

Contactless Payments Continue to Help Riders Navigate the Future of Transit

- The overwhelming majority (91%) strongly or somewhat expect public transit to offer contactless payment, with 57% strongly expecting it.
- Public transit riders recognize the top benefits of contactless payments as convenience (44%), time saved due to faster transactions (40%), less worry over carrying enough cash (38%), and reduced contact with surfaces and other people (35%).
- Nearly 1 in 3 (32%) public transit riders cite contactless payments as a top feature that would entice them to use public transit.
- Those who are generally living a time-pressed lifestyle are prone to want contactless payment at every turn. Public transit riders who are employed (65%) or who are a student (63%) are more likely than those who are unemployed (44%) to use public transit more often if their transit rides were fare-capped compared to non-fare-capped, as are parents (69%) vs. nonparents (53%).

Public Transit is an Economic Lifeline in All Markets

- Most (62%) public transit riders who are employed use public transit at least 3 days per week. This includes more than a quarter (28%) who use it 5 days or more.
- Public transit is the primary form of transportation for nearly a third (30%) of public transit riders globally, and 46% of riders in the U.S.
- More than half (55%) of riders use public transit for leisure activities, followed by day-to-day errands (44%), commuting to and from work (41%), and commuting to and from school (5%).

Fare-capping is Attracting Public Transit Riders

- Fare-capped rides would encourage more than 3 in 5 (61%) public transit users to ride more often, compared to non-fare-capped rides.
- Public transit riders say they would be most enticed if there were faster journey times (43%), more reliable schedules/timing (41%), more routes available (36%), and capped fare payments (30%).

Sustainability is Driving Public Transit Usage

- The overwhelming majority (88%) of public transit riders indicate sustainability and the environment factor into how often they use public transit.
- More than a third (34%) indicate sustainability is the top reason they use public transit.



METHODOLOGY

The Visa Urban Mobility Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 11,550 adults who take public transportation in 14 markets: U.S., Canada, Australia, New Zealand, France, Italy, U.K., South Africa, UAE, Qatar, Kazakhstan, Peru, Saudi Arabia, Egypt, between May 12th and May 18th, 2022, using an email invitation and an online survey. Quotas were set for 1,000 respondents per market except in Qatar: 100, Kazakhstan: 250, and Peru: 200.