Mobile Airplane Ticket and Mobile Wallet Usage Survey Results

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User Survey Results

Background and Objectives

The purpose of this survey was to identify pain points smart phone users experience when using mobile tickets and mobile wallets. These two applications contain features and use cases that are similar to a vaccine credential application. Some of these features and use cases include but are not limited to:

- Used in situations of heavy traffic where user is in a long line of people and pass must be shown quickly
- Contains multiple tickets/credit cards that the user must select when making a transaction
- Mobile tickets contain a QR code or bar code that must be scanned swiftly to enter an establishment

In addition, the goal of this survey was to better learn user's habits around carrying paper tickets and transit cards. The method that they carry their ticket or card may provide insight into how a paper credential can integrate into the user's day-to-day life. Some concerns around paper credentials are damage or misplacement, and we would like to mitigate these concerns from our findings.

Users were asked questions that compared their experiences between mobile airplane tickets vs. paper airplane tickets and mobile wallet applications vs. physical credit cards.

Executive Summary

85%	75%	82%
of users are very comfortable using their smart phone	of users prefer mobile tickets to paper tickets	of users prefer physical credit cards to mobile wallet applications

Users may prefer mobile airplane tickets to paper because their smart phones are already an essential item, whereas a paper ticket is an extra item to keep track of. Users were asked why they would choose mobile airplane tickets over paper airplane tickets and vice versa. 73% of users choose mobile tickets or paper tickets in part because they won't forget it at home. However only 3% of users will choose paper tickets for this reason. In addition, 68% of users reported that it's easier to carry mobile tickets.
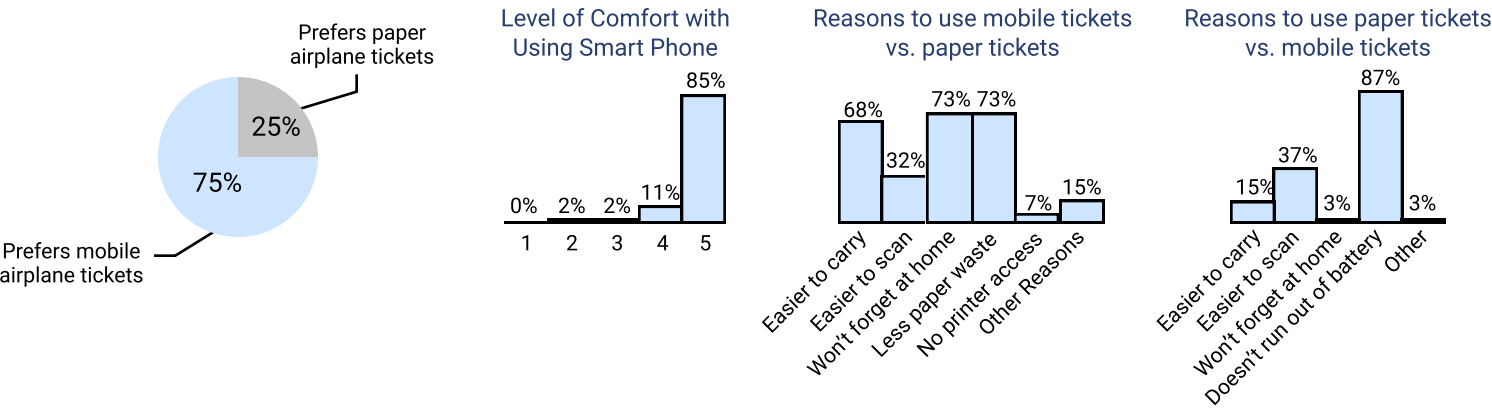
Mobile Wallets vs. Physical Credit Cards

Although a third of users felt very comfortable using their mobile wallet, half of them still opted to use physical credit cards. Some users mentioned they were concerned about the privacy of mobile wallets. Many users also commented that using physical credit cards was out of habit. Perhaps since users typically use airplane tickets less frequently than credit cards, the tansition to mobile airplane tickets was not disruptive. However, the frequent usage of credit cards has become a habit, and the benefits of a mobile wallet do not outweigh the effort of changing a habit.

