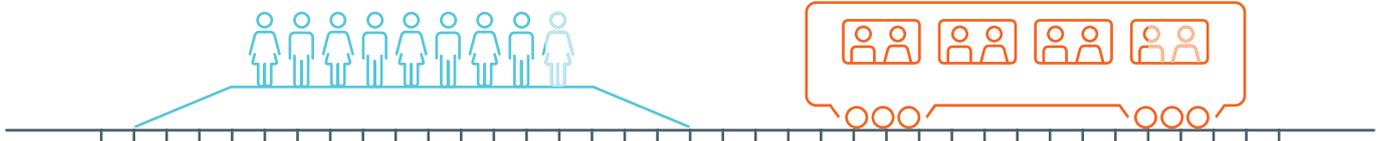


Rail Commuters Revealed

- how the train carriage has become a hive of activity

Shopping, snacking and streaming content now all commonplace as time-pressed tech-savvy commuters cram more activities than ever into the on-train environment.

Commuters are committed to comfort and familiarity on their journey, with **81%** agreeing that they stand on the same part of the platform, and **63%** preferring to travel in the same carriage, wherever possible.



Once on board, **88%** of respondents used their smartphone on their journey on the day we conducted our research. The amount of time spent on smartphones during a rail journey has risen by **28%** to **64%** in two years, as connectivity speeds increase and data costs decrease. This has led to an increased variety of on-train, on-device activity.

The average forty-minute journey time is a much-needed pause point for commuters to catch up on work or life admin, or relax and grab some crucial 'me-time' (**10%** use the time for personal or professional development; **9%** practice meditation / mindfulness; and **7%** use a dating app).



56% of our respondents said they used their train journey to carry out specific tasks. These include:

- **32%** working / doing work e-mails
- **30%** browsing online retailers in general; **20%** researching specific products to purchase
- **25%** planning leisure time

Traincards are an expected, appreciated part of the commuter journey. **94%** notice them, with **34%** saying they notice them frequently. They also encourage action. **62%** of our respondents had followed up on a Traincard ad in some way, whether that was speaking to someone, researching the product or actually making a purchase.

- **39%** have talked to someone about something seen advertised on board a train (**+17%** since 2015)
- **56%** have researched / looked up something seen advertised on board a train (**+18%** since 2015)
- **33%** have bought something they've seen advertised on board a train (**+38%** since 2015)



Who is travelling by train how they are feeling what they are doing how they can be influenced

Research conducted by Dipsticks, online, September 2017 - 600 respondents