com