Almost all users within each age group except for 35-44 preferred mobile airplane tickets and physical credit cards. The 35-44 age group preferred printed tickets but a mobile wallet.

Detailed Findings

Mobile Airplane Ticket vs. Paper Ticket Usage

Prefers paper airplane tickets

25%

75%

Prefers mobile airplane tickets

Level of Comfort with Using Smart Phone

85%

0% 2% 2% 11%

1 2 3 4 5

Reasons to use mobile tickets vs. paper tickets

68%

32%

73% 73%

7%

15%

Easier to carry
Easier to scan
Won't forget at home
Less paper waste
No printer access
Other Reasons

Reasons to use paper tickets vs. mobile tickets

87%

15%

37%

3%

3%

Easier to carry
Easier to scan
Won't forget at home
Doesn't run out of battery
Other

User Comments on Drawbacks of Mobile Tickets

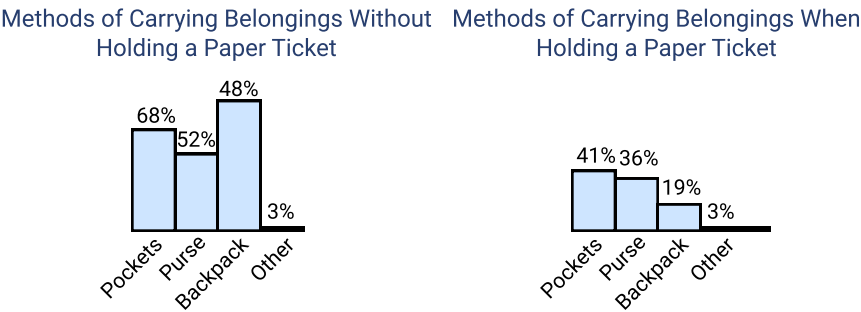"It's hard to find the actual ticket."

"My phone almost died and I didn't have internet."

"Your phone locks and the app closes and you lose the ticket for a moment."

"Sometimes the app doesn't load on time. It's anxiety inducing to make sure your screen is on and ready instead of just holding a paper ticket."

"Turning up the brightness."

Paper Ticket Usage

Methods of Carrying Belongings Without Holding a Paper Ticket

68%

52%

48%

3%

Pockets Purse Backpack Other

Methods of Carrying Belongings When Holding a Paper Ticket

41% 36%

19%

3%

Pockets Purse Backpack Other

Note: The format of these two question was not consistent. A direct comparison of figures is inconslusive.
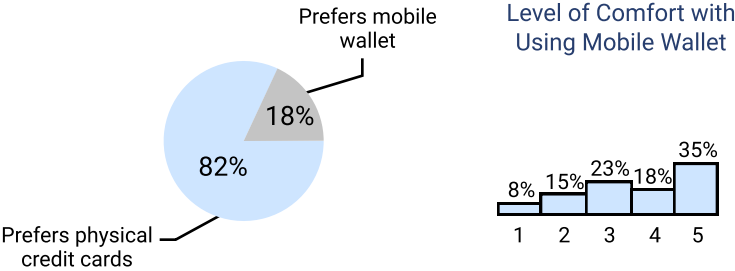
User Comments on Carrying Paper Tickets

"I want to keep the paper ticket safe. There is one quick pocket on my backpack, that's where I keep important things that I need in a hurry."

"I keep mine in my wallet/pockets for easier access."

"I usually put paper tickets somewhere they can be kept flat."

Mobile Wallet Usage

Prefers mobile wallet

18%

82%

Prefers physical credit cards

Level of Comfort with Using Mobile Wallet

8% 15% 23% 18% 35%

1 2 3 4 5

Why Users Choose Physical Credit Cards over Mobile Wallets

"Not all places have mobile wallet capabilities."

"I don't want cards on an app."

"Habit."

"Not used to it."

"I often can't find stuff in my mobile wallet."

"I'm scared of hackers."

