Drivers of the transformation in the mobility landscape.

- 30.7% selected convenience as their primary motivator when choosing to use public transport, even higher than cost (22.9%) and speed (7.3%).
- Millenials boost growth of the sharing economy up to 335 USD by 2025.
- The market for urban mobility platforms will total about $25 billion by 2035, with end users buying tickets for an average of 400 trips a year via these platforms.
- 40.9% are now taking multimodal journeys by combining ridesharing with public transit.
- By 2050, the world is projected to have 50 megacities with more than 10 million inhabitants at the expense of the rural population.
- Global passenger traffic is set to rise 50% from 2015 to 2030.
- 74% of millennials would use a Mobility-As-A-Service app on their smartphone.
- Over 50% willing to pay more for more convenience and technological improvements.
- 76% average of survey respondents globally believe using contactless payments or proof of purchase on mobile devices would encourage some drivers to start using public transport.
- More than 4 in 5 Millennials expect tracking of their habits to get individual travel options.
- 80% expect to be buying tickets on mobile devices in the future.
- 74% of millennials would use a Mobility-As-A-Service app on their smartphone.
- Cost saving potentials for transit authorities of 30% by replacing cash with digital tickets.

Sources: Accenture, APTA, Conduent, Juniper Research, Masabi, UN, PWC, BCG, VISA