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.