

# Future of Public Transport

Highlights from the 2013 Accenture survey of public transit users in nine of the world's major cities.

**90%** of people in major cities use public transit on a regular basis

## Yearning for paperless

3 out of 4 transit users in major cities say electronic ticketing would make travel easier



**92%** welcome paperless travel

**76%** believe a paperless system would encourage drivers to start using public transport

## Willing to pay more

More than half would be willing to pay at least 10 percent more for technological enhancements

**52%** would pay more



for improvements to service & communications

## Going mobile

One-third expect to be buying tickets via a mobile device during 2013, rising to 78% for 2014

**78%** expect to buy tickets on mobile

in 2014



## Single ticket

If a single ticket option was made available, two thirds of the travelers said they would use it daily across multiple modes of transport.

## Travel info via Social Media

9 in 10 desire travel updates via social media:

**90%**

Only 1 in 4 currently receive them:

**25%**

Percentage of those over 65 years old who intend to, or already follow, public transport providers on:

**63%** Facebook **42%** Twitter

## Time travel

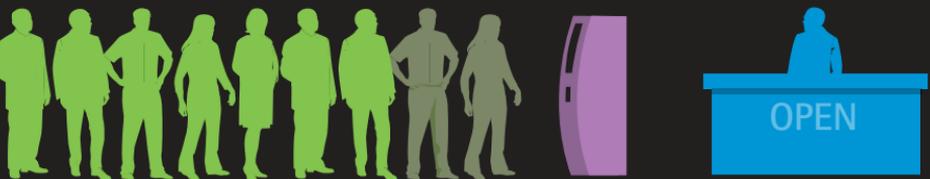
What motivates their interest in paperless travel? Nearly 9 in 10 cited time savings as the biggest factor

**88%** want to save time

## What could make the journey easier?

Percentage of consumers who say ...

Less queuing: **84%** Self-service ticketing: **82%** 24-hour services: **81%**



## City Highlights

**NEW YORK:** Only 20% receive public transit updates on a daily basis via social media

**LONDON:** 88% say that given the choice, they would only buy tickets onboard the train using Wi-Fi

**WASHINGTON, D.C.:** 71% receive transit updates via social media on a daily and weekly basis

**BERLIN:** 44% say earning credit for future travel would be a good incentive for changing their transport behavior

**LOS ANGELES:** 61% would switch to paperless if it would benefit the environment

**BARCELONA:** 90% would be incentivized to use paperless if there was a remote purchase option

**SAO PAULO:** 91% say self-service ticketing is the biggest improvement that could be made

**SEOUL:** 82% would use a single ticket for multiple modes of transit daily

Find out more [www.accenture.com/publictransportation](http://www.accenture.com/publictransportation)

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