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

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

Single ticket
78% expect to buy tickets on mobile.

City Highlights
- NEW YORK: 20% receive public transit updates on a daily basis via social media.
- WASHINGTON, D.C.: 73% receive transit updates via social media on a daily and weekly basis.
- BARCELONA: 90% would be incentivized to use paperless if there was a remote purchase option.
- SEOUL: 82% would use a single ticket for multiple modes of transit daily.
- BERLIN: 44% say earning credit for future travel would be a good incentive for changing transport behavior.
- LONDON: 88% say that given the choice, they would only buy tickets onboard the train using Wi-Fi.
- PARIS: 90% say punctuality of travel would be the biggest improvement that could be made.
- LOS ANGELES: 61% would switch to paperless if it would benefit the environment.
- SAO PAULO: 91% say self-service ticketing is the biggest improvement that could be made.
- SEOUL: 80% would use a single ticket for multiple modes of transport daily.
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What could make the journey easier?
Percentage of consumers who say...
- Less queuing: 84%
- Self-service ticketing: 82%
- 24-hour services: 81%
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