"I don't see mobile wallest as an improvement on physical credit cards."

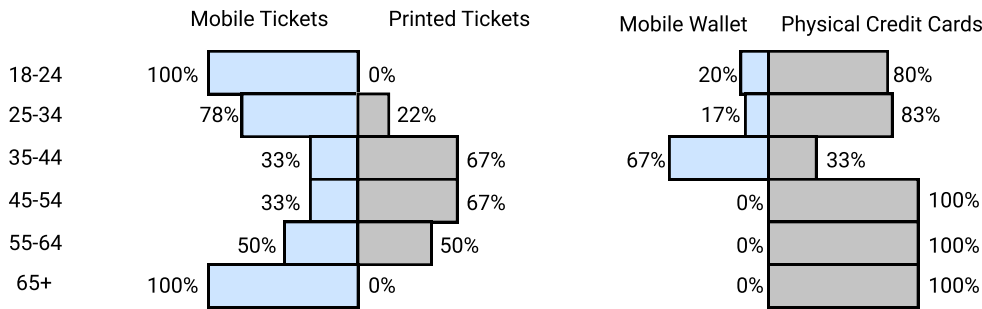| 18%	18%
mentioned they won't switch from physical credit cards because of habit	were worried about privacy or hackers

What Users Would Change About Their Mobile Wallet

"Make it easier to find what I'm looking for."

"Apple wallet is bulky and saves coupons/rewards cards so weirdly. It's easy to forget they're there."

"Shorcut to open app and get to credit card."

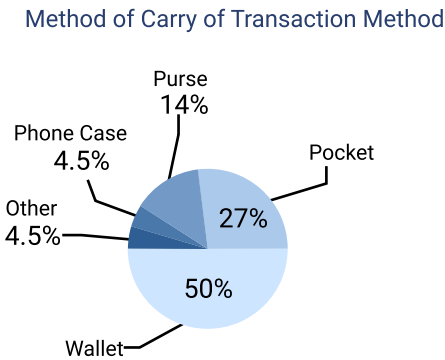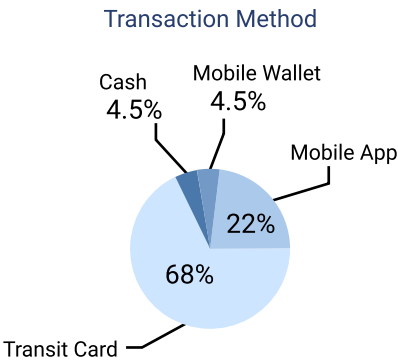# Mobile Airplane Ticket and Mobile Wallet Users by Age

Mobile Tickets   Printed Tickets

	Mobile Tickets	Printed Tickets
18-24	100%	0%
25-34	78%	22%
35-44	33%	67%
45-54	33%	67%
55-64	50%	50%
65+	100%	0%

Mobile Wallet   Physical Credit Cards

	Mobile Wallet	Physical Credit Cards
18-24	20%	80%
25-34	17%	83%
35-44	67%	33%
45-54	0%	100%
55-64	0%	100%
65+	0%	100%

Mobile Wallet vs. Physical Credit Card Preference Based on Level of Comfort with Mobile Wallet Application

	Mobile Wallet	Physical Credit Cards
5	43%	57%
4	18%	82%
3	0%	100%
2	0%	100%
1	0%	100%
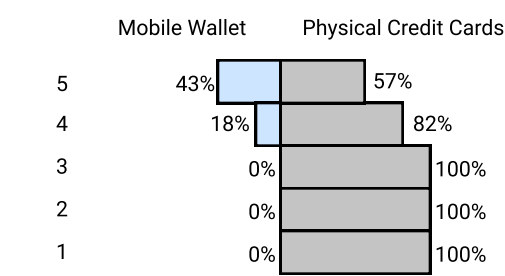
Transaction Methods Used to Board Public Transportation

22 respondents

Respondents who did not regularly use public transportation were screened out.

