

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:



Only 1 in 4 currently receive them:



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



Time travel

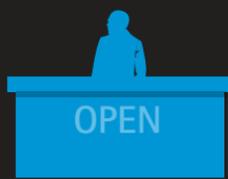
What motivates their interest in paperless travel? Nearly 9 in 10 cited time savings as the biggest factor



88% want to save time

What could make the journey easier?

Percentage of consumers who say ...



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