

KEY FINDINGS

Driving Public Transit Usage and Ridership with Mobility-as-a-Service (MaaS)

- A majority of public transit riders (51%) use 4 or more payment methods a month for their trips. Globally, fewer than 1 in 5 (19%) use a single payment method.
- Nearly 2 in 3 (64%) would use a digital service to plan, book, and pay ahead of time for all their modes of transportation on a single platform.
- More than 2 in 5 riders (45%) would be more open to trying different forms of public transit, and 2 in 5 (42%) would ride public transit more days, if they were able to cover all transport payments using just a single payment method.
- And nearly (37%) would take more trips in a day if they were able to cover all transport payments using just a single payment method.

Continuing to Enhance the Rider Experience

- Nearly half (47%) of public transit riders would use public transit more often if rides were fare-capped compared to non-fare-capped.
- Additional ways to make public transit more enticing include faster journey times (52%), contactless payments (41%), and making more routes available (42%).

Standardizing the Contactless Payment Experience for Riders

- 94% of transit riders expect public transit to offer contactless payment moving forward, and 63% strongly expect them to be offered. This is up from last year in the 5 markets common across both surveys, when 91% of riders said they strongly and somewhat expect public transit to offer contactless payment.
- Nearly 2 in 3 (65%) riders are most likely to use contactless payments over the next year, whether a physical or digital credit or debit card or with a physical or digital prepaid card not tied to their bank account.



METHODOLOGY

The Visa Urban Mobility Survey was conducted by Wakefield Research in May 2023 among 11,500 respondents in 12 markets who take public transportation: Singapore, Japan, Egypt, Australia, United States, Indonesia, United Kingdom, Pakistan, Germany, Italy, Mexico, Chile. Quotas were set for 1,000 respondents per market except in Chile (500).