Transaction Method

- Cash 4.5%
- Mobile Wallet 4.5%
- Mobile App 22%
- Transit Card 68%

Method of Carry of Transaction Method

- Purse 14%
- Phone Case 4.5%
- Other 4.5%
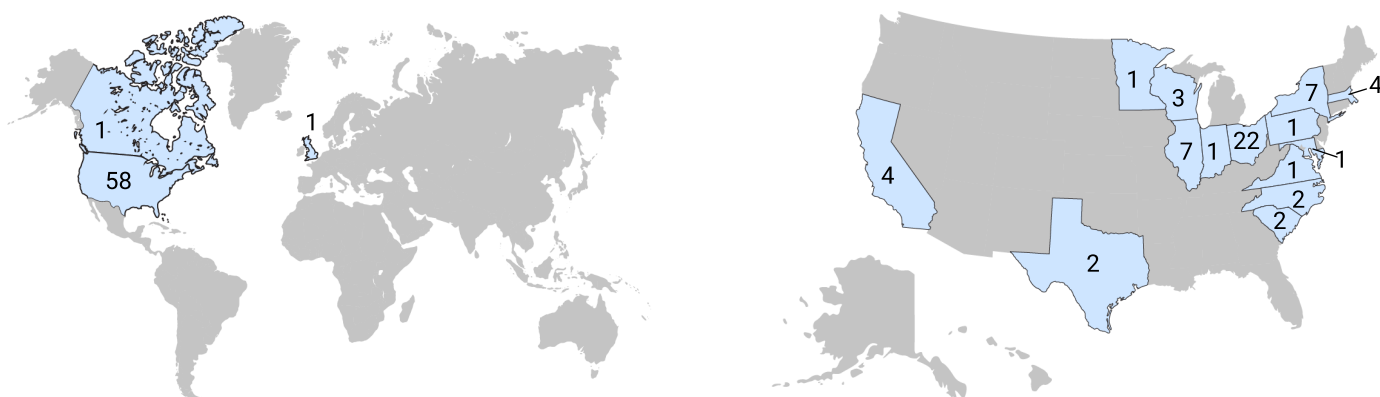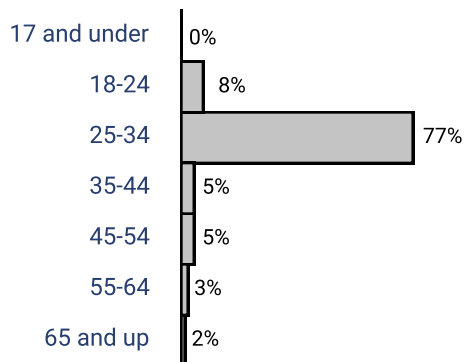- Pocket 27%
- Wallet 50%

Methodology

Respondants who were not planning on receiving the COVID-19 vaccine were screened out.
If the user did not have a smart phone, they received a different set of questions that focused on paper tickets only.
However, every respondant owned a smart phone. Please note that race or ethnicity was not a demographic question.
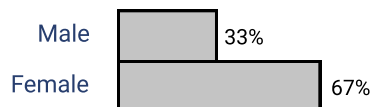
60 respondents

Android 40%
Apple 60%

GEOGRAPHICAL LOCATION

1
58
1

1
3
7 1 22 1
4
1
2
2
2
2
7
4
1

AGE

17 and under	0%
18-24	8%
25-34	77%
35-44	5%
45-54	5%
55-64	3%
65 and up	2%

GENDER

Male	33%
Female	67%
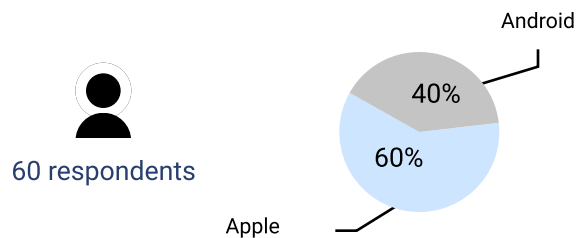
GEOGRAPHICAL CLASSIFICATION

Urban	40%
Suburban	50%
Rural	10%