




on train media

Traincards: shopping list contributors, top-up reminders, last-minute inspirers

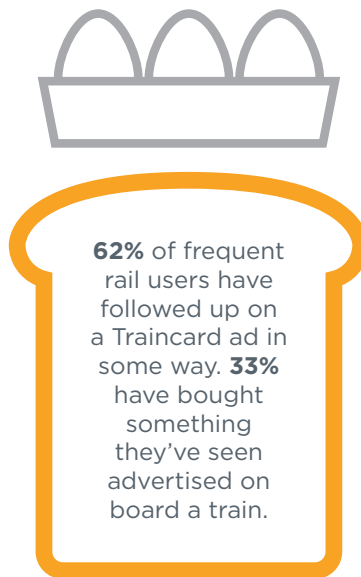
Convenience is a shopping priority for time-poor KBH rail commuters. Over a third of both rail users and KBH Commuters are 'savvy browsers' – attached to their mobiles and most likely to be shopping. 16% of rail users (index 122) and 17% of KBH Commuters (index 133) classify themselves as 'impulse buyers'. They're a lucrative group, too: 88% will spend up to £250 in an on-train transaction (source: Dipsticks).




They shop whenever, wherever and however they can – online, in person, on impulse – to fit it into their busy schedules. **And their grocery-buying behaviour is no different.**



Recalled by **94%** of rail users, Traincards are timely shop windows for supermarket brands to remind and inspire, and ultimately drive on- and off-line purchase.





62% of frequent rail users have followed up on a Traincard ad in some way. **33%** have bought something they've seen advertised on board a train.



Of those, **21%** bought on board the train / straight away... **31%** on the way to work when off the train... and **20%** on the way home when off the train.
(source: Dipsticks)

The rail users shopping trends table

The trend	 What it means for shopping online	 What it means for shopping in person
Frequent shoppers	62% of all commuters buy groceries online, on their commute, during the average week (source: CEBR 2015)	Two-thirds of rail users and KBH commuters go top-up shopping at least once a week; 40% of both do so two-three days a week (indices 116 and 115 respectively) Frequent rail users are 15% more likely to do some sort of shopping every day
Shopping fits in as part of other day-to-day activities	17% have bought groceries after getting off the train on their outward journey, and 27% have done so on their inbound (homeward bound) journey (source: Dipsticks)	58% of rail users (index 124) and 62% of KBH commuters (index 133) walk to the shops
Convenience is key	Almost a fifth of rail users and just over a fifth of frequent rail users have their regular shopping delivered to their home (indices 122 and 131 respectively)	74% of rail users (index 110) and 77% of KBH commuters (index 115) do their shopping in a town centre /high street supermarket. In both cases, half rate 'locality' as the most important criteria of choice
Impulse and immediacy	20% of rail users (index 122) and 21% of KBH commuters (index 132) have shopping / retail apps on their phone	34% of both rail users and KBH Commuters (indices 118 and 119 respectively) classify opening hours as the most important criteria of choice

To learn more about rail users and supermarket retail, contact your KBH account manager, visit kbhontrainmedia.co.uk or follow us on Twitter @kbhontrainmedia

(Sources for all above TGI Q1 2018 unless otherwise